

The Role of Product Innovation in Fostering Brand Evangelism: An Analysis of Brand Trust and Customer Satisfaction Among Indomie Consumers in Greater Bandung

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ABSTRACT

The rapid growth of business competition each year indicates that the business industry is developing dynamically, which indirectly demands that every business actor possess a competitive attitude and continuously engage in change and innovation to keep up with market developments, avoid being left behind by similar competitors and enhance competitive advantage. This study aims to determine the role of product innovation in fostering brand evangelism attitudes mediated by brand trust and customer satisfaction in Indomie consumers in Greater Bandung. In this study, data were collected through surveys distributed to Indomie consumers in Greater Bandung and obtained 400 respondents. The research method used through descriptive and quantitative approaches with sampling techniques using non-probability sampling with purposive sampling type. In data processing, this research uses SmartPLS software version 4.0.9.9. The results of this study show that product innovation positively and significantly influences brand evangelism. In addition, brand trust and customer satisfaction were found to strengthen product innovation and positively influence brand evangelism. This study contributes to a deeper understanding of the factors that drive and foster the brand evangelism attitude of Indomie consumers in Greater Bandung and the importance of company strategies in building brand trust and customer satisfaction to foster consumer brand evangelism

INTRODUCTION

The culinary industry in the current era of globalization has seen rapid business competition every year (Ahdiat, 2024). The number of culinary industries that have sprung up shows that the culinary industry is the most suitable industry characteristic for starting a new business, which is due to the great potential and opportunities to develop a growing business. In addition, culinary businesses do not need to require large capital and have a very broad target market (Esb.id, 2024). The rapid development of the business industry requires a competitive attitude owned by every business actor to continue to make changes and innovations following the flow of market developments so as not to be left behind by similar competitors and to increase competitive advantage (Linanda, 2022). By carrying out this strategy, it will make the business superior to competitors, besides that the business will be more intact and can meet consumer needs which will indirectly increase the brand awareness of a business (Rafli, 2024). Just like culinary business people, every business actor needs to carry out various strategies to remain competitive in a highly challenging market environment. (Maulida & Indah, 2021).

The culinary industry is divided into two parts, namely food and beverages, and each part has its own type. Food is also not only about rice and side dishes, but there are also snacks, instant food, and so on. Followed by the development of time and technology, people's daily lifestyles began to change, now many people want something instantly or easily obtained in various ways including in terms of food (Mambela, 2022). Instant food is a solution that many people are looking for to meet their consumption needs (FHA Food & Beverage, 2023). Students, workers, and college students to people who are already married also need instant food, this is because many Indonesians have busy activities and high mobility (Mulyani et al., 2020). Instant food that is easy to serve and practical can be in the form of canned food, bread, cereals, instant porridge, and various other types (Rasihan, 2022). One of the most popular instant foods for Indonesians is instant noodles. Apart from tasting good, being easy to find, and serving quickly, instant noodles also provide various flavors and product variants to meet consumer tastes so that consumers can adjust the flavor variant according to personal taste preferences (Rizaldy, 2024). The following are the countries that have the highest demand for instant noodles in the world:

Unit: Million Servings
Updated on May 13, 2024

	Country/Region	2019	2020	2021	2022	2023
1	China/Hong Kong	41,450	46,360	43,990	45,070	42,210
2	Indonesia	12,520	12,640	13,270	14,260	14,540
3	India	6,730	6,730	7,560	7,580	8,680
4	Viet Nam	5,440	7,030	8,560	8,480	8,130
5	Japan	5,630	5,970	5,850	5,980	5,840
6	USA	4,630	5,050	4,980	5,150	5,100
7	Philippines	3,850	4,470	4,440	4,290	4,390
8	Republic of Korea	3,900	4,130	3,790	3,950	4,040
9	Thailand	3,570	3,710	3,630	3,870	3,950
10	Nigeria	1,920	2,460	2,620	2,790	2,980

Figure 1. Demand Rankings World Instant Noodles

Based on data from the World Instant Noodles Association (WINA), Indonesia holds the second position among countries with the greatest consumption of instant noodles, which amounted to 14,540 billion packs of consumption in 2023. Judging from the amount of market demand for instant noodles every year, it shows that Indonesia has a high interest in instant noodles and makes domestic noodle producers compete to increase their production (Bintarti et al., 2022). There are several provinces that have the highest number of instant noodle consumers per year, namely Kalimantan Province, DKI Jakarta, West Java, Maluku, Papua and several other provinces. Each region has varying levels of instant noodle consumption and West Java Province is one of the provinces that has a relatively high level of instant noodle consumption (Rahman, 2022). Badan Pusat Statistik (2021) shows that Indramayu, Purwakarta, Bogor, Bandung, and other regions in West Java have high consumption of instant noodles. Based on the visual average of instant noodle consumption per capita in West Java, Bandung is the region with the highest level of instant noodle consumption in West Java in 2021 and the highest increase during 2020-2021, as shown below:

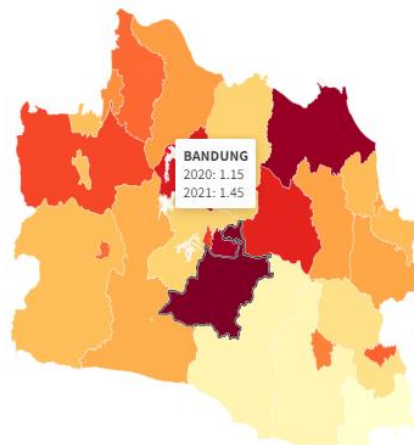


Figure 2. Average Per Capita Instant Noodle Consumption per Week in West Java 2020-2021

The visual data shows that Bandung has a very high increase in the amount of instant noodle consumption in 2021. With an average of 1.45 packs per week, this means that around 5.6 million packs of instant noodles are consumed every week (Sopamena, 2022). This shows that the people of Bandung have a high interest in instant noodles. The affordable price, the variety of flavors and the ease and speed of serving are the main factors of the product's fame (CNN Indonesia, 2022). Indonesian people, especially the people of Bandung and Jakarta, often have busy activities and high mobility, so instant noodles are the most practical solution to meet daily nutritional needs (Rizaldy, 2024). Badan Pusat Statistik (BPS) (2020) noted that workers as employees, students, and taking care of households are the most occupations in the Bandung City area, where all three have busy activities and high mobility, this can be the reason for the large number of enthusiasts consuming instant noodles in Bandung City (Ashilah, 2022). In Indonesia, there are many instant noodle brands that have been widespread among the public (Pratama & Sugiyono, 2020), both in terms of type, taste, quality, and the characteristics of each instant noodle brand are familiar to the Indonesian people. Each brand must have its own character and uniqueness that can be elevated to the excellence of its products, thus making the choice very diverse (Dunia, 2024). The following are the instant noodle brands chosen by the Indonesian people:

Table 1. Instant Noodle Brands Preferred by Indonesian Consumers

Nama Brand	2020	2021	2022	2023	2024
Indomie	70.50	72.90	72.90	72.50	71.20
Mie Sedaap	16.00	15.20	15.50	16.20	13.90
Gaga 100	-	-	-	-	4.20
ABC	-	-	-	-	2.90
Sarimi	3.80	3.10	2.60	2.60	2.40

LITERATURE REVIEW

Based on the Top Brand Index

Based on the results of a survey carried out by the Top Brand Award, there are five consumer favorite instant noodle brands, namely Indomie, Mi Sedaap, Gaga 100, ABC, and Sarimi. It can be seen that Indomie has been the favorite instant noodle brand of Indonesians for five consecutive years from 2020 to 2024. Indomie always shows consistent numbers every year so it can be concluded that Indomie is the most popular instant noodle among Indonesians. Indomie has done various ways to maintain its position as the first instant noodle brand of choice for the public, both by holding corporate social responsibility (CSR) programs, product collaborations with other brands, and creating campaigns (Subakti, 2023). On the other hand, Indomie continues to try to maintain its business by continuing to innovate product flavors and adjusting products to market tastes. Product innovation is an exciting new inspiration that aims to shape, develop, and strategize the company to remain competitive against other companies (Prasetyo, 2020).

This instant noodle product from PT Indofood CBP Sukses Makmur Tbk, continues to surprise the Indonesian people with its unique and diverse new product variants, until now there are 63 Indomie flavor variants that have been circulating in the market (Yonatan, 2023). Some of the flavors created by Indomie are a form of product innovation that represents the local wisdom of each region or island in the archipelago, such as skipjack-flavored Indomie which can only be found in North Sulawesi province, shrimp broth-flavored Indomie in Bangka area, noodle-flavored Indomie in South Sumatra province, and several other flavors (Makunrai, 2021). However, of the many new flavors released by Indomie, the flavors that have long been launched are still the main choice of the Indonesian people, this can occur partly because of the satisfaction felt by consumers with one of the flavors (Jakpat, 2023). Based on research conducted by Zarwati & Ahmadi (2020), there are several attributes of Indomie products that have a high satisfaction value on these products, namely flavor variants, halal labels, taste, expiration clarity, net weight / netto, nutritional value information, prices that match quality, affordable prices, and ease of product acquisition. The needs and desires of customers that are met by a company or brand can lead to customer satisfaction (Ramadhany & Supriyono, 2022). By satisfying the needs and desires of customers, consumers will continue to use and consume these products so that they may positively affect the business.

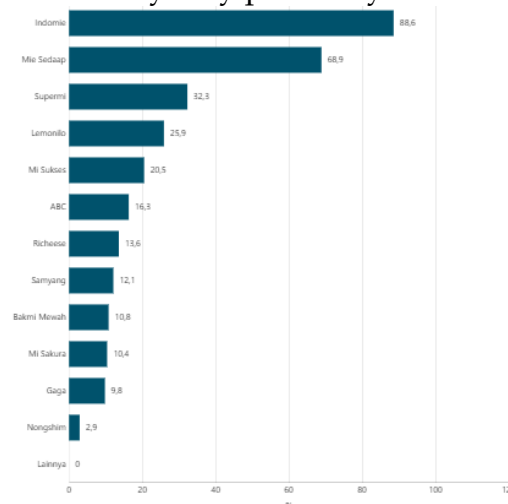


Figure 3. Most Consumed Instant Noodle Brands in Indonesia 2022

This data not only shows a form of customer satisfaction with the Indomie brand, but can also be a sign that a customer has trusted the brand. Growing trust in the brand of products consumed is one of the factors influenced by customer satisfaction (Rosdayanti & Tuti, 2023). Indomie is ranked first as the instant noodle most frequently consumed by Indonesians beating other instant noodle brands, this shows that Indomie already has the trust of the Indonesian people in instant noodle products, both because it tastes better than other brands, the ease of finding products in shopping centers, and because of the many promos given (Annur, 2023). The data also shows that the Indonesian people have trusted Indomie products, so that this trust has made Indomie ranked first as the instant noodle brand of choice for the Indonesian people for four consecutive years.

Trust that is formed from a person's experience of a brand or product will take place naturally so that it can have an impact on consumer behavior. As research conducted by Becerra & Badrinarayanan (2013) and Nyadzayo et al. (2020), the behavior of consumers who voluntarily recommend a brand can also be called brand evangelism, but brand evangelism is not just a simple recommendation but an attitude of customers who share their positive experiences and actively convince others to buy the brand. The attitude of consumers who voluntarily promote a brand or product is one of the impacts of consumer satisfaction and trust in a brand (Putri, 2022). The actions taken by Indomie consumers can be classified as brand evangelism. Apart from customer satisfaction, to increase brand evangelism among consumers, brand trust is one of the factors that influence brand evangelism (Fathurrahman & Nurhadi, 2018). Indomie's strategy by increasing flavor innovation can also provide new experiences and impressions for consumers (Sindarto & Ellitan, 2023), which if the innovation is successful and exceeds consumer expectations, then consumers will be more satisfied with the brand and always share their experiences with others.

This research combines the concept of product innovation with brand evangelism, which is rarely explored together. Previous studies such as Cui et al. (2021) focus on the impact of innovation on firm performance, while this study looks at its impact on more specific consumer behavior. Furthermore, the dual mediating role of exploring the mediating role of brand trust and customer satisfaction provides a deeper understanding of the mechanisms linking product innovation to brand evangelism. This extends the findings of Islam et al. (2022) who only focus on a single mediation. Moreover, in the context of a specific industry such as the consumer technology industry, it provides new insights into how these dynamics operate in specific settings. Ultimately it provides an understanding of the antecedents of brand evangelism, particularly from a product innovation perspective, which has not been explored in depth in previous literature as well as how to leverage product innovation to drive consumer evangelical behavior, which is a high-level form of loyalty.

Based on the phenomena and previous research described above, the researcher is eager to carry out research and making this phenomenon a research topic entitled "The Role of Product Innovation in Fostering Brand Evangelism: An Analysis of Brand Trust and Customer Satisfaction Among Indomie Consumers in Greater Bandung".

METHODOLOGY

This research uses quantitative methods with descriptive research types. Descriptive research is designed to identify the value of independent variables whether it's a single variable or multiple without examining relationships or making comparisons with other variables (Sugiyono, 2022). Meanwhile, quantitative research is a research method that aims to test and confirm theory on a phenomenon (Ghozali, 2021). In this study, product innovation is the independent variable, brand evangelism is the dependent variable, and brand trust and customer satisfaction are the mediating variables. The population in this study were Indomie consumers in Greater Bandung with a sample of 400 respondents collected through a google form survey with distribution through social media.

The sampling method applied in this study is non-probability sampling with a specific sampling type. For data analysis, this research utilizes SmartPLS software version 4.0.9.9 with the data analysis method used is SEM-PLS. Robi et al. (2017) state that the Structural Equation Modeling (SEM) is a method employed to examine the relationship patterns between indicators and variables, explore the connections among different variables, and directly assess measurement errors. Meanwhile, Partial Least Square (PLS) is a method that uses measurement data from the same set of observations to connect information in two data tables (Abdi & Williams, 2013).

RESULT AND DISCUSSION

Based on the characteristics of the respondents in this study, it can be seen that of the 400 respondents, 64% of the respondents were female or 256 people and 36% of the respondents were male or 144 people. This is in line with the results of research conducted by Mudurikah et al. (2021) & Kalsum et al. (2024) which state that Indomie consumers are dominated by women. This study was dominated by respondents who worked as students, namely 56.5% or totaling 226 people, respondents who worked as entrepreneurs 23.3% or totaling 93 respondents, respondents who worked as students 14% or totaling 56 people, respondents who worked as civil servants 4.8% or totaling 19 people, and 0.3% others were private employees, expatriates, contract employees, employees, and freelancers. These results are in line with the results of research from Arkan & Andjarwati (2022) which states that many Indomie instant noodle consumers are students who are consumers of mature age.

Of the 400 respondents, 71.8% or 287 people were in the age range of 17-25 years, 13.3% or 53 people were in the age range of 36-45 years, 12.3% or 49 people were in the age range of 26-35 years, and 2.8% or 11 people were over 45 years old. These results are in line with the results of research from Swanto et al. (2024) which states that consumers or customers of Indomie products are dominated by the younger generation with an age range of 18-25 years. Respondents who live in Bandung Regency dominate this study, namely as many as 30% or 120 people, 29.8% or 119 people live in Bandung City, 20.5% or 82 people live in West Bandung Regency, and 19.8% or 79 people live in Cimahi City. These results are in line with the results of the National Socio-Economic

Survey (Susenas) in 2021 which showed that Bandung Regency has the highest number of instant noodle consumers in West Java (Sopamena, 2022).

Based on the results of descriptive analysis, overall the product innovation variable is in the good category with a total score of 9096 or 75.8%. Based on the statements that have been distributed, it is found that “Indomie continues to innovate on existing products by forming new flavor variants (soto lamongan noodles, empal gentong noodles, aceh noodles, etc.)” as the statement with the highest percentage of 76.3%. This shows that respondents feel that Indomie continues to try to innovate existing products by issuing various new flavors. The brand trust variable as a whole is in the good category with a total score of 6113 or 76.4%, obtained by the statement “Indomie tries to overcome my concerns about its products” as the statement with the highest percentage of 77.2%. This shows that respondents feel that Indomie continues to try to maintain the safety and comfort of its consumers by overcoming any concerns that respondents have about its products, either by convincing consumers of its products or by making product improvements.

The overall customer satisfaction variable is in the good category with a total score of 7607 or 76.1%. Based on the statements that have been distributed, it is found that “Indomie product quality is always consistent” is the statement with the highest percentage, namely 77.2%. This shows that respondents feel that Indomie always shows stable and consistent product quality, which makes consumers satisfied with the quality of Indomie products. And the brand evangelism variable as a whole is in the good category with a total score of 13,439 or 74.7%, obtained the statement “I am willing to buy Indomie products” as the statement with the highest percentage, namely 75.8%. This shows that respondents are willing to buy instant noodle products from the Indomie brand in the near future. In the data analysis method used, there are two types of Structural Equation Modeling (SEM) models, namely measurement model (outer model) and structural measurement (inner model). The measurement model is useful for calculating the reliability of each construct which involves the process of converting research variables into measurable indicators which will later be described in the form of path diagrams and certain equations (Kalsum, 2018). The following is the path diagram obtained in this study:

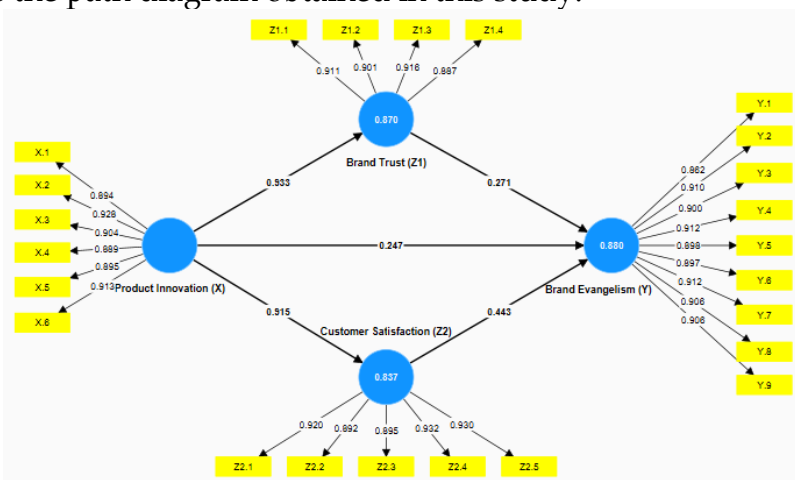


Figure 4. Path Diagram Outer Model

Based on this figure, it is known that the indicator is in the form of a yellow rectangle while the independent and dependent variables are round in blue. Indicators in the calculation of outer loading are said to be valid if they have a value > 0.7 (Hair et al., 2021). After processing the data with SmartPLS, it is known that all indicators are above 0.7 so that the outer loading can be presented as follows:

Convergent Validity

Convergent validity is said to be valid if the score obtained from the measurement shows a high relationship between the indicator and the variable score as a measurement of the convergent validity of the measurement model. The convergent validity parameters are loading factor and Average Variance Expected (AVE). The AVE of a variable is considered to meet convergent validity if the AVE value exceeds 0.50. Presented below are the results of the AVE (Average Variance Extracted) analysis:

Table 2. Results of Average Variance Extracted (AVE)

Variables	AVE	Critical Value	Model Evaluation
Product Innovation	0.817	> 0.5	Valid
Brand Evangelism	0.811		Valid
Brand Trust	0.817		Valid
Customer Satisfaction	0.835		Valid

Based on the table, it can be seen that each variable has an AVE value greater than 0.5, namely 0.817, 0.811, 0.817, and 0.835 which can be said to be valid, so it can be concluded that all variables satisfy the convergent validity criteria. Furthermore, below are presented the results of convergent validity, including loading factors for each research variable.

Table 3. Results of Outer Loading

Variable	Indicator	Loading Factor	Conclusion
Product Innovation	X.1	0.894	Valid
	X.2	0.928	Valid
	X.3	0.904	Valid
	X.4	0.889	Valid
	X.5	0.895	Valid
	X.6	0.913	Valid
Brand Evangelism	Y.1	0.862	Valid
	Y.2	0.910	Valid
	Y.3	0.900	Valid
	Y.4	0.912	Valid
	Y.5	0.898	Valid
	Y.6	0.897	Valid
	Y.7	0.912	Valid
	Y.8	0.906	Valid
	Y.9	0.906	Valid
Brand Trust	Z1.1	0.911	Valid
	Z1.2	0.901	Valid
	Z1.3	0.916	Valid
	Z1.4	0.887	Valid
Customer Satisfaction	Z2.1	0.920	Valid
	Z2.2	0.892	Valid
	Z2.3	0.895	Valid
	Z2.4	0.932	Valid
	Z2.5	0.930	Valid

Based on the results of outer loading which can be seen in table above, the loading factor results for all indicators of each construct have fulfilled the criteria for convergent validity because all loading factor values are greater than 0.7 in accordance with the theory from Hair et al. (2021).

Discriminant Validity

Cross loading factor is one way to see discriminant validity. If the data shows a higher construct correlation than other constructs, the variable has a high cross loading factor. The following are the results of the cross loading factor that has been processed using SmartPLS version 4.0.

Table 4. Results of Cross Loading

Indicator	Product Innovation	Brand Evangelism	Brand Trust	Customer Satisfaction
X.1	0.894	0.789	0.833	0.802
X.2	0.928	0.841	0.855	0.829
X.3	0.904	0.825	0.834	0.831
X.4	0.889	0.805	0.820	0.820
X.5	0.895	0.839	0.852	0.835
X.6	0.913	0.808	0.863	0.845
Y.1	0.805	0.862	0.829	0.837
Y.2	0.818	0.910	0.824	0.828
Y.3	0.805	0.900	0.820	0.821
Y.4	0.826	0.912	0.848	0.849
Y.5	0.780	0.898	0.811	0.807
Y.6	0.808	0.897	0.840	0.823
Y.7	0.836	0.912	0.807	0.843
Y.8	0.812	0.906	0.803	0.828
Y.9	0.840	0.906	0.831	0.834
Z1.1	0.856	0.818	0.911	0.839
Z1.2	0.871	0.805	0.901	0.814
Z1.3	0.832	0.862	0.916	0.891
Z1.4	0.813	0.825	0.887	0.835
Z2.1	0.826	0.837	0.865	0.920
Z2.2	0.806	0.799	0.846	0.892
Z2.3	0.825	0.835	0.837	0.895
Z2.4	0.863	0.864	0.857	0.932
Z2.5	0.859	0.876	0.865	0.930

In the discriminant validity table above, the results show that the square root value of AVE in each indicator is greater than the correlation value between variables so that it can be concluded that each indicator used has met the requirements for the discriminant validity test results.

Reliability Test

After conducting the validity test, it is also necessary to assess the reliability through a reliability test. Reliability can be assessed through two measures: composite reliability and Cronbach's alpha of the indicator sets that assess the construct. A construct is deemed reliable when both composite reliability and Cronbach's alpha values are greater than 0.7. The results for composite reliability and Cronbach's alpha are shown in the table below:

Table 5. Results of Reliability Test

Variable	Cronbach's Alpha	Critical Value	Composite Reliability (rho_c)	Critical Value	Model Evaluation
Product Innovation	0.955	> 0.7	0.964	> 0.7	Reliabel
Brand Evangelism	0.971		0.975		Reliabel
Brand Trust	0.925		0.947		Reliabel
Customer Satisfaction	0.951		0.962		Reliabel

According to the composite reliability and Cronbach's alpha results displayed in Table 4, the values for each variable exceed 0.7. Therefore, it can be concluded that all variables meet the minimum required threshold, and each construct in the estimated model demonstrates good reliability.

Structural measurement is conducted to determine how effectively the independent variables explain the dependent variables in the study (Toni & Anggara, 2021). To evaluate the inner model, researchers need to examine the relationships between latent variables by analyzing the results of path coefficient estimation and their significance levels. After conducting the outer model test and confirming that all indicators and variables are valid and reliable, the next step involves conducting the structural model test, also referred to as the inner model test. This test is crucial for evaluating the relationships between latent variables in the research model. The path diagram of the inner model for this study, based on the bootstrapping test performed using SmartPLS software, is shown below:

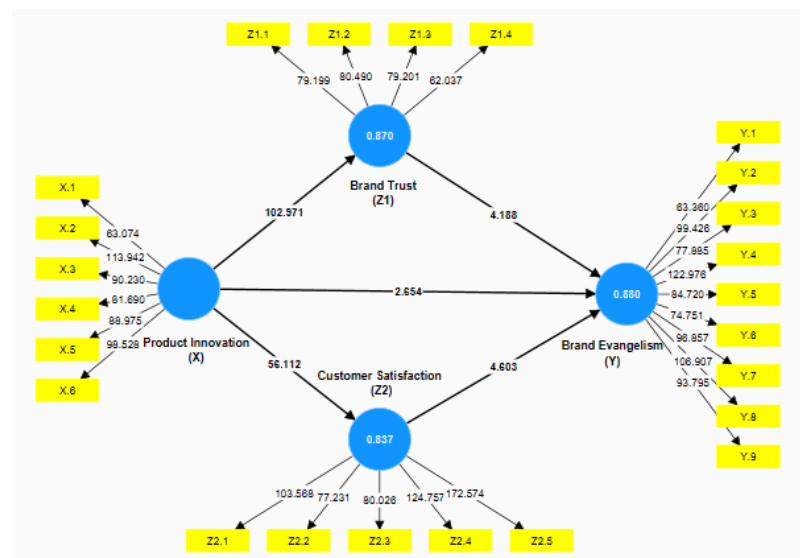


Figure 5. Path Diagram Inner Model (Bootstrapping)

Coefficient of Determination (R Square)

The coefficient of determination is employed to assess the impact of independent variables on the dependent variables. The R Square (R^2) value indicates the extent to which the independent variables account for the variability in the dependent variables. A low R^2 value indicates that the model has a limited ability to explain the dependent variables (Ghozali, 2021).

Table 6. R Square Measurement Results

	R-square	R-square Adjusted
Brand Trust	0.870	0.869
Customer Satisfaction	0.837	0.837
Brand Evangelism	0.880	0.879

In the table, it is shown that the R Square for the brand trust variable (Z1) is 0.869, for customer satisfaction (Z2) is 0.837, and for brand evangelism (Y) is 0.879. These results indicate that product innovation (X) has an influence on brand trust (Z1) of 86.9%, while the remaining 13.1% is influenced by other factors not examined in this study. Similarly, product innovation (X) influences customer satisfaction (Z2) by 83.7%, with 16.3% of the variance explained by other factors not considered in this study. Meanwhile, the brand evangelism (Y) variable has an R Square value of 0.879, which is influenced by product innovation (X), brand trust (Z1), and customer satisfaction (Z2) by 87.9%, with the remaining 12.1% influenced by other variables not analyzed in this research.

Predictive Relevance (Q Square)

In the evaluation of the structural model, it is necessary to test the Q^2 value, which serves as an indicator of predictive relevance. If the model demonstrates predictive relevance, it is capable of accurately predicting data that were not used in the model estimation (Sholihin & Ratmono, 2020).

Table 7. Result of Predictive Relevance Test

Variable	SSO	SSE	$Q^2 (= 1 - \frac{SSE}{SSO})$
Product Innovation	2400.000	2400.000	
Brand Evangelism	3600.000	1050.839	0.708
Brand Trust	1600.000	468.993	0.707
Customer Satisfaction	2000.000	609.841	0.695

Based on the table above, the brand evangelism variable has a Q^2 value of 0.708, brand trust has a value of 0.706, and customer satisfaction has a value of 0.695. These results indicate that all values are greater than zero, thus it can be concluded that these variables have predictive relevance.

Effect Size (F Square)

The influence between the variables in this study can be measured using the effect size or F Square. This measure provides information on the extent of the impact caused by changes in the independent variables on the dependent variables. The following table presents the F Square values obtained in this study, which illustrate the strength of the relationships among the examined variables.

Table 8. Result of Effect Size Test

	F Square	Effect
$X \rightarrow Y$	0.058	Small
$X \rightarrow Z1$	6.679	Large
$X \rightarrow Z2$	5.144	Large
$Z1 \rightarrow Y$	0.055	Small
$Z2 \rightarrow Y$	0.183	Medium

Based on the table, the F Square values represent the effect size of one construct on another within the structural model. F Square indicates the magnitude of change in the R Square value of the dependent variable when an independent variable is included in the model, as shown below:

1. Product Innovation (X) $\square$ Brand Evangelism (Y)

The F Square value is 0.058, indicating that construct X has a small effect (≥ 0.02) on construct Y. Therefore, it can be concluded that the relationship between X and Y is not particularly strong.

2. Product Innovation (X) $\square$ Brand Trust (Z1)

The F Square value is 6.679, indicating that construct X has a very large effect (≥ 0.35) on construct Z1. Therefore, it can be concluded that X is a dominant variable with a significant contribution to the formation of Z1, and the relationship between X and Z1 is very strong.

3. Product Innovation (X) $\square$ Customer Satisfaction (Z2)

The F Square value is 5.144, indicating that construct X has a very large effect (≥ 0.35) on construct Z2. Therefore, it can be concluded that X is a dominant variable with a significant contribution to the formation of Z2, and the relationship between X and Z2 is very strong.

4. Brand Trust (Z1) $\square$ Brand Evangelism (Y)

The F Square value is 0.055, indicating that construct Z1 has a small effect (≥ 0.02) on construct Y. Therefore, it can be concluded that the relationship between Z1 and Y is not particularly strong.

5. Customer Satisfaction (Z2) $\square$ Brand Evangelism (Y)

The F Square value is 0.183, indicating that construct Z2 has a medium effect (≥ 0.15) on construct Y. Therefore, it can be concluded that the relationship between Z2 and Y is moderately strong.

Hypothesis Testing

The research hypothesis is a tentative answer to the research problem, derived from relevant theory, and needs to be analyzed through empirical data analysis. In the hypothesis testing process, to evaluate whether a hypothesis should be accepted or rejected, it is essential to consider the significance level between constructs, the t-statistic, and the p-value. This study tests the direct

effects at a significance level of 0.05 or 5%. A hypothesis is considered supported when the t-statistic exceeds 1.96 in a two-tailed test and the p-value less than 0.05. The results of the hypothesis testing conducted in this research are presented as follows:

Table 9. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Conclusion
<i>Product Innovation</i> → <i>Brand Evangelism</i>	0.247	0.244	0.093	2.654	0.008	H1 accepted (Significant)
<i>Product Innovation</i> → <i>Brand Trust</i>	0.933	0.932	0.009	102.971	0.000	H2 accepted (Significant)
<i>Product Innovation</i> → <i>Customer Satisfaction</i>	0.915	0.913	0.016	56.112	0.000	H3 accepted (Significant)
<i>Brand Trust</i> → <i>Brand Evangelism</i>	0.271	0.270	0.065	4.188	0.000	H4 accepted (Significant)
<i>Customer Satisfaction</i> → <i>Brand Evangelism</i>	0.443	0.446	0.096	4.603	0.000	H5 accepted (Significant)
<i>Product Innovation</i> → <i>Brand Trust</i> → <i>Brand Evangelism</i>	0.253	0.252	0.061	4.134	0.000	H6 accepted (Significant)
<i>Product Innovation</i> → <i>Customer Satisfaction</i> → <i>Brand Evangelism</i>	0.405	0.406	0.083	4.898	0.000	H7 accepted (Significant)

The product innovation variable demonstrates a positive and significant influence on brand evangelism, as evidenced by a t-statistic value of $2.654 > 1.96$, and a p-values of $0.008 < 0.05$. Therefore, it can be concluded that H1 is accepted. This finding is in line with the research conducted by Khashan et al. (2023), which found that innovation in the restaurant industry, particularly in terms of product, has a positive impact on consumer brand evangelism. This occurs because innovation creates new experiences for customers and enhances emotional attachment to a specific product or brand.

The product innovation variable also has a positive and significant effect on brand trust, as indicated by the t-statistic value of $102.971 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be concluded that H2 is accepted. The findings of this research align with the study conducted by Simbolon & Sukresna (2021), which found a positive relationship between product innovation and brand trust.

The product innovation variable has a positive and significant effect on customer satisfaction, as indicated by the t-statistic value of $56.112 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be inferred that H3 is accepted. This result is consistent with the research conducted by Manuhatu et al. (2021), which states that product innovation is strongly related to customer satisfaction because product innovation can add value to the product, making customers satisfied and

more likely to continue using the brand's products, as well as becoming more loyal to the company without worrying about price increases.

The brand trust variable has a positive and significant effect on brand evangelism, as indicated by the t-statistic value of $4.188 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be concluded that H4 is accepted. This finding aligns with the study by Becerra & Badrinarayanan (2013), which indicates that brand trust positively and significantly influences brand evangelism.

The customer satisfaction variable has a positive and significant effect on brand evangelism, as indicated by the t-statistic value of $4.603 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be concluded that H5 is accepted. The results of this study support the research by Doss (2010), which states that customer satisfaction and consumer identification with a brand, there is a positive effect on brand evangelism.

Through hypothesis testing, an indirect effect was found, where the product innovation variable has a positive and significant effect on brand evangelism through brand trust, as indicated by the t-statistic value of $4.134 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be concluded that H6 is accepted. Additionally, the product innovation variable has a positive and significant effect on brand evangelism, mediated by customer satisfaction, as indicated by the t-statistic value of $4.898 > 1.96$ and p-values of $0.000 < 0.05$. Therefore, it can be concluded that H7 is accepted.

CONCLUSION AND RECOMMENDATION

Based on the research conducted on the effect of product innovation on brand evangelism through brand trust and customer satisfaction among Indomie consumers in the Greater Bandung area, each hypothesis in this study has a positive and significant effect. This study provides new contributions and information for companies, readers, and business practitioners who wish to expand their business by diversifying their product types. The findings show that emotional factors are the most significant factors in generating brand evangelism attitudes. These factors are crucial in influencing individuals' actions or decisions. Emotional factors are widely used by companies to build relationships between consumers and brands with specific goals, such as strengthening relationships, expanding the customer base, maintaining customer loyalty, and more. This study examines the role of product innovation in influencing brand evangelism through brand trust and customer satisfaction. It was found that product innovation, brand trust, and customer satisfaction have both direct and indirect effects on brand evangelism. Therefore, Indomie and business practitioners can use this research as a reference for future business prosperity.

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