

ANALYZING THE EFFECTS OF PRODUCT QUALITY, PACKAGING, PROMOTIONAL OFFER, AVAILABILITY, AND VARIETY TOWARD BRAND LOYALTY OF “MIE SEDAAP”

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This research was motivated by business rivalry in instant noodle segment in Indonesia. From time to time, the business in this sector is getting tight therefore the company needs to create a new marketing strategy in order to keep the market share steady if not higher. For the past several years, most of the market shares of instant noodle business in Indonesia is led by Indomie. The objective of this study is to see which factor would affect the brand loyalty of one of Indomie's competitors, Mie Sedaap. The purpose of this study is to analyze whether or not product quality, packaging, promotional offer, availability, and variety affecting brand loyalty. The questionnaires were distributed online to 164 college students of Sampoerna University. The data were analyzed in the form of quantitative analysis using validity test, reliability test, multicollinearity test, multiple correlation test, multiple regression test F-test and t-test. The study found out that availability and variety significantly affect the dependent variable.

Keywords: brand loyalty, product quality, packaging, promotional offer, availability, variety

Penelitian ini dilatarbelakangi oleh persaingan bisnis di segmen mie instan di Indonesia. Dari waktu ke waktu, bisnis di sektor ini semakin ketat sehingga perusahaan perlu membuat strategi pemasaran baru agar pangsa pasar tetap stabil jika tidak lebih tinggi. Selama beberapa tahun terakhir, sebagian besar pangsa pasar bisnis mie instan di Indonesia dipimpin oleh Indomie. Tujuan dari penelitian ini adalah untuk melihat faktor mana yang akan mempengaruhi loyalitas merek dari salah satu pesaing Indomie, Mie Sedaap. Tujuan dari penelitian ini adalah untuk menganalisis apakah kualitas produk, kemasan, penawaran promosi, ketersediaan, dan variasi mempengaruhi loyalitas merek. Kuesioner dibagikan secara online kepada 164 mahasiswa Universitas Sampoerna. Data dianalisis dalam bentuk kuantitatif menggunakan uji validitas, uji reliabilitas, uji multikolinieritas, uji korelasi ganda, uji regresi berganda F-test dan uji-t. Studi ini menemukan bahwa ketersediaan dan variasi secara signifikan mempengaruhi variabel dependen.

Kata Kunci: loyalitas merek, kualitas produk, pengemasan, penawaran promosi, ketersediaan, variasi

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INTRODUCTION

Today, people with many different activities need less time to the preparation of meals. The increasing number of activities affect their needs to the point where it is necessary to have something instant and quick to be prepared (Sulistyo, 2008). Meanwhile, food, as one of essential elements for human, has transformed over the years while numerous instant food in the market are available from just a snack to main course, e.g. pre-packaged noodle dishes. Such changes can lead not only to increased competition in the instant food business in general, but also to increased competition in the local noodle producers.

The increase in people's mobility affects their behaviour on consuming food. Asisi (2007) stated that people's eating behaviour has been influenced by changing of lifestyle as instant food replaces rice as main course. This change of behaviour creates an opportunity for producers to sell their products.

Indonesia, the second largest consumer of instant noodle after China, had consumed 13.2 billion of packages in 2015 alone (Indonesia Investment, 2016). The reason

why it is consumed very often in Indonesia is due to its affordability, preparation time, and taste. On the other hand, nutritional knowledge, food safety, media exposure, and inhabitancy have no significant correlation to instant noodles consumption behaviour among Indonesian college students (Rochmawati & Marlenywati, 2015).

Numerous noodle producers sell their products in Indonesia, e.g. Indofood (with their products Indomie, Sarimi and SuperMi), Wings Food (with Mie Sedaap), and ABC President Indonesia (Mie Selera Pedas). According to Databoks (2016), Indofood acquires most of the market shares in Indonesia with 70.7%, followed by Wings Food with 17.2%, and the rest is acquired by other producers. For the past 5 years, the percentage is stable and Wings Food has been in second place for over the years below Indofood. The interval between the Mie Sedaap and Indomie is over 50%. In 2016, Indomie has over 74.3% of market share, while Mie Sedaap has only 17.2% (Mars, 2016). This indicates a serious challenge for Mie Sedaap to increase their market shares in order to compete with the market leader.

Table 1. Market Shares of Indonesian Noodle Producers

	Indofood	Wings	Conscience	ABC	Medco	Nissin	Delifood
2011	71.8	14.6	2.7	1.9	1.2	1.1	0.7
2012	71.8	14.6	2.7	1.9	1.2	1.1	0.6
2013	71.8	14.8	2.7	1.8	1.2	1.0	0.6
2014	72.0	14.9	2.6	1.8	1.1	1.0	0.6

Source: Databoks (2016)

Mie Sedaap's performance level has dropped significantly from 2015 to 2016 (see table 2) after a stable increase in the past years, thus indicating a decline in their marketing performance. Many big players in this business sector offering their products with many differentiations, e.g. taste,

packaging, and price. Product differentiation as a firm using different marketing mix activities such as product features and advertising to help the consumer perceive the product as being different and better than competing products (Shawifu & Mohammed, 2013).

Table 2. Market Shares of Indonesian Instant Noodle Brands

	Indomie	Mie Sedaap	Sarimi	Supermie
2016	78.7	12.5	3.6	3.0
2015	75.9	15.9	2.7	2.2
2014	75.9	14.4	2.8	2.2
2013	80.6	13.5	2.1	1.2

Source: Top Brand (2016)

The purpose of to increase brand loyalty of a product is to have existing customers to be loyal with the product while gaining potential customers. Brand loyalty is very important for an organization to enhance their sales volume, to get premium price, to retain their customer rather than seek (Malik, Naemm, & Munawar, 2013). Thus, a business needs to focus on their brand loyalty in order to enhance their performance. Product quality does affect brand loyalty in a way that it would increase or decrease in attitude towards brand loyalty (Khan, Salman, Nadeem, & Rizwan, 2016). Moreover, the condition of the product whether it is good or bad would impact on purchase behaviour and loyalty. It is important to the company to maintain their product quality as there is many other brands competing in the market to satisfy their customers. The brand loyalty of a product is also related to its availability as it does create perception and buying intention. According to Amaldoss (2005), marketers have used lack of product availability such as through strategically planned shortages design to generate the perception of excessive demand, to incentivize the customer purchase before someone else does. Since there has been a change of eating lifestyle, people will purchase instant noodle more frequently (Asisi, 2007). Thus, the producers have to make sure that the product is always available in the market. According to Agariya (2012), packaging could positively affect the brand loyalty of a product. To be attractive is the first thing that customer

would see in a product. When it is packaged well, it is possible that they will purchase the product even more causing in increasing of brand loyalty. According to Kwok & Uncles (2005), promotion does affect the brand loyalty in a long-run since it leads to increased sales as well as profit. Also, the purpose of sales promotion is to attract new customers as well as maintaining existing customers and it is necessary as it creates perception to the customer. As discount advertised by retailers increase, consumer's perceptions of the discounts or savings are also likely to increase (Gupta, 1992). The variety of a product is also affecting the brand loyalty of a product. Kim (2015) stated that consumers seek product variety because they get bored with current selections and desire something new. It is important for the company to provide them with many varieties for people to have choices. Thus, it is necessary for a company to focus on the food variety.

Those marketing activities are done in order to fulfil the market needs while at the same time increasing the revenue of the company. Furrer, Alexandre, and Sudharshan (2007) said that a view that has emerged in the literature is that marketing strategy should focus on building value to a firm by measuring and managing marketing performance measures, such as customer satisfaction or service quality, so that economic value may be improved. Therefore, marketing is believed to be one of essential elements to improve a company's condition. However, with so many different

brands of instant noodle in the market, consumer has different of choices. This condition might be unfortunate as they have many competitors in the market. Out of the 30 respondents during the pre-research of this study, 20 of them said that they often change their preference of instant noodles. This indicates that there has been a change of behaviour towards an instant noodle brand in Indonesia.

Research Problems

This research wishes to answer the following about Mie Sedaap:

1. Does quality have a significant relationship towards customer loyalty?
2. Does packaging have a significant relationship towards customer loyalty?
3. Does promotional offer have a significant relationship towards customer loyalty?
4. Does availability have a significant relationship towards customer loyalty?
5. Does the variety have a significant relationship towards customer loyalty?

LITERATURE REVIEW

Alex and Thomas (2012) stated that products that are offering value for money, not only influence customer's choice behaviour at the pre-purchase phase, but also affect their satisfaction, intention to recommend and return behaviour at the post-purchase phase. A product which is costly is usually perceived as high quality product and could trigger continuous behaviour from customer purchasing the product. A good quality product could affect customer satisfaction level. In fact, a research in automobile industry found out that satisfaction toward the goods as well as service quality impacting on intention of owner simultaneously (Jahanshahi, Gashti, Mirdamadi, Nawaser, & Khaksar, 2011). Alex and Thomas (2012) added that it is proven that a good service quality positively affect customer behaviour to buy the goods again while promoting customer retention.

Packaging has a huge role in the success of a product, when customer wants to purchase an item what they would see first is its packaging. According to Cahyorini and Rusfian (2011), packaging has a huge task at meeting point or purchase point where customer interact with the goods as it is the phase whether to purchase the goods or not. It is likely that customer would buy more of the product when it is packaged well (Ahmed & Parmar, 2014). Therefore, it affects the costumer purchasing behaviour along with other causes, while brand attachment significantly affects the purchase behaviour. A good packaging could be related with brand loyalty as it is an effective tool to increase costumer intention to purchase product. A unique packaging help customer to identify the product among others and the brand experience effect on customer satisfaction as well as brand loyalty (Farooq, Habib, & Aslam, 2015).

Palazón-Vidal and Delgado-Ballester (2005) confirmed a positive relationship between sales promotions and brand loyalty. According to their study, it showed that nonmonetary promotions are more customer franchise building (brand loyalty) as far as they enhance a greater number and more favorable associations than monetary promotions. However, promotion could indirectly affect brand loyalty through customer satisfaction (Mendez, Bendixen, Abratt, Yurova, & O'Leary, 2015). When customer satisfies with the goods, they would repurchase the product which resulting on brand loyalty. Promotion enhancement indicates that promotions reduce subsequent brand loyalty due to the increased sensitivity to marketing mix activities for all brands in the category (Bridges, Briesch, & Yin, 2006).

Steinhart, Mazursky, and Kamins (2013) stated that the availability of a product is believed to increase customer involvement which causing intention to purchase the product. The ease in which product could be obtained from many places could trigger customers to purchase the product over competitor's. People could easily get to store and purchase the product.

The high percentage of available product inside a retail store significantly increases probability for customers to find the goods and buy it (Grubor & Djokic, 2016).

According to Park, Velicheti, and Kim (2005), product variety could be defined as a number of different versions of a product offered by a firm at a single point in time. Every customer has different perception over taste, price, quality, of a product. Thus, it is best for a company to provide customer with variety of products. According to Kim (2015), one of the oldest reasons offered in the psychological and consumer behaviour literature as to why consumers seek product variety is that consumers get bored with current selections and desire something new. For a company to survive in long term, brand loyalty is an essential element. Brand loyalty reflects how likely a customer will be to switch to another brand, especially when that brand makes a change in price, product features, communication, or distribution programs (Aaker, 1991). Brand loyalty brings many advantages toward company in several ways. Nawaz, Ahmed, and Usman (2011) stated that customer loyalty creates positive WOM (word-of-mouth) communication. Moreover, strong customer loyalty could strengthen relationship between shareholder including increase in bargaining power toward supplier, partner as well as channel. Customer intention to purchase product or service depends on both brand awareness and brand loyalty.

METHODOLOGY

In this study, the method used for the research would be quantitative method with primary data. Before conducting the real survey, the researchers did a pilot survey which would consist of several items of questions involving 30 respondents. After the pilot survey, the researchers conducted

real survey using questionnaire that has both independent and dependent variables. The questionnaire would be spread online and involving 164 participants. The survey was conducted in May 2017 using online questionnaire involving Mie Sedaap consumers. The respondents chosen would be Sampoerna University students who have consumed the product in the past. The population for this study was Mie Sedaap consumers living in Jakarta. For the samples, the researchers used a non-probability survey sampling method. The sample used in this research was Mie Sedaap consumers.

In this research, the researchers relied on primary data that is obtained directly from the source where in this case is the respondents. In order to obtain the information needed, the researchers created a survey or questionnaire that has significant correlation with the goal of the research. The questionnaire was in online form as it was suitable and more practical for both the researchers and the respondents.

In order to gather the information needed for the research, a questionnaire was formulated to be fulfilled by the sample. In this research, the minimum sample required was 100 but the study managed to get 164 respondents. The survey involving people around the age of 15 to 25 years old. The questionnaire mostly spread through online and the reason it was chosen because this method was more convenient compared to spreading it manually. The questionnaire in this research was using the 5-point Likert Scale model.

Framework Model

In this research, the variables which may affect brand loyalty of Mie Sedaap brand are product quality, packaging, promotional offer, availability, and variety. Accordingly, the framework model of the research is as follows:

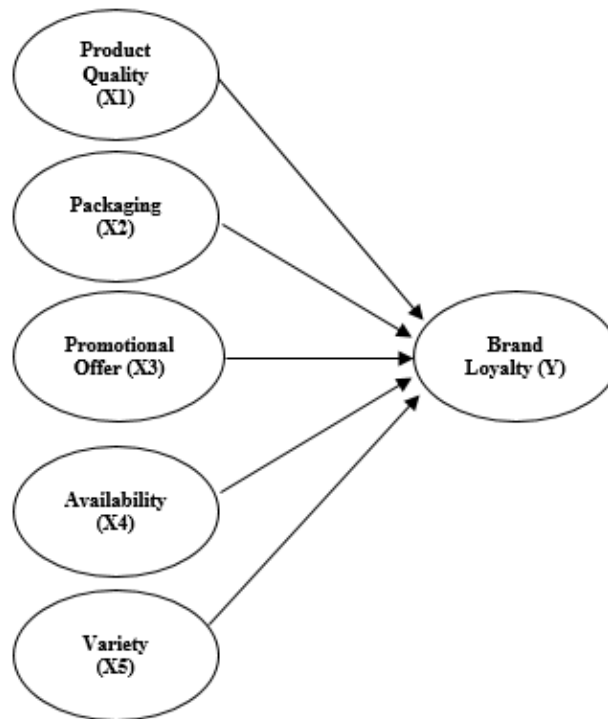


Figure 1. Framework Model

Statistical Model

This study used multiple regression as its statistical model. This research comprises one dependent variable (brand loyalty) and five independent variables, i.e. product quality, packaging, promotional offer, availability, and variety. The equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Y = Brand Loyalty

X1 = Product Quality
X2 = Packaging
X3 = Promotional Offer
X4 = Availability
X5 = Variety
B0 = Intercept
e = error factor

Operational Variable

The independent variable used in this research would be further explained below in Table 3.

Table 3. Operational Variable

Variable	Definition	Indicator
Product Quality	Product-based approach is based on its economical roots which the differences of the elements or attributes infatuated by the product are being considered as reflecting to the	Its ability to fulfil customer's need and expectation.

	differences in quality (Garvin, 1984). The user-based approach is where quality of products and services meets or surpasses customers' expectation (Garvin, 1984).	
Packaging	The science, art and technology of enclosing or protecting products from distribution, storage, safe and use (Nordin & Selke, 2010).	The ability to interestingly package the product.
Promotional Offer	A special offer or a part of marketing communication activities (Meo, 2014).	Firm able to find alternative solution to boost sales.
Availability	Availability of a product believed to increase customer involvement which causing intention to purchase the product (Steinhart et al., 2013).	Easiness to find the product in the market.
Variety	Product variety is the number and range of brands or products offered by a supplier (Pass, 2002).	Firm able to provide choices for customer satisfaction.

Hypothesis

Based on the discussion above, the hypothesis of this research are as follows:

- H1: Product quality does positively affect the brand loyalty of Mie Sedaap.
- H2: Packaging does positively affect the brand loyalty of Mie Sedaap.
- H3: Promotional offer does positively affect the brand loyalty of Mie Sedaap.
- H4: Availability does positively affect the brand loyalty of Mie Sedaap.
- H5: Variety does positively affect the brand loyalty of Mie Sedaap.

Method of Analysis

The analysis in this study was using several tests, i.e. validity, reliability, multicollinearity, multiple regression, F-test (ANOVA), and t-test. Referring to Heffner (2004), validity refers to the degree in which our test or other measuring device is truly measuring what we intended it to measure. In this case, to see whether the questionnaire is relevant or not toward research objective, the validity test would be conducted using SPSS as the tool. Reliability test is synonymous with the consistency of a test, survey, observation as well as other

measuring devices, to test whether the result measured would be consistent when checked using measurement test repeatedly (Heffner, 2004).

According to Hair, Hult, Ringle, and Sarstedt (2013), multicollinearity test is used to examine correlation matrix between independent variables. Multicollinearity refers to the relationship between two or more exogenous variables, where the independent variables demonstrate little correlation with other independent variables (Hair, Black, Babin, & Anderson, 2010). Multiple regression test is used to check whether there is a statistically significant relationship between sets of variables and to find trends in those sets of data.

According to Stine & Foster (2014), F-test is used to test the collective effect of all of the explanatory variables on the response. If $\text{Sig} \leq 0.1$ or $F \geq F \text{ table}$, reject H_0 . If $\text{Sig} > 0.1$ or $F < F \text{ table}$, do not reject H_0 . Meanwhile, t-test is used to analyse different between two means that derives from different group scores. It could be calculated using the following formula:

$$t - test = \frac{b1 - \beta1}{sb1}$$

b_1 = Hypothesized value
 β_1 = Sample slope
 sb_1 = Standard error

ANALYSIS AND RESULT

Reliability and Validity Tests

The validity test was done by using SPSS as the statistical tool. In order to define whether

the questionnaire is valid or not, the r value is compared with the r -table. If the r value is $> r$ -table, then the questionnaire is valid. If the r value is $< r$ -table, then the questionnaire is not valid. The r value should be bigger than the r -table (0.128) to be considered valid. Based on the result in Table 4, all items on the questionnaire of all variables can be concluded that the items are both reliable (α higher than 0.7) and valid (each of the r -value is $> r$ -table of 0.349 and the significant value obtained by the Sig. 2-tailed is < 0.05).

Table 4. Reliability & Validity Tests of the Variables

Items	Cronbach's Alpha	Pearson Correlation	Sig. (2-tailed)	N
Brand Loyalty	0.783			30
BL1		0.846	0.000	30
BL2		0.621	0.000	30
BL3		0.648	0.000	30
Product Quality	0.754			30
PQ1		0.806	0.000	30
PQ2		0.660	0.000	30
PQ3		0.674	0.000	30
PQ4		0.656	0.000	30
PQ5		0.698	0.000	30
Packaging	0.887			30
PK1		0.656	0.000	30
PK2		0.504	0.004	30
PK3		0.623	0.000	30
PK4		0.691	0.000	30
Promotional Offer	0.996			30
PO1		0.480	0.007	30
PO2		0.648	0.000	30
PO3		0.794	0.000	30
Availability	0.903			30
AV1		0.621	0.000	30
AV2		0.430	0.018	30
AV3		0.623	0.000	30
Variety	0.937			30
VA1		0.846	0.000	30
VA2		0.845	0.000	30
VA3		0.728	0.000	30

Multicollinearity Test Result

In order to to check the relationship between dependent and independent variable of the research, the key is to have the value of tolerance above 0.1 while the VIF is below 10. Below is the result of multicollinearity test of the research. As seen in Table 5, the tolerance of the 5 variables are above 0.1 while the value of VIF is below 10. Thus, it

can be concluded that all the variables are free of multicollinearity. The variable which has the highest value of tolerance is promotional offer with 0.923 and the lower one is packaging with only 0.513. On the other hand, the variable promotional offer has the lowest level of VIF with 1.083, while the variable packaging has the highest with 1.950.

Table 5. Multicollinearity Test Result

Independent Variable	Tolerance	VIF
Product Quality	0.600	1.667
Packaging	0.513	1.950
Promotional Offer	0.923	1.083
Availability	0.809	1.236
Variety	0.547	1.827

F-Test Result

For this test, the rule of thumb would be applied such that if the F-Statistic $< \alpha$ or $F \geq F$ table, then reject H_0 or the Sig. value needs to be less than alpha ($\alpha=1$) to mark significance of regression model. As seen in Table 6, since the sig. value (0.007) is less than the alpha ($\alpha = 0.1$), it marks the regression model to be significant.

t-Test Result

The t-test was used to measure the influence of independent variable toward dependent

variable. To check it, the researcher compared the p-value to significance level which is 0.1.

- If Sig $< \alpha$, or $t > t$ -table, then reject H_0 , which means that the independent variable has a significant influence to dependent variable.
- If Sig $< \alpha$, or $t > t$ -table, then do not reject H_0 , which means that the independent variable does not have a significant influence to dependent variable.

Table 6. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.399	8	1.800	2.745	0.007
Residual	101.626	155	0.656		
Total	116.024	163			

Table 7. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.744	0.441		5.353	0.000
Product Quality	0.089	0.114	-0.089	-0.775	0.440
Packaging	0.110	0.101	0.117	1.094	0.276
Promotional Offer	0.011	0.085	0.010	0.127	0.899
Availability	0.128	0.097	0.114	1.321	0.188
Variety	0.093	0.093	0.126	0.992	0.323

Based on Table 7, it can be noted that the dependent variable brand loyalty is not affected by several independent variables because their p-values are higher than α ; product quality with p-value of 0.440, packaging with p-value of 0.276, and promotional offer with p-value of 0.899. Thus, H0 should be accepted, while H1

rejected. Meanwhile, the result confirmed that the dependent variable brand loyalty is influenced significantly by the independent variables because their p-values are higher than α , which is 0.1. These independent variables are availability (p-value of 0.188) and variety (p-value of 0.323).

Table 8. Model Summary of Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2
1	0.31	0.098738	0.058297	0.549718	0.098738	2.441524	7	156

As seen in Table 8, the R shown is only 0.31 which is not really strong. Meanwhile, the R-squared value is not strong either at 0.098, indicating that even though the independent variables are correlated with the dependent variable, they do not explain much of the variability in the brand loyalty as the dependent variable.

Further Discussion

According to the multiple regression in Table 7, the model of the research would be as follows:

$$Y = 1.744 + 0.089(PQ) + 0.110(PK) + 0.011(PO) + 0.128(AV)^* + 0.093(VA)^*$$

Based on the equation, the value of constant is 1.744 with all five variables having positive relationships, meaning that when the independent variable is increasing, the dependent variable would also increase. Accordingly, it can be concluded that the variable X4 (availability) influences Y (brand loyalty) the most, with coefficient of 0.128. Meanwhile, promotional offer (X3) is the variable which is least affecting the dependent variable (brand loyalty) with coefficient of only 0.011.

CONCLUSION

After analyzing the data results in previous chapter, it can be concluded that all research questions of this research, i.e. the

relationships between the dependent variable and five independent variables, have been answered.

The first objective was to identify how far product quality would affect the brand loyalty. Based on the t-test, it was found that product quality does not affect brand loyalty. The second objective was to discover whether packaging would affect brand loyalty. The t-test showed that packaging is not significantly affecting brand loyalty. The third objective was to find out how far promotional offer would affect brand loyalty. According to the t-test, it was found that packaging does not influence brand loyalty. All these results break the previous studies discussed in the literature review. The fourth and fifth objectives were to identify how far availability and variety would affect brand loyalty. The t-test indicated that both availability and variety are significantly affecting brand loyalty. The relationships between dependent and independent variables are positive, which indicate that every increase by 1 of both availability and variability, the potential growth will increase by 0.128 and 0.093, respectively.

Theoretical Implications

This study specifically contributes to the theory in which product quality, packaging, promotional offer, availability, and variety significantly influence brand loyalty. Based on the finding of this study, product quality has a non-significant influence towards brand loyalty, which does not align with Alex and Thomas's (2012) study. Packaging is found to have non-significant influence on brand loyalty and this is in contrast with prior study, e.g. Ahmed and Parmar (2014); Farooq, Habib, and Aslam (2015). Promotional offer does not have a significant influence on brand loyalty, which is inconsistent with the study by Palazón-Vidal and Delgado-Ballester (2005). In this study, availability has a significant influence on brand loyalty which is consistent with the study by Steinhart, Mazursky, and Kamins (2013) in which the availability of a product

is believed to increase customer involvement which causing intention to purchase the product.

Recommendations

This study contributed managerial insight to business practice of instant noodle industry. The result of this study seems to suggest Mie Sedaap to maintain the availability of the stock in nearby retail outlets as well as improving the variety of flavors offering to increase the intake. For future research, it is recommended to do other variables, e.g. weight serving size and nutritional information, to improve the understanding and strengthen the research results.

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