**Analysis of Brand Credibility to Brand Reputation in Indomie Case Study**

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**Abstract**

This study aims to analyze the relationship between brand credibility and brand reputation in the Indomie case study. The research method chosen by the author is quantitative research. The sampling technique uses purposive sampling. A total of 130 respondents were involved in this study. The respondents were men aged 17-57 years and domiciled in Greater Jakarta and consumers of Indomie products. The data source uses primary data by distributing questionnaires through the intermediary of Google Forms. Closed questions were used in this study. The data analysis technique uses Partial Least Square using the SmartPLS tool version 4.1.0.0. The first hypothesis suggests that brand credibility has a positive effect on brand reputation. The management implications of this research include the need for the Indomie brand to be able to respond to customers promptly. The answer manifests itself in product concerns addressed and in innovations produced by firms that keep up with consumer preferences. It will give brand owners an excellent reputation to be eaten for a long time if they respond to the current response. To prevent customers from considering trying other products because well-known brands consistently cater to their needs.

**Keywords**: Brand Credibility, Brand Reputation, Instant Noodle

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**Introduction**

Wang & Wang (2020) assert that consuming is a fundamental human need and accounts for the majority of a nation's GDP. A few examples of goods that are deemed consumed by the general population are food, clothing, and entertainment (Colasante & D'Adamo, 2021). Retailers now provide many food varieties according to their classification. Fast food, traditional cuisine, snacks, hearty meals, and cuisines that have been updated to reflect current trends are a few examples (Adeosun et al., 2022; Yuliana, 2024).

Instant noodles are a food that is very popular in all circles, the concept of instant noodles was first introduced by Momofuku Ando, the founder of Nissin Food Products Co. in 1958 in Japan, which is noodles that can be cooked just by boiling them in hot water. Currently, the development of instant noodles in the world according to de Morais Sato *et al.* (2021) is very fast because instant noodles are considered a food that can be practically consumed anytime and anywhere. Indonesia is the country with the second largest consumption of instant noodles in the world, in 2023 instant noodle consumption in Indonesia will reach 14.54 billion portions, equivalent to 12% of total global consumption (Susanti *et al.,* 2024).

In the instant noodle industry, brands are stated by Cha & Wang (2020) to have an important role in determining consumer purchasing decisions. A trademark is a name, sign, symbol, design, or combination of these things that are intended to identify and differentiate a seller's goods or services from other sellers' goods and services or can also mean an identifying entity that promises a certain value (Nofiana *et al.,* 2024). Indomie, as one of the most popular instant noodle brands in Indonesia, has managed to build a strong and widely recognized image. According to Banjarnahor *et al.* (2024), Indomie is a product of PT Indofood CBP Sukses Makmur Tbk launched to the market in 1972, which until now continues to be consistent and leads the instant noodle market in Indonesia and has even expanded widely to various countries.

This is presented in the following figure 1.



**Figure 1. Top 7 Instant Noodle Brands**

Source : Jakmin (2023)

However, Indomie's journey has not always been good, in recent years Indomie has been associated with the issue of plagiarism with the Mie Gaga brand. Taufani (2023) explained that the issue that developed in 2023 had caused ICBP shares to drop in market value by IDR 6.7 trillion. The conflict between Indomie and Mie Gaga is related to brand disputes and plagiarism issues. However, until now there has been no official confirmation from PT ICBP regarding the news that had gone viral, while PT Jakarana Tama, which oversees Mie Gaga, denied the claim that their commissioner, Djajadi Djaja, was involved in creating, ordering, disseminating, or commenting on news circulating about Indomie. This conflict underscores the challenges that big brands often face in maintaining their brand credibility and reputation in the midst of fierce competition.

Brand credibility (Ozuem *et al.,* 2024) refers to the extent to which consumers trust the claims and promises made by a brand. This credibility as said by Ghazali *et al.* (2024) can be reflected in product quality, brand consistency in meeting consumer expectations, and communication carried out by the company. Brand credibility refers to the level of trust that consumers give to a brand, which is formed through various important elements (Mansouri *et al.,* 2024). One of the main aspects according to Nasir *et al.* (2024) is reliability, which is the ability of brands to deliver on promises and maintain consistency in the quality of products and services offered. In addition, expertise also plays a significant role; Brands that demonstrate knowledge and expertise in their field tend to be more valued and trusted by consumers. Concern for consumers' needs and desires, as well as the social responsibility demonstrated by brands, can also increase credibility (Chou *et al.,* 2024). Transparency in communication, where brands according to Liu *et al.* (2024) provide clear and honest information about the product and its processes, helping to build further trust. Additionally, positive reviews and recommendations from other consumers or influential figures can reinforce the perception of brand credibility (Macheka *et al.,* 2024). Overall, Brand credibility is crucial in creating long-term relationships with consumers, as brands that have high credibility can not only attract new customers but also retain the loyalty of existing customers (Adirasasty & Hubbansyah, 2024).

Credibility in general stated by Yang *et al.,* (2024) refers to the level of knowledge and experience that the endorser has to provide adequate and objective consideration to consumers. Brand credibility consists of several key elements, such as honesty, ability, and brand appeal (Ahmadi & Ataei, 2024). Honesty reflects how well a brand delivers on promises made to consumers, while ability relates to consumers' perception of the expertise and quality of the products offered (Montecchi *et al.,* 2024).

Brand reputation is a general assessment of a brand issued by a company, where the brand carries the company's name (Rasoolimanesh *et al.,* 2024). A brand that is circulating in the market can be assessed from many aspects. One of the public assessments of a brand is brand reputation, brand trust, and customer loyalty (Ran *et al.,* 2024). Brand reputation according to Baalbaki & Zizka (2024) can be developed through advertising media and *public relations*. Brand reputation can also be affected by the quality and performance of the brand. In a nutshell, Brand reputation is determined by customers, as it is shaped by customer opinions (Lepistö *et al.,* 2024). *Public Relations* must convince customers that a brand is quality and trustworthy (Kim & Rim, 2024).

Brand reputation is the general perception and image that a brand has in the eyes of the public, which is shaped through consumer experience, brand interaction with society, and marketing communication (Shi *et al.,* 2024). Brand reputation according to Adewole (2024) reflects how well the brand is perceived by consumers and other stakeholders, including the media, investors, and the community. Factors that affect Brand reputation include product quality, customer service, corporate social responsibility, and crisis response (Hien *et al.,* 2024). Reputable brands are often associated with trust, integrity, and positive values, which can drive customer loyalty and create differentiation in a competitive market (Agu *et al.,* 2024). Conversely, a bad reputation according to Lee & Hur (2024) can hurt sales and lower consumer confidence. As such, reputation management becomes a crucial element in marketing strategies, as a strong reputation not only attracts new customers but also maintains good relationships with existing customers (Guerola-Navarro *et al.,* 2024).

The formulation of the hypothesis in the research is presented as follows:

Yuliana et al., (2023) conducted a test using brand *credibility* and *brand reputation* variables which were partially tested. The results of the study show that there is a positive influence between *brand credibility* and *brand reputation*.

$H\_{1}$ = There is an Influence between credibility and brand reputation

Amid increasing competition and the emergence of various new brands in the market, maintaining consumer trust in brands is a challenge that cannot be ignored. One of the important factors that affect the success of a brand is the credibility and reputation of the brand. This study aims to analyze the relationship between brand credibility and reputation in the Indomie case study. So that the benefits of research are to contribute to developing knowledge about brands, especially brand credibility and reputation. Researchers have rarely discovered research on brand credibility about brand reputation in earlier studies. This is the motivation behind the author's interest in doing a partial analysis of this relationship.

**Methodology**

The flow of the research will explain thoroughly about the design of the research (Yuliana, 2020; Alfian *et al.,* (2024); Simbolon *et al.,* (2024). Explained by Slamet & Yuliana (2024) research design is a research technique used in the collection and assessment of data so that it can provide results in the form of answers to questions that arise from research. The research method chosen by the author is quantitative research. The sampling technique uses *purposive sampling*. A total of 130 respondents were involved in this study. The respondents were men aged 17-57 years domiciled in Greater Jakarta and consumers of Indomie products. The data source uses primary data by distributing questionnaires through the intermediary *of Google Forms.* Closed questions were used in this study using a Likert scale with the criteria of strongly disagree, disagree, agree, and strongly agree. The data analysis technique uses *Partial Least Square* using the SmartPLS tool version 4.1.0.0.

**Table 1. Research Construct**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Indicator** | **References** |
| **Brand Credibility** | BC1 = Indomie brand is able to provide results as claimed. | (Yuliana et al., 2023; Saksono & Yuliana, 2024; Saputri et al., 2024) |
|  | BC2 = Brand indomie explains as it claims. |  |
|  | BC3= Indomie products provide trustworthy claims. |  |
| **Brand Reputation** | BC4 = Very trusted indomie brandBR1 = Indomie brand has reliable claims for future performance based on customer experience BR2= Indomie brand has reliable product durabilityBR3= The indomie brand is constantly striving to improve its services and products to better satisfy its consumersBR4= The indomie brand updates its services and products to meet the expectations of its customers BR5= Indomie brand responds quicklyBR6= The indomie brand is very wiseBR7= The indomie brand treats customers with respect in responding to complaintsBR8= The indomie brand puts customers firstBR9= The indomie brand cares deeply about customers | (Yuliana et al., 2023; Sherlyta et al., 2024; Saksono & Yuliana, 2024; Saputri et al., 2024) |
|  |  |  |

**Source : Data processed (2024)**

**Result and Discussion**

**Research Demographics**

The demographics of the respondents in this study are men and women with an age range of 17-57 years are the demographics of this study. The distribution of this questionnaire used a Google form and 130 respondents filled out this questionnaire. The respondents of this study focused on the residents of Greater Jakarta. With 54 people in Bekasi, 22 people in Bogor, 8 people in Depok, 8 people in Tangerang, and 38 people in Jakarta. Based on the last educational background, 38 people have a high school education, 14 people have a D3 education, 73 people have an S1 education, 3 people have an S2 education, 1 person has an S3 education and 1 person has a Professional Education. Based on where the respondents knew this product from, 50 people knew this product from TV Ads, 2 people knew this product from Social Media, 1 person knew from offline stores such as cafes and 77 people knew this product from offline stores such as stalls and others.

**Table 2. Demographic Respondents**

|  |  |  |
| --- | --- | --- |
| **Respondents Criteria** | **Number of Respondents** | **Percent** |
| **According to Age** |  |  |
| 17-2728-3839-4950-55>55 | 36721642 | 27,7%55,4%12,3% 3,1% 1,5% |
| **According to Residence** |  |  |
| BekasiBogorDepokTangerangJakarta | 54228838 | 41,5%16,9% 6,2% 6,2%29,2% |
| **According to Education** |  |  |
| Senior High SchoolDiploma ThreeBachelorMasterDoctoralProfessional Education | 381473311 | 29,2%10,8%56,1% 2,3% 0,8% 0,8% |
| **According to Brand Recognition** |  |  |
| Commercials AdvertisingSocial MediaOffline Shops (Stalls, Coffe Shop, Etc) | 50278 | 38,5% 1,5%60% |

**Source: Data processed (2024)**

**Validity Test Results**

Ramadhani and Yuliana (2024) stated that in quantitative research, it is very necessary to test the validity of convergence in observing measures that have a positive correlation of similar constructions using alternative steps. Thus, the value of *outer loading* and *average variance extracted* (AVE) was obtained which is a condition for fulfilling the value (Saputri et al. 2024; Mustikasari et al. (2022). The following is the value obtained from the results of the validity test processing listed in the following table 3:

**Table 3. Validity Test**

|  |  |  |
| --- | --- | --- |
| Variable | Indicator | Loading Factor |
| Brand Credibility | BC1 | 0.864 |
|   | BC2 | 0.886 |
|   | BC3 | 0.895 |
|   | BC4 | 0.790 |
|  Brand Reputation | BR5 | 0.738 |
|   | BR6 | 0.759 |
|   | BR7 | 0.813 |
|   | BR8 | 0.813 |
|   | BR9 | 0.796 |

**Source: Data processed (2024)**

The highest value on *the outer loading* of construction can show that the relevant indicators have many similarities, as well as the provisions that have been set in the form of explanations of the substantial part of each variant indicator by the latent variable with a minimum of 5% (Fauzan et al, 2023; Saksono & Yuliana, 2024). The square load of the construction-related indicators has a large average value called Average Variance Extracted (AVE) and the specified AVE value requirement is 0.5 or greater (Yuliana et al. 2023; Saputri et al 2024). This indicates that the mean construct can explain more than half of the variance of the indicator (Sherlyta et al. 2024). Several indicators below 0.7 were issued, including BR1, BR2, BR3, and BR4 (Yuliana et al. 2023; Ningsih et al. 2023).

Khoiroh et al (2023) mentioned that the next convergent validity test is by examining *the Average Variance Extracted* (AVE) value. Based on the AVE score obtained, The highest AVE value is found in the brand *credibility variable* with a value of 0.740. The lowest AVE value is found in the brand *reputation variable* with a value of 0.494.

**AVE and Reliability Test Results**

Reliability testing is a test of research instruments, the next stage is using SmartPLS 4.1.0.0 with the PLS-Algorithm procedure (Marianti et al. 2023; Justiana & Yuliana, 2023). The results of *Cronbach's Alpha* and *Composite Reliability* values were used to test the reliability of each variable presented in Table 4.

**Table 4. Reliability Test and AVE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Cronbach's Alpha | rho\_A | Composite Reliability | AVE |
| Brand Credibility  | 0.882 | 0.882 | 0.919 | 0.740 |
| Brand Reputation | 0.870 | 0.895 | 0.896 | 0.494 |

**Source: Data processed (2024)**

The instruments in the results of this study are reliable or realistic because the results of the answers from the respondents can be considered consistent. After all, the reliability value is above 0.7 (Hamdani & Yuliana, 2024; Yuliana et al., 2024).

**Hypothesis Test Results**

Based on the results of the hypothesis, it can be stated that the overall results of the hypothesis test are supported, as presented in Table 5.

**Table 5. Hypothesis Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   | Original Sample | Sample Mean | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Hypothesis Result |
| Brand Credibility -> Brand Reputation | 0.746 | 0.755 | 0.051 | 14.557 | 0.000 | Supported |

**Source: Data processed (2024)**

Based on table 5 above, a detailed discussion will be explained for each hypothesis as follows:

This study shows that the *brand Credibility* variable has a positive and significant effect on *brand reputation.* and very significant ($β=0,746; p=0,000). $The value of the path coefficient presents the direction between the two variables. In addition, a p < value of 0.05 also provides a conclusion that *brand credibility* has a significant effect on *brand reputation.* Based on this description, it can be concluded that Hypothesis 1 is supported.



**Figure 2. Test Results with SmartPLS Analysis Tool**

**Source: Data processed (2024)**

**Discussion**

The first hypothesis suggests that brand credibility has a positive effect on brand reputation. This is in line with research conducted by Yuliana *et al.,* (2023). Indomie is currently the most consumed instant noodle in Indonesia due to the combination of consistent quality, product innovation, and effective marketing strategies. The quality of Indomie products that are maintained produces delicious taste and the right texture, this is an attraction for consumers to always buy.

In addition, Indomie continues to innovate by presenting various flavor variants and types of products, such as Indomie fried with rendang flavor, geprek chicken, and so on, many kinds of flavor variants that meet various consumer tastes. The price is also affordable so that this product can be purchased by various levels of society. Indomie's extensive distribution network ensures that Indomie is available in almost every store and minimarket as well as online marketing network, so Indomie products are easy to get. Indomie's creative marketing strategy and strong brand image help Indomie build high brand awareness, making it a top choice among consumers. The combination of these factors makes Indomie a brand that is not only popular in Indonesia but also in various countries around the world.

**Conclusion**

Based on the results of the research and discussion above, it is concluded that there is a positive relationship between brand credibility and brand reputation. The management implications of this research include the need for the Indomie brand to be able to respond to customers promptly. The answer manifests itself in product concerns addressed and innovations produced by firms that keep up with consumer preferences. It will give brand owners an excellent reputation to be eaten for a long time if they respond to the current response. to prevent customers from considering trying other products because well-known brands consistently cater to their needs. This research is limited to examining the variables of brand credibility and reputation, the suggestion for future research is to add other variables such as brand image, brand loyalty and brand performance.

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