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**Analysis of the Effect of Brand Equity Elements on Brand Loyalty through Brand Trust on Instant Noodle Products of Local and International Brand on Generation Z in Solo Raya**

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**Abstract**

This study primarily aims to examine the impact of brand equity components on brand loyalty, with brand trust functioning as a mediating variable, within the context of local and international instant noodle brands consumed by Generation Z in the Solo Raya region. A total of 250 respondents were purposively selected based on predetermined criteria, particularly those who regularly purchase or consume both local (Indomie) and international (Samyang) instant noodle brands. Data were collected using a structured questionnaire based on a Likert scale, and analyzed through Partial Least Squares (PLS) modeling utilizing SMARTPLS software version 3.2.9. The analysis included both measurement and structural model evaluations. The results revealed that Brand Association, Brand Awareness, and Perceived Quality all have a positive and statistically significant influence on Brand Trust for both brands. Moreover, among all variables, Perceived Quality was the only factor consistently demonstrating a significant effect on Brand Loyalty. In contrast, the direct impact of Brand Trust on Brand Loyalty was found to be statistically insignificant. Nevertheless, Brand Trust was identified as an essential mediating construct in fostering Brand Loyalty, although its direct effect may not always be substantial.

**Keywords:** Brand Equity, Brand Loyalty, Brand Trust



## INTRODUCTION

In the era of modernization, people's lifestyles are increasingly moving towards practicality and speed, including in terms of food consumption. According to (Dinda Dwi Pertiwi, 2023). People now tend to choose fast food from minimarkets, supermarkets, and other retail stores, both local and imported products, because of the convenience and time savings. This consumption pattern is common in all groups, including young people. Islamiyanto, (2021) stated that people are satisfied with the current food choices, including instant noodle products. Generation Z likes local instant noodles because they are affordable, practical, and have an authentic Nusantara taste, while supporting domestic products. However, they also look at international brands because of their premium quality and the influence of global pop culture.

According to statistics released by WINA, Indonesia held the position as the world's second-largest consumer of instant noodles in 2022, recording a total consumption of 14.26 billion packages, surpassed only by China. This high consumption shows the enthusiasm of the Indonesian people for instant noodles, encouraging many companies to compete to capture market share. According to Jesica et al., (2023), this condition makes people increasingly aware of the brands and quality of the instant noodle products they consume, so companies need to build strong brands, especially among Generation Z. One local brand that has successfully attracted the attention of the younger generation is Indomie. This product is not only widely known but also dominates the instant noodle market in Indonesia. Indomie continues to maintain quality and consumer trust, as evidenced by its satisfactory performance achievements based on the Top Brand



Award survey. According to (Wahyu Ragil Saputro, 2024). Indomie's connection with the community also influences consumer loyalty to the brand.

**Table 1.**  
**Data on Consumer Interest in Instant Noodle Brands in Indonesia**

Brand Name	2020	2021	2022	2023	2024
Indomie	70.50%	72.90%	72.90%	72.50%	71.20%
Mie Sedap	16.00%	15.20%	15.50%	16.20%	13.90%
Sarimi	3.80%	3.10%	2.60%	2.60%	2.40%
Supermi	2.30%	2.70%	1.60%	1.30%	1.90%

Source: topbrand-award.com

Table 1 illustrates that Indomie experienced a 3.40% growth in market share between 2020 and 2021, followed by a period of market stability throughout 202. Indomie's market share showed a downward trend since 2023 (-0.55%) and continued in 2024 (-1.79%). However, Indomie remains a Top Brand because it still ranks first compared to other brands.

In addition to products from local brands, some of the current generation choose to consume instant noodles from international brands such as Samyang because of their spicy taste. In addition, Samyang has become a hit because of the many Samyang challenge videos on YouTube, so many people feel challenged. Reported to this website, Indonesian people, especially Generation Z, not only like Korean dramas but also like food from Korea, namely the Samyang brand, which has quite strong brand awareness in the Indonesian market.

**Table 2.**  
**Samyang Noodle Consumption Data from 2020-2024**

No.	Country	2020	2021	2022	2023	2024
1	Samyang	38,96%	44,27%	41,45%	41,70%	42,21%



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2	Maruchan	11,55%	13,54%	13,89%	14,00%	14,54%
3	Nongshim	5,42%	6,06%	5,42%	7,40%	8,68%
4	Paldo	5,56%	5,78%	6,56%	5,87%	5,84%
5	Nissin Foods	5,06%	5,30%	5,63%	7,50%	8,13%

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Source: [instantnoodles.org](https://instantnoodles.org)

Based on table 2. Samyang noodle consumption data from 2020-2024, it can be concluded that Samyang's market share jumped 13.62% in 2021 but fell 6.37% in 2022. Since then, the trend has gradually increased again, with an increase of 0.60% in 2023 and 1.22% in 2024, showing a stable increase in the past two years despite a decline.

According to Philip Kotler, (2021) emphasized that a brand is no longer just a symbol or name, but a comprehensive experience felt by consumers. He stated that a brand is defined by consumer perception and digital interactions, not just by the company. Therefore, brand value must always be maintained so that the product is remembered by customers who use it as a guideline in their purchasing decisions. As a brand becomes more well-known, The development of brand loyalty is closely influenced by several key factors that organizations must take into account, including brand associations, brand recognition, perceived product quality, and trust in the brand. These elements not only enhance customer confidence in the offerings but also serve as fundamental components contributing to the overall value of brand equity. brand equity as a positive differential effect on consumer reactions to goods and services due to consumer brand awareness of the goods or services (Ristanto Wahyu Nugroho, Salman Faris insani, 2020).



According to Aprilia & Yuliadi, (2020) One of the contributing elements to brand loyalty is brand equity. It is shaped by several dimensions, including brand associations, perceived quality, brand awareness, and trust in the brand. These dimensions, in conjunction with consumers' experiences in using the product, significantly impact their purchasing decisions and subsequent loyalty. Brand loyalty develops through a cognitive process where consumers compare brands before making repeat purchases. Strong loyalty requires trust, relationships, and positive feedback from customers (Moechammad Nasir, 2025). The concept of brand awareness encompasses the extent to which consumers are able to recognize and remember a specific brand, reflecting the extent to which a brand is embedded in the consumer's memory. This construct is often assessed through two main indicators: the ease with which consumers recognize a product and their ability to recall its associated brand name (Yola & Utama, 2021). Meanwhile, brand association serves as a strategic mechanism for distinguishing a brand from its competitors and facilitating brand development. A strong brand association enhances consumer retention and reinforces brand loyalty (Phong et al., 2020).

Customers' assessment of a product's overall superiority, commonly referred to as perceived quality, serves as a critical determinant in shaping their purchasing behavior and guiding their buying decisions whether they choose to proceed with a transaction. The value of a brand to customers is determined by how trustworthy, good, and consistent the brand is (Sothea Hill, 2024). Brand trust can be interpreted as consumer perception based on their past experiences about purchasing experiences. Establishing and sustaining consumer trust in a brand plays a crucial role, as it significantly influences the likelihood of repeat purchasing behavior (Tong & Subagio, 2020).



This study focuses on Solo Raya because it is an educational city with many universities, making it a center for Generation Z, especially boarding house children. Boarding house children tend to choose practical food as a backup, making them ideal subjects to assess brands based on brand equity (quality, image, and loyalty).

A key novelty introduced in this study is the inclusion of brand attractiveness as a determinant of brand trust, aiming to deepen the understanding of how visual appeal, distinct brand values, and a strong brand identity contribute to fostering consumer confidence in a brand.

The study conducted by Muhammad Faisal and Febsri Susanti (2023) found that Brand Association, Brand Awareness, and perceived quality exert a significant and positive influence on brand loyalty. Nonetheless, discrepancies remain in previous empirical findings particularly in terms of the impact of perceived quality and brand awareness, which do not consistently show a significant role in establishing brand loyalty for instant noodle products. Supporting this inconsistency, research by Andik and Rachma (2022) concluded that both brand association and brand awareness had no substantial effect on brand loyalty, which they attributed to weak brand trust.

Addressing these gaps, the current study endeavors to assess the extent to which these brand equity dimensions influence brand loyalty while also exploring additional variables that may serve as moderators or mediators within these relationships. Consequently, it becomes essential to conduct a comprehensive analysis regarding the impact of brand equity components on brand loyalty, mediated by brand trust, particularly among Generation Z



consumers of both local and international instant noodle brands in the Solo Raya region.

## **LITERATURE REVIEW**

### **Brand Loyalty**

According to Widiyana and Nasir (2024), brand loyalty refers to a firm dedication demonstrated by consumers through repeated purchases or continued patronage of preferred goods or services, which ultimately leads to the consistent selection of the same brand over time.

### **Brand Equity Elements**

#### **Brand Trust**

Brand trust is the client's expectation to be able to trust a brand, accept all the consequences that arise, and be ready to face the reality presented by the brand which has a positive impact (Sucma & Sugiati, 2023).

#### **Brand awareness**

The recognition of a brand by consumers significantly contributes to the perceived value of that brand, making it a crucial element in establishing brand equity. Moreover, it plays a pivotal role in shaping consumers' awareness and perception of the brand itself (Afandi & Muthohar, 2023).

#### **Brand Association**

Brand association is an image created in the minds of consumers about a product when they hear about quality, price, image and many more that cross the minds of consumers (Ikhsani & Hudaya, 2021).

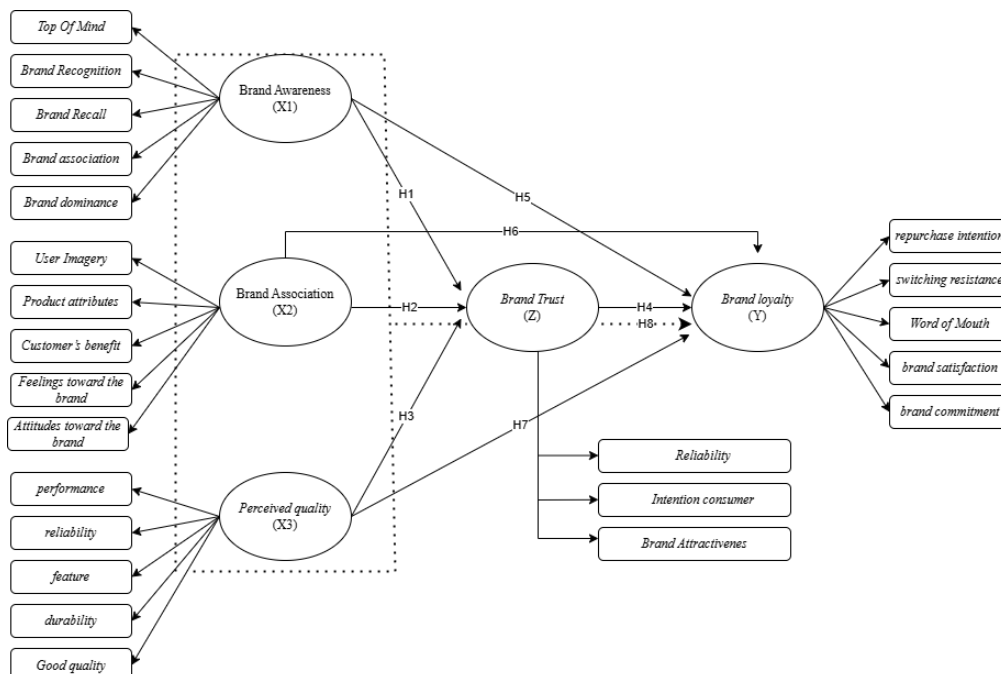
#### **Perceived Quality**

Perceived quality refers to the consumer's evaluative judgment regarding the overall excellence or superiority of a product or service, particularly in relation to their expectations and standards (Pawestri & Suji'ah, 2023).

### Previous Research

A study conducted by Nasir et al. (2025) indicates that both brand awareness and perceived quality exert a significant and positive impact on brand loyalty and brand trust in the context of Asus and Acer laptops. Furthermore, brand association was found to significantly influence brand trust and brand loyalty for Acer products, although the same was not observed for Asus. Importantly, brand trust functions as an intermediary variable, linking Brand Association, Brand Awareness, and perceived quality to the development of brand loyalty in both brands. Similarly, Ramanto (2025) provides evidence that Brand Association, Brand Awareness, and perceived quality each have a significant and positive effect on enhancing brand loyalty.

### Research Framework





**Figure 1.**  
**Research Framework**

## RESEARCH METHOD

This study employs an explanatory research design, which is intended to clarify the nature of relationships and causal interactions among variables (Ainun & Moechammad, 2025). As defined by Sugiyono (2020:6), explanatory research is used to provide a comprehensive understanding of the influence exerted by one variable on another. The research methodology adopted follows a quantitative paradigm, utilizing a survey as the primary method of data collection. Quantitative research, according to Sugiyono (2019), adheres to the tenets of positivism and focuses on analyzing data gathered from specific populations or representative samples (Pawestri & Suji'ah, 2023).

The data utilized in this study are categorized as primary data, which were directly collected from participants. These data were obtained through structured questionnaires distributed via digital platforms such as Google Forms (Sugiyono, 2022).

The target population in this study includes members of Generation Z (aged between 12 and 27 years) residing in the Solo Raya region. This group comprises both students and employed individuals who frequently consume both domestic (Indomie) and international (Samyang) instant noodle brands. The sampling method employed is non-probability sampling, specifically targeting individuals who have prior experience consuming both products and are domiciled in Solo Raya. The sample size was calculated using Ferdinand's formula (2014), which recommends a minimum of 10 respondents per indicator, resulting in a total sample of 230 individuals (23 indicators × 10).



## RESULTS AND DISCUSSION

### Outer Model Analysis

#### Convergent Validity

An indicator is regarded as valid in the context of convergent validity testing when its loading factor reaches at least 0.7; however, outer loading values ranging from 0.5 to 0.6 may still be deemed acceptable under certain conditions. The results of the analysis show that Indomie has a generally good outer loading, with Brand Awareness (BAW1: 0.882) and Perceived Quality (PQ1: 0.873) showing strength, although some indicators such as BAW5, BAS4, BAS5, BT5, and BL5 are not valid. In contrast, Samyang shows more stable results, Most of the indicators used to assess Brand Association, Brand Awareness, Brand Loyalty and Perceived Quality demonstrate acceptable levels of validity. However, the indicator BT5 falls below the threshold with a loading value of 0.441, suggesting a lack of clarity in measuring brand trust. Consequently, aside from this exception, the measurement tool applied to the Samyang brand satisfies the requirements for convergent validity.

#### Discriminant Validity

AVE value is used to assess the construct validity in the measurement model, with a minimum value  $> 0.5$ . All constructs for the Indomie and Samyang brands show AVE values  $> 0.5$ , indicating good convergent reliability. The Indomie brand has AVE values for Brand Awareness (0.750), Brand Association (0.737), Perceived Quality (0.731), Brand Trust (0.737), and Brand Loyalty (0.744), all  $> 0.7$ , indicating strong validity. The Samyang brand also shows positive results with AVE values for Brand Awareness (0.743), Brand Association (0.737),



Perceived Quality (0.744), Brand Trust (0.750), and Brand Loyalty (0.737). Although Indomie is slightly superior, both show strength in building brand loyalty and trust.

### **Reliability Test Analysis**

#### **Composite Reliability (CR)**

Based on all variables in both brands, Indomie and Samyang have Composite Reliability values  $> 0.7$ , which indicates very good reliability. For Indomie, the Composite Reliability value ranges from 0.931 to 0.937. Meanwhile, Samyang shows a Composite Reliability value between 0.933 to 0.937. Accordingly, the instrument employed for measurement in this study demonstrates a high degree of reliability and internal consistency, thereby reinforcing the overall trustworthiness and dependability of the study's findings.

#### **Cronbach's Alpha (CA)**

The value requirement for the results to be considered reliable is a Cronbach's Alpha value of  $> 0.7$  (Ghozali 2018a). For the Indomie brand, Cronbach's Alpha is between 0.908 and 0.917, with Brand Awareness and Brand Loyalty showing the highest strength. Conversely, the Cronbach's Alpha coefficient for the Samyang brand ranges from 0.911 to 0.917, indicating a high level of internal consistency, particularly in the dimension of Brand Trust. This suggests that the research instrument employed in the study demonstrates strong reliability and coherence, effectively capturing the interrelation among variables and reinforcing the construct validity of the overall measurement framework.

### **Inner Model Analysis**

#### **R-Square**

From the results of the study on Indomie brand products, The R-Square coefficients for Brand Trust (Z) and Brand Loyalty (Y), which are 0.369 and 0.349



respectively with adjusted R-Square values of 0.361 and 0.338 demonstrate that Brand Association, Brand Awareness, and perceived quality collectively account for a moderate level of variance in both dependent variables. This means that there are still other factors that influence. In contrast, Samyang has a stronger R-Square value (0.483) for Brand Trust (Z) and Brand Loyalty (Y) (R-Square Adjusted 0.475), indicating that this model is more effective in explaining these factors.

**Hypothesis Testing**

**Direct Effect Testing (Path Coefficient)**

**Table 3.**  
**Values (Path Coefficients) of Indomie**

	Hypothesis	Original Sample	T-Statistics	P-Values	Description
<i>Brand Awareness</i> -> <i>Brand Trust</i>	H1	0.257	2.873	0.004	Significant
<i>Brand Association</i> -> <i>Brand Trust</i>	H2	0.272	3.004	0.003	Significant
<i>Perceived Quality</i> -> <i>Brand Trust</i>	H3	0.223	2.193	0.029	Significant
<i>Brand Trust</i> -> <i>Brand Loyalty</i>	H4	0.158	1,353	0.177	Not Significant
<i>Brand Awareness</i> -> <i>Brand Loyalty</i>	H5	0,285	1,660	0.098	Not Significant
<i>Brand Association</i> -> <i>Brand Loyalty</i>	H6	0.190	1.745	0.082	Not Significant
<i>Perceived Quality</i> -> <i>Brand Loyalty</i>	H7	0.221	2.084	0.038	Significant

Source: Processed primary data (2025)

**Table 4.**  
**(Path Coefficients) Samyang**

	Hypothesis	Original Sample	T-Statistics	P-Values	Description
<i>Brand Awareness</i> -> <i>Brand Trust</i>	H1	0.250	2,391	0.018	Significant



<i>Brand Association</i> -> <i>Brand Trust</i>	H2	0.258	2,604	0.010	Significant
<i>Perceived Quality</i> -> <i>Brand Trust</i>	H3	0.326	3,158	0.002	Significant
<i>Brand Trust</i> -> <i>Brand Loyalty</i>	H4	0,255	1,923	0.056	Significant
<i>Brand Awareness</i> -> <i>Brand Loyalty</i>	H5	0.249	2,109	0.036	Significant Not
<i>Brand Association</i> -> <i>Brand Loyalty</i>	H6	0,134	1,228	0.220	Significant Not
<i>Perceived Quality</i> -> <i>Brand Loyalty</i>	H7	0.207	1.705	0.089	Significant

Source: Processed primary data (2025)

An assessment of the impact significance, determined through the criteria of t-statistic values exceeding 1.984 and p-values below 0.05, reveals that for the Indomie brand, Brand Association, Brand Awareness, and Perceived Quality exert a positive and statistically significant influence on Brand Trust (thus supporting hypotheses H1, H2, and H3). Conversely, Brand Trust, Brand Awareness, and Brand Association do not demonstrate a significant impact on Brand Loyalty (leading to the rejection of H4, H5, and H6), whereas Perceived Quality maintains a significant effect on Brand Loyalty (H7 accepted).

Similarly, in the case of the Samyang brand, Brand Association, Brand Awareness, and Perceived Quality are found to have a positive and meaningful effect on Brand Trust (supporting H1, H2, and H3). However, Brand Trust and Brand Association do not significantly influence Brand Loyalty (resulting in the rejection of H4 and H6), while Brand Awareness shows a significant correlation with Brand Loyalty (H5 accepted). In contrast, Perceived Quality does not exhibit a significant relationship with Brand Loyalty (H7 rejected).

**Indirect Effect Testing**

**Table 5.**



**(Indirect Effect) Indomie**

	Original Sample	T-Statistics	P-values	Description
Brand awareness -> Brand Trust -> Brand Loyalty	0.041	2,192	0,023	Significant
Brand association -> Brand Trust -> Brand Loyalty	0.043	2,150	0,025	Significant
Perceived quality -> Brand Trust -> Brand Loyalty	0.035	2,084	0.028	Significant

Source: Processed primary data (2025)

**Table 6.  
(Indirect Effect) Samyang**

	Original Sample	T-Statistics	P-values	Description
Brand awareness -> Brand Trust -> Brand Loyalty	0.064	2,466	0,014	Significant
Brand association -> Brand Trust -> Brand Loyalty	0.066	2,467	0,014	Significant
Perceived quality -> Brand Trust -> Brand Loyalty	0.083	2,664	0,009	Significant

Source: Processed primary data (2025)

According to the data presented in the aforementioned table, the t-statistic values for all observed variables, namely Brand Association, Brand Awareness, and perceived quality, exceed the critical threshold of 1.984, while the p-values remain below the 0.05 level of significance. This statistical evidence applies consistently to both the Indomie and Samyang brands. Consequently, it can be inferred that brand trust plays a significant mediating role in the relationship between the three antecedent variables and brand loyalty across the two brands, thereby confirming the acceptance of hypothesis H8.

**The Influence of Brand Awareness on Brand Trust**

Brand awareness encompasses the extent to which a prospective consumer is capable of identifying or recalling a particular brand as part of a designated product category. To comprehend its strategic role in brand development, it is essential to assess how brand awareness contributes to the creation of brand equity (Rivaldo et al., 2021). The findings of this study indicate that brand awareness exerts a positive and statistically significant influence on brand trust with respect to both the Indomie and Samyang brands. These results are consistent with and reinforce the conclusions of earlier empirical studies.

**The Influence of Brand Association on Brand Trust**

Brand association reflects the strength of the benefits provided by a brand to its customers. When this brand association is positive and closely connected to the brand, customers will find it easier to process and remember information related to the brand (Ikhsani & Hudaya, 2021). The findings of this study indicate that brand association exerts a positive and statistically significant influence on brand trust for both Indomie and Samyang. This outcome aligns with the conclusions of prior studies, thereby reinforcing existing theoretical frameworks concerning the role of brand association in cultivating consumer trust toward brands.

**The Impact of Perceived Quality on Brand Trust**

Perceived quality refers to consumers' subjective assessment of a brand's excellence when compared to alternative products. This evaluation is inherently tied to the customer's experience of a brand's performance relative to its competitors. According to Syah et al. (2024), perceived quality encompasses consumers' judgments regarding the superiority of a brand. The empirical



evidence from the current study demonstrates that perceived quality has a significant and positive impact on brand trust in the context of the Indomie and Samyang brands. As such, these findings are consistent with and corroborate the results of earlier research in this domain.

### **The Influence of Brand Trust on Brand Loyalty**

Brand trust can be conceptualized as consumers' confidence in a brand's ability to consistently deliver its promised value, coupled with the perception that the brand prioritizes consumer interests (Ngabiso et al., 2021). However, the current research reveals that, in the case of Indomie and Samyang, brand trust does not exert a statistically significant or positive effect on brand loyalty. Consequently, this result diverges from previous empirical findings. It suggests that further investigation and strategic enhancement of brand trust indicators are necessary to effectively foster brand loyalty within these two product lines.

### **The Influence of Brand Awareness on Brand Loyalty**

Brand awareness constitutes a critical component in the development of brand equity and plays a significant role in shaping consumer perceptions of a brand. When consumers can base their purchasing decisions on brand awareness and are supported by consumer knowledge of a particular brand, they will be more likely to include the name in their considerations (Afandi & Muthohar, 2023). When consumers possess a high level of brand awareness, they are more inclined to include the brand in their decision-making process. However, findings from this study indicate that, in the case of the Indomie brand, brand awareness does not exert a statistically significant or positive influence on brand loyalty. Conversely, for the Samyang brand, brand awareness demonstrates a significant and positive relationship with brand loyalty. These findings align with previous



research regarding Samyang but suggest that further evaluation and reinforcement of brand loyalty indicators may be necessary in the context of Indomie.

### **The Influence of Brand Association on Brand Loyalty**

Brand association encompasses the cognitive connections and perceptions, either favorable or unfavorable, that consumers form concerning a brand. These associations are embedded in memory and shape how consumers relate to and evaluate the brand over time. In the minds of consumers, this memory exists largely as an associative system that describes brand associations in consumer memory. Brand attributes aimed at the consumer market and the benefits needed by consumers are the basis for brand loyalty and consumer purchasing decisions (Afandi & Muthohar, 2023). This study finds that brand association does not exert a positive or statistically significant influence on brand loyalty for the Indomie and Samyang brands. Consequently, these findings diverge from prior research outcomes related to these two brands. It is thus imperative for researchers to reassess and enhance the relevant indicators to effectively foster brand loyalty for both Indomie and Samyang.

### **The Influence of Perceived Quality on Brand Loyalty**

Perception of quality is formed when consumers have experience with a particular product. The strength of a positive experience is that if consumers feel the product positively, then the consumer's perception of quality develops well, so that it increases brand loyalty to the product (Vernadila & Realize, 2020) This study's findings reveal that perceived quality exerts a positive and statistically significant influence on brand loyalty in the context of the Indomie brand. Conversely, empirical evidence concerning the Samyang brand indicates that



perceived quality does not significantly contribute to fostering brand loyalty. Accordingly, the results reinforce prior research outcomes related to Indomie. Nonetheless, future investigations must reexamine and enhance the relevant indicators to better cultivate brand loyalty toward the Samyang brand.

### **The influence of brand awareness, brand association, and perceived quality on brand loyalty mediated by brand trust**

Brand equity comprises several key components. One of the fundamental elements is brand awareness, which refers to the extent to which consumers can identify and recall a brand. This component reflects the prominence and recognizability of a brand within the consumer's cognitive framework. Typically, it is assessed based on the consumer's ability to recognize and remember the brand when encountering the product (Yola & Utama, 2021). Another crucial dimension is the brand association, which encompasses the set of perceptions and connections both favorable and unfavorable that consumers link to a brand in their memory. The intensity of these associations significantly influences brand recall and contributes to the development of consumer loyalty (Phong et al., 2020). Perceived quality, representing consumers' overall judgment of a brand's excellence or superiority, also plays a pivotal role in shaping purchasing behavior. Consumers tend to evaluate the trustworthiness, performance consistency, and overall value of a brand when forming purchase intentions (Sothea Hill, 2024).

Brand loyalty means when consumers have a positive attitude, commitment, and desire to continue buying a brand in the future (Ontarina, 2022). Lastly, brand trust arises from consumers' belief in the brand's integrity and benevolence. It reflects the perception that the brand consistently acts in the



best interest of its customers and fulfills its promises reliably (Khalis et al., 2022). The findings of this study reveal that brand trust serves as a mediating variable between Brand Association, Brand Awareness, and perceived quality in influencing brand loyalty, particularly for the Indomie and Samyang brands. These outcomes align with and reinforce the conclusions of earlier studies, highlighting the interconnectedness of trust and loyalty within brand equity constructs.

## **CONCLUSION**

The study reveals that the variables of brand association, brand awareness, and perceived quality have a statistically significant and positive influence on brand trust in the context of Indomie and Samyang instant noodle products. However, brand trust does not demonstrate a significant or positive impact on brand loyalty for either brand. Similarly, neither brand awareness nor brand association significantly and positively affects brand loyalty. In contrast, perceived quality shows a notable and favorable effect on brand loyalty, particularly in the case of Indomie. For the Samyang brand, brand awareness significantly influences brand loyalty, while brand association and perceived quality do not. Additionally, brand trust plays a mediating role in the relationship between brand association, brand awareness, and perceived quality with brand loyalty for both brands examined.

## **Research Limitations**

This study is limited by its exclusive focus on Generation Z as the respondent group. The use of a closed-ended questionnaire may restrict respondents' ability to express nuanced opinions, potentially leading to



incomplete data capture. Furthermore, the research is confined to specific variables—brand association, brand awareness, perceived quality, brand trust, and brand loyalty—thus excluding other potentially influential factors that could contribute to a more comprehensive understanding of brand equity and loyalty.

### **Suggestions**

For brand owners, the findings imply that trust in a brand does not significantly foster loyalty, suggesting that Indomie and Samyang need to enhance brand trust through strategies such as loyalty programs or improved accessibility. Indomie, in particular, should go beyond increasing brand awareness and prioritize strengthening emotional connections, service quality, and product reliability to enhance consumer loyalty. Since brand association was not found to significantly affect loyalty for either brand, both companies should invest in refining their brand image, consumer experiences, and the conveyed values and benefits to foster stronger brand associations. In the case of Samyang, perceived quality was not shown to impact loyalty, indicating a need for the brand to reassess consumer perceptions of quality and communicate product value more effectively to improve customer experience and trust.

For future researchers, it is recommended to broaden the scope of the study by including respondents from other regions in Indonesia to gain a more holistic understanding of how brand equity influences loyalty among Generation Z. Further research should also consider incorporating other variables such as customer satisfaction and brand image, and explore how their interactions may affect brand loyalty.

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