PENGARUH GAYA HIDUP, CITRA MEREK, KEPERCAYAAN MEREK, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PRODUK INDOMIE

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ABSTRAK

Loyalitas pelanggan merupakan faktor yang sangat penting bagi keberadaan, keberlangsungan dan perkembangan perusahaan. Perusahaan harus mampu memberikan kepuasan kepada pelanggan. Untuk mendapatkan loyalitas pelanggan, perusahaan harus mengembangkan rasa kepercayaan terhadap merek itu sendiri. Dan perusahaan harus membangun merek yang baik dan menumbuhkan citra positif bagi perusahaan yang akan menimbulkan rasa percaya terhadap suatu merek. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, citra merek, kepercayaan merek, dan kepuasan pelanggan terhadap loyalitas pelanggan produk indomie di Kota Pekanbaru. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah 200 orang (114 laki-laki dan 86 perempuan). Teknik analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji F, uji koefisien determinasi, uji regresi berganda, dan uji T dengan bantuan SPSS versi 22. Hasil penelitian menunjukkan bahwa Gaya Hidup, Citra Merek, Kepercayaan Merek, dan Kepuasan Pelanggan berpengaruh positif signifikan terhadap Loyalitas Pelanggan produk Indomie pada masyarakat di Kota Pekanbaru.

Kata Kunci: *Gaya Hidup; Citra Merek; Kepercayaan Merek; Kepuasan Pelanggan.*

THE IMPACT OF CUSTOMER SATISFACTION, BRAND IMAGE, BRAND TRUST, AND LIFESTYLE ON INDOMIE PRODUCT CUSTOMER LOYALTY

ABSTRACT

Customer loyalty is a very important factor for the existence, continuity and development of the company. Company must be able to provide satisfaction to customers. To gain customer loyalty, companies must develop a sense of trust in the brand itself. And companies have to build a good brand and fostering a positive image for the company that will lead to a sense of trust in a brand. This study aims to determine the influence of lifestyle, brand image, brand trust, and customer satisfaction on the customer loyalty of indomie product in Pekanbaru City. The sampling technique is using purposive sampling with totaling 200 people (114 men and 86 women). The analysis techniques used in this study were validity test, reliability test, classical assumption, F test, coefficient, determination, multiple regression test, and T test with the help of SPSS version 22. The result of this study indicate that Lifestyle, Brand Image, Brand Trust, and Customer Satisfaction has a positive and significant effect on Customer Loyalty of Indomie Product in Pekanbaru City.

Keyword: Lifestyle; Brand Image; Brand Trust; Customer Satisfaction.

INTRODUCTION

In the current era of increasingly rapid business trade, companies are required to be able to meet the needs of their consumers, this is done so that consumers do not switch to other products and increase new consumers to be loyal to the products issued by the brand.

In this case, it also triggers instant noodle companies to compete in order to gain market share by offering products that can meet consumer needs. Such as the current competition between PT Indofood CBP Sukses Makmur Tbk and PT Sayap Mas Utama (Wings Group).

Instant noodles are one of the fast foods that are loved by everyone in the world. The demand for instant noodles always experiences a significant increase every year. Based on a survey conducted by the World Instant Noodle Association (WINA), it is known that Indonesia is the second country in the world's largest demand for instant noodles with an average of 34,350 to 36,340 packs per day. Therefore, it can be concluded that the competition between PT Indofood CBP Sukses Makmur Tbk and PT Sayap Mas Utama (Wings Group) is factored by the tempting instant noodle market share in Indonesia, this is due to the large dependence of the Indonesian people on fast food noodles.

PT Indofood CBP Sukses Makmur Tbk was established on August 14, 1990. This company itself has succeeded in dominating the instant noodle market in Indonesia with its flagship product, namely Indomie Goreng, customer loyalty to Indomie products is the main key for the company in dominating the instant noodle market share in Indonesia. For more than 4 years Indomie has become the Top of Commitment Share or a product that is a consumer commitment, it can be concluded that Indomie consumers are consumers who are loyal to Indomie. It is suspected that this first ranking condition is due to people's lifestyle factors, Indomie's brand image, public trust in the Indomie brand, and the satisfaction obtained by consumers when consuming instant noodles with the Indomie brand.

According to (Supranto and Limakrisna, 2011) Lifestyle shows how people live, how they spend their money, and how they allocate the time they have. With the lifestyle of Indonesian people who often consume instant noodles, it will affect the culture of consumption so that it forms a habit. The habit of Indonesian people in consuming Indomie and even making instant noodles one of the side dishes can create customer loyalty to a brand or product. For example, Indomie is very popular as a substitute for rice and is often used as a side dish as well. In addition to the practical serving process, Indomie is also easy to get anywhere at a low price so this food is very popular among the community, both adults and children. This food is perfect for people who are lazy to cook or have a lot of busy activities. This is supported by the results of research conducted by (Pratama, 2017), (Darmianti & Prabawani, 2019), and (Pamungkas & Guridno, 2019) that lifestyle has a positive and significant effect on customer loyalty, this is because lifestyle will affect a person's desire to behave and ultimately determine choices in a person's consumption patterns, which means that the suitability between the consumer's lifestyle and the characteristics of a product will create compatibility and satisfaction for consumers which will create customer loyalty. According to (Kotler and Armstrong, 2008:225) brand image is a set of consumer beliefs about a particular brand, such as associations embedded in consumer memory. Brand image itself has a very important role for a company to differentiate a product or service from other companies. Products that have a strong image will be difficult for competitors to imitate. Without a strong and positive brand image, it will be very difficult to retain customers, because the brand image of Indomie that has been formed for a long time in the market influences consumers to choose it. This is evident from the public who often call other instant noodles "Indomie". Based on a survey conducted by the Los Angeles Times magazine in 2019, it was found that two variants of Indomie products have successfully penetrated the international market, namely Indomie Goreng with the Jumbo BBQ Chicken flavor variant and the original Indomie Goreng. This proves that PT Indofood CBP Sukses Makmur Tbk has a superior brand image than its competitors.

Brand Image itself is one of the requirements needed by a company to survive and compete in the business environment. According to Zeithalm & Bitner in (Dharmmestha and Basu Swastha 1993) this is important because image can influence consumer and public perception, so that image can influence the purchasing process of a product or service. A good brand image will create trust, as well as customer satisfaction which will create customer loyalty to a product, so that repeat purchases will occur.

There are differences in the results of previous studies on brand image variables. In research conducted by (Rotinsulu et al., 2014), (Peng, Bazaki 2016) (Zhou et al., 2017) and (Lutvianti et al., 2019) with research results stating that brand image variables have a significant positive effect on customer loyalty. Meanwhile, in a study conducted by (Sumadi and Soliha 2015), (Pratama, 2017), and (Hermawan et al., 2021) with research results stating that the brand image variable does not have a significant effect on customer loyalty. Consumer trust in a brand or product is fundamental to lead to consumer decisions to be loyal to a brand. According to (Satunisa, 2017) experience with a brand will be a source for consumers who create a sense of trust in the brand that will influence consumer evaluation in consumption, use or direct satisfaction with a brand. So far, PT Indofood CBP Sukses Makmur Tbk has always maintained the brand image of their products so as to create trust for their consumers. "Indomie Seleraku" is a typical slogan which means the trust of the Indonesian people in Indomie instant noodles, this shows that Indomie is the only instant noodle that they like because it is believed to be able to provide

satisfaction to its consumers. Consumer trust in Indomie has been proven by the use of Indomie as a complement to side dishes and can also be consumed by children. Although there are many news reports that Indomie is not healthy, if it is not consumed too often it will not be a problem because now people's knowledge about health is quite high.

There are differences in the results of previous studies on brand trust variables. In research conducted by (Andervazh et al., 2013), (Sumadi and Soliha 2015), (Khotimah, 2017), (Lutvianti et al., 2019), and (Rudzewicz 2021) with research results stating that the brand trust variable has a significant positive effect on customer loyalty. While in research conducted by (Dirbawanto and Sutrasmawati, 2016) stated that the brand trust variable has a significant negative effect on customer loyalty.

According to (Sudaryono, 2016) satisfaction is the result of consumer assessment that a product or service has provided a level of enjoyment where this level of fulfillment can be more or less. If consumer satisfaction is met, consumers will assume that there is no other brand that is better. This is evidenced by Indomie's achievement which is always in first place in the instant noodle category in packaging, indicating that consumers are satisfied with Indomie products. In conclusion, customer loyalty can provide companies with security in estimating the profits that will be achieved each period. This is because the company already knows how much consumers need to consume their products. That way it will be difficult for consumers to switch to other brands if the consistency of the quality offered by the company is maintained.

There are differences in the results of previous studies on customer satisfaction variables. In studies conducted by (Zhang et al., 2010), (Khotimah, 2017), (Pureklolong 2017), and (Supertini et al., 2020) with results stating that customer satisfaction variables have a significant positive effect on customer loyalty. While in research conducted by (Dharma, 2017) with results stating that customer satisfaction variables have a negative and insignificant effect on customer loyalty.

Based on the phenomenon and the differences from the results of previous studies, the purpose of this study is to analyze the influence of Lifestyle, Brand Image, Brand Trust, and Customer Satisfaction on Customer Loyalty of Indomie Products in the Community in Pekanbaru City.

LITERATURE REVIEW
Customer Loyalty
The definition of a loyal consumer according to Griffin (2016:142) in (Rivandi, 2021:37) is "A loyal customer is one who makes regular repeat purchases, purchases across product lines, refers others and demonstrates on immunity to the pull of the competition". This means that loyal consumers are consumers who have characteristics including making purchases or using products/services repeatedly at the same business entity, buying or using product lines and services offered by the same business entity, telling others about the satisfactions that customers get from the business entity and showing immunity to offers from competing business entities.

Lifestyle
According to Sutisna (2004:145) in (Pamungkas and Guridno, 2019) defines lifestyle as a way of life that is identified by the way a person spends his time doing activities, what the person considers important in his environment and what the person thinks about himself and his surroundings. The lifestyle of a society will be different from that of other societies. Consumer lifestyle is a determinant in choosing products or services produced by a company. The influence of lifestyle on consumer loyalty is very high. Differences in people's lifestyles also determine people's loyalty in determining products. This is in line with research conducted by (Pratama, 2017), (Darmianti & Prabawani, 2019), and (Pamungkas & Guridno, 2019) that lifestyle has a positive and significant effect on customer loyalty.

H1: Lifestyle affects customer loyalty for Indomie products.

Brand Image
Brand image is one of the requirements needed by a company in order to survive and compete in the business environment. According to (Gadau, 2016) the relationship between brand image and consumer loyalty lies in the desires and choices of consumers (preferences) for a brand is the consumer's attitude. In this case, attitudes towards a particular brand often influence whether consumers will be loyal or not. Good perceptions and consumer trust in a particular brand will create consumer buying interest and even increase consumer loyalty to certain products. This is in line with research conducted by (Rotinsulu et al., 2014), (Peng, Bazaki 2016) (Zhou et al., 2017) and (Lutvianti et al., 2019) with research results stating that brand image variables have a significant positive effect on customer loyalty. Meanwhile, in research conducted by (Sumadi and Soliha 2015), (Pratama, 2017), and (Hermawan et al., 2021) with research results stating that brand image variables do not have a significant effect on customer loyalty.

H2: Brand image affects customer loyalty of Indomie products.

Brand Trust

According to (Apriliani, 2019) trust is important in building long-term relationships between one party and another. Brand trust itself is a factor where customers will later feel very confident in a brand or brand sold by a company or retailer (Sumadi and Soliha, 2015). As stated by (Şahin et al., 2011) that consumer trust in a product is an important thing in building a strong relationship between customers and brands. With brand trust, a customer will continue to consider and buy products that have become their mainstay. Brand trust itself is the most important variable in building long-term relationships between one party and another. Brand trust is formed from positive perceptions from a consumer's experience.

This is in line with research conducted by (Andervazh et al., 2013), (Sumadi and Soliha 2015), (Khotimah, 2017), (Lutvianti et al., 2019), and (Rudzewicz, 2021) with research results stating that the brand trust variable has a significant positive effect on customer loyalty. Meanwhile, research conducted by (Dirbawanto and Sutrasmawati, 2016) stated that the brand trust variable has a significant negative effect on customer loyalty.

> H3: Brand trust has an effect on customer loyalty of Indomie products.

Customer Satisfaction

Widodo (2012:28) in (Cintya, 2015) stated that someone who repurchases and will tell others about their good experience with the product can be said to be a satisfied customer. As is known, the purpose of a business is to create satisfied customers. The creation of satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, thus providing a good basis for repeat purchases and creating loyalty to the brand or product, as well as creating word of mouth recommendations that are beneficial to the company. Consumers who have loyalty will continue to make repeat purchases because they already trust and feel satisfied, so that consumers are not easily tempted by promotions from competitors and there is a willingness to recommend the brand to others. Thus creating satisfaction into customer loyalty. This is in line with research conducted by (Zhang et al., 2010), (Khotimah, 2017), (Pureklolong 2017), and (Supertini et al., 2020) with results stating that customer satisfaction variables have a significant positive effect on customer loyalty. Meanwhile, in research conducted by (Dharma, 2017) with results stating that customer satisfaction variables have a negative and insignificant effect on customer loyalty.

> H4: Customer satisfaction affects customer loyalty of Indomie products.

RESEARCH METHODOLOGY

Framework of Thought

The following can be described the framework of thought that is used as the basis for thinking in this study. This framework is the basis for thinking in conducting the analysis in this study.
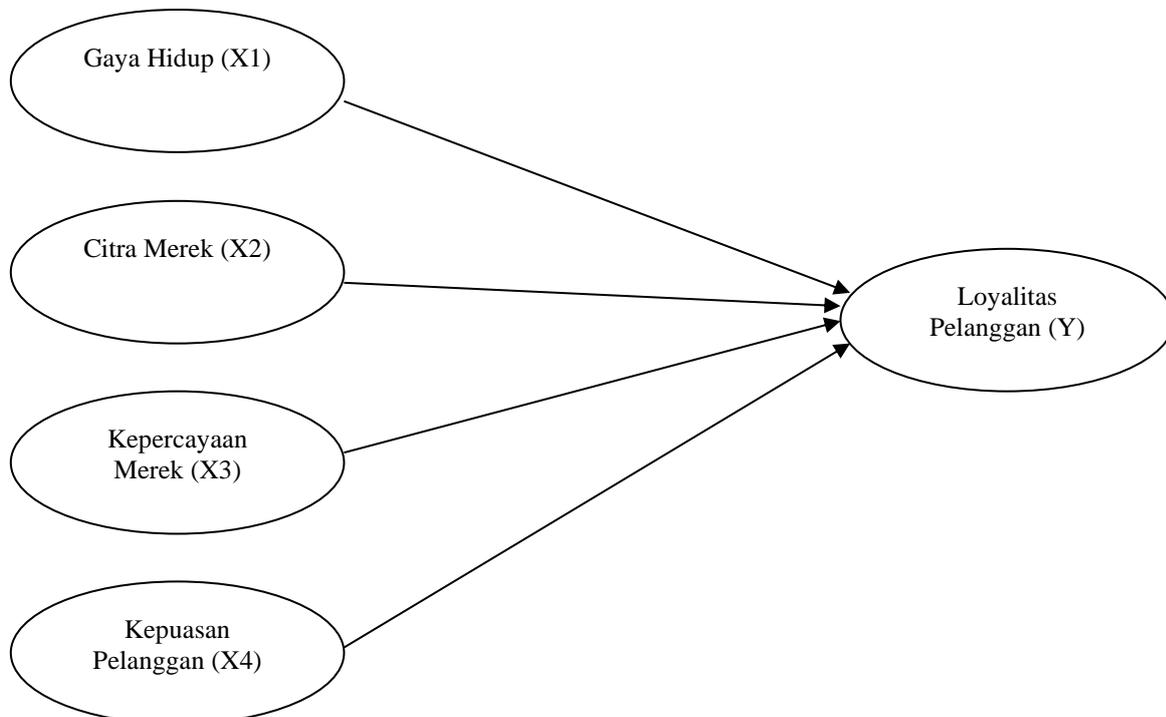

Figure 1. Framework of Thought

The Impact of Customer Satisfaction, Brand Image, Brand Trust, and Lifestyle on Indomie Product Customer Loyalty (Dominicus Josephus Swanto T, Cardy Surya, Layla Hafni, Mustafa Kamal, Sri Indrastuti)

Data Collection Technique
The data collection technique used is a Questionnaire. A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. Through this technique, respondents' responses, opinions, and attitudes can be determined regarding the influence of lifestyle, brand image, brand trust, and customer satisfaction on customer loyalty. The collection of respondents' answers used a questionnaire with a rating scale technique, the measurement scale is at the interval scale level.

Research Object
This research was conducted in 12 sub-districts in Pekanbaru City, Riau Province.

Population and Sample
The population of this study was the population in Pekanbaru City, with a total research sample of 200 respondents. Sampling used a non-proportional sampling technique (a sampling technique that does not provide equal opportunity for elements or members of the population to be selected as samples).

Operational Definition of Research Variables
The operational definition of a research variable is an attribute or nature or value of an object or activity that has certain variations that have been determined by the researcher to be studied and then conclusions drawn. (Sugiyono, 2014)
In this study, 2 variables were used, namely: Independent Variable is a variable that affects other variables consisting of Lifestyle, Brand Image, Brand Trust, and Customer Satisfaction. And Dependent Variable is a variable that is influenced by other variables, namely Customer Loyalty.

Multiple Linear Regression Analysis
The statistical analysis used in this study is Simple linear regression analysis (Multiple Regression) with the help of the SPSS (Statistical Product and Service Solutions) program, used to see whether there is a significant relationship between independent variables and dependent variables. In this study, linear regression analysis acts as a statistical technique used to test whether or not there is an influence of Lifestyle, Brand Image, Brand Trust, and Customer Satisfaction on Customer Loyalty of Indomie products in the Pekanbaru City community. The regression model used is stated in this equation $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$. Where Y is Customer Loyalty, X_1 = Lifestyle, X_2 = Brand Image, X_3 = Brand Trust, and X_4 = Customer Satisfaction.

RESULTS AND DISCUSSION
Characteristics of Respondents
The sample in this study were residents of Pekanbaru City who consumed Indomie whose exact number could not be known.

Based on the data in the respondent characteristics table 1, it can be concluded that. First, based on gender, Indomie is consumed more by male respondents, totaling 114 people and a percentage of 57%. Second, based on the characteristics of the sub-district of origin, Indomie is consumed more by respondents from Payung Sekaki District, totaling 21 people and a percentage of 10.5%. Third, Indomie is consumed more by respondents aged 18-25 years, totaling 145 people and a percentage of 72.5%.

Fourth, Indomie is consumed more by respondents who have a final education level of S1 with a total of 117 respondents and a percentage of 58.5%. Fifth, Indomie is consumed more by respondents who have a salary below IDR 2,500,000 with a total of 110 respondents and a percentage of 55%. Sixth, Indomie is consumed more by unmarried respondents with a total of 141 respondents and a percentage of 70.5%. And based on job characteristics, it shows that Indomie is mostly consumed by private employees with a total of 89 respondents and a percentage of 44.5%.

Table 1. Characteristics of Respondents

Characteristics	Description	Frequency	%
Gender	Male	114	57%
	Female	86	43%
	Total	**200**	**100%**
Origin District	Bukit Raya	14	7%
	Lima Puluh	20	10%
	Marpoyan Damai	17	8,5%
	Payung Sekaki	21	10,5%
	Pekanbaru City	16	8%
	Rumbai	17	8,5%
	Rumbai Pesisir	14	7%
	Sail	17	8,5%
	Senapelan	16	8%
	Sukajadi	15	7,5%
	Tampan	17	8,5%
	Tenayan Raya	16	8%
	Total	**200**	**100%**
Age	18-25 Years	145	72,5%
	25-32 Years	44	22%
	32-40 Years	11	5,5%
	Total	**200**	**100%**
Education	High School / Vocational High School Graduate	51	25,5%
	D3	17	8,5%
	S1	117	58,5%
	S2	14	7%
	S3	1	0,5%
	Total	**200**	**100%**
Salary	< 2,500,000	110	55%
	2,500,000 - 3,000,000	25	12,5%
	> 3,000,000	15	7,5%
	Total	**200**	**100%**
Marital Status	Married	59	29,5%
	Not Married	141	70,5%
	Total	**200**	**100%**
Occupation	Student / College Student	81	40,5%
	Private Employee	89	44,5%
	PNS	30	15%
	Total	**200**	**100%**

Source: Excel processed data, 2022

Data Quality Test
Validity Test
The validity test is used to measure whether a questionnaire is valid or not. Data testing is carried out with the support of SPSS 22 tools. This validity test uses Pearson Correlation, namely by calculating the correlation between the values obtained from the questions. A question is said to be valid if r count> r table then the questionnaire is valid, but if r count < r table then the questionnaire is not valid (Ghozali, 2012:52). Where R table in this study is 0.1381. Based on the data shows that each statement (indicator) of Lifestyle, Brand Image, Brand Trust, Customer Satisfaction, and Customer Loyalty in the questionnaire is considered valid because the criteria or requirements for an item to be declared valid are if the correlation of each factor is positive and its value is greater than r table. Thus it can be concluded that each statement (indicator) is declared valid to be used as a measuring tool for variables.

Reliability Test
Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the question is consistent or stable over time. The questionnaire items are said to be reliable (feasible) if Cronbach's alpha> 0.06 and are said to be unreliable if Cronbach's alpha <0.06 (Ghozali, 2012:47).

Based on the data shows that the results of the reliability test on the existing variables obtained each variable obtained each variable has a variable value> 0.6 thus meaning that all variables in this research instrument are reliable.

Classical Assumption Test
Normality Test
The purpose of the Normality Test is to test whether the dependent and independent variables in the regression model have a normal distribution or not, the residual value has a normal distribution or not. A good regression model has a normal residual value or is close to normal. The normality test used in this study is the Kolmogorov Smirnov, namely with the criteria if the Kolmogorov Smirnov significance <0.05 then the data is not normal, conversely if the Kolmogorov Smirnov significance> 0.05 then the data is normal.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,98041868
Most Extreme Differences	Absolute	,031
	Positive	,031
	Negative	-,028
Test Statistic		,031
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: SPSS 2022 data processing
Figure 2. Results of the Kolmogorov-Smirnov Normality Test

Results of the Kolmogorov-Smirnov Normality Test
Based on the results of the normality test in Figure 2 above, the significant value is 0.200> 0.05. So it can be concluded that the residual value contributes normally.

Multicollinearity Test
Aims to test whether there is a correlation between independent variables in the regression model. A good regression model should not have a correlation between independent variables. To detect Multicollinearity in regression, it can be seen from the Variance inflation factor (VIF) value and the tolerance value. If VIF <10 and tolerance> 0.1 then there is no Multicollinearity, but if VIF> 10 and tolerance> 0.1 then there is Multicollinearity.

Table 2. Multicollinearity Test

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Lifestyle (X1)	0,725	1,379	No Multicollinearity Occurs
Brand Image (X2)	0,659	1,518	No Multicollinearity Occurs
Brand Trust (X3)	0,646	1,548	No Multicollinearity Occurs
Customer satisfaction (X4)	0,692	1,445	No Multicollinearity Occurs
Dependent Variable: Customer Loyalty (Y)			

Source: SPSS data processing, 2022

From table 2, it can be seen that the VIF value for all independent research variables is <10 and the Tolerance value is> 0.10, which indicates that there is no multicollinearity in this research model. Thus, it can be concluded that the research data is free from symptoms of multicollinearity.

Heteroscedasticity Test
Aims to see whether in the regression model there is inequality in the residual variance from one observation to another. If the residual from one observation to another remains, it is called homoscedasticity and if it is different,

it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. To detect heteroscedasticity, you can use a scatter plot.
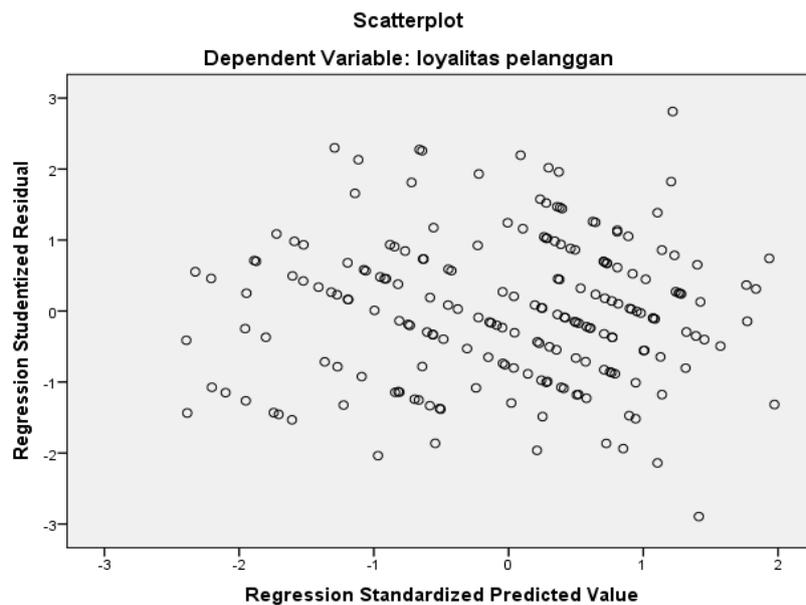

Figure 3. Scatter Plot Heteroscedasticity

Results of Scatter Plot Heteroscedasticity Test

The results of the heteroscedasticity test above show that there is no clear pattern from the points and the points are spread above and below the number 0 on the Y axis. This indicates that the regression model does not have symptoms of heteroscedasticity which means there is no interference in the regression model.

Multiple Linear Regression Analysis

To prove how much influence is partially used, the equation model $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$ based on the calculation results obtained the regression equation is $Y = 9.853 - 0.141 (X_1) + 0.076 (X_2) + 0.093 (X_3) + 0.259 (X_4)$. Where the value of a = 9.853 and the value of b = 0.141 + 0.076 + 0.093 + 0.259. The constant value (a) is 9.853, which means that if lifestyle (X_1), brand image (X_2), brand trust (X_3), and customer satisfaction (X_4) are 0, then Customer Loyalty is 9.853. The meaning of the numbers in the regression equation above is: (1). The constant value (a) of 9.853 means that Lifestyle (X_1), Brand Image (X_2), Brand Trust (X_3), and Customer Satisfaction (X_4) are assumed to have a value of (0), then employee performance (Y) is 0.349. (2). The beta coefficient value of the lifestyle variable (X_1) of 0.141 which is positive indicates a positive relationship, which means that for every one unit increase in lifestyle, consumer loyalty will increase by 0.141 or 14.1%. (3). The beta coefficient value of the brand image variable (X_2) of 0.076 which has a positive value indicates a positive relationship, meaning that for every one unit increase in brand image, consumer loyalty will increase by 0.076 or 7.6%. (4). The beta coefficient value of the brand trust variable (X_3) of 0.093 which has a positive value indicates a positive relationship, meaning that for every one unit increase in brand trust, consumer loyalty will increase by 0.093 or 9.3%. (5). The beta coefficient value of the customer satisfaction variable (X_4) of 0.259 which has a positive value indicates a positive relationship, meaning that for every one unit increase in customer satisfaction, consumer loyalty will increase by 0.259 or 25.9%.

Table 3. Hypothesis Test Results

Variable	Unstandardized Coefficient	Standardized Coefficient	T / F Count	T / F Table	Sig.	Result
Regression Test						
Constant	9,853					
Lifestyle (X1)	0,141	0,068	2,084	1,972	0,038	Significant
Brand Image (X2)	0,076	0,035	2, 139	1,972	0,034	Significant
Brand Trust (X3)	0,093	0,034	2,724	1,972	0,007	Significant
Customer satisfaction (X4)	0,259	0,052	4,949	1,972	0,000	Significant
Model Test						
ANOVA			30,064	2,42	0,000	Significant
Adj.R2	0,369					

Source: SPSS processed data, 2022

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Based on the data in table 3 above, it can be seen that: (1). Based on the research that has been conducted, Lifestyle has an effect on Customer Loyalty with a tcount value (2.084)> tTable (1.972) and a significance value of 0.038 which is less than 0.05, so the hypothesis in this study is accepted. (2). Based on the research that has been conducted, Brand Image has an effect on Customer Loyalty with a tcount value (2.139)> tTable (1.972) and a significance value of 0.034 which is less than 0.05, so the hypothesis in this study is accepted. (3). Based on the research that has been conducted, Brand Trust has an effect on Customer Loyalty with a tcount value (2.724)> tTable (1.972) and a significance value of 0.007 which is less than 0.05, so the hypothesis in this study is accepted. (4). Based on the research that has been done, Customer Satisfaction has an effect on Customer Loyalty with a tcount value (4.949) > ttable (1.972) and a significance value of 0.000 which is smaller than 0.05, so the hypothesis in this study is accepted.

The Fcount result is 30.064 and a significance value of 0.000. Thus it can be concluded that Fcount (30.064) > Ftable (2.42) with a significance value (0.000) <0.05. This means that simultaneously or together Lifestyle, Brand Image, Brand Trust, and Customer Satisfaction have an effect on Customer Loyalty.

From the test results in table 3 above, it is known that the determination coefficient (R square adjusted) obtained is 0.369. This means that 36.9% of Customer Loyalty can be explained by the variables Lifestyle, Brand Image, Brand Trust, Customer Satisfaction. While the remaining 63.1% of Customer Loyalty is influenced by other variables not examined in this study.

Discussion of Research Results
The Influence of Lifestyle on Customer Loyalty
The results of the descriptive analysis above show that Lifestyle is considered good by respondents to increase Customer Loyalty. The results of the regression analysis and partial testing (t-test) for the Lifestyle variable have a positive and significant effect on Indomie Customer Loyalty in the Community in Pekanbaru City. This means that the lifestyle of the Indonesian people who often consume instant noodles will affect the culture of consumption so that it forms a habit.

Judging from the respondents' answers to the lifestyle questionnaire in this study, it is known that the highest score is in the statement "I often consume Indomie when I feel hungry". Current lifestyle changes also affect eating patterns with the rise of instant foods such as instant noodles. Judging from the characteristics of the respondents in this study, Indomie is widely consumed by respondents aged 18-25 years, some of whom are students and also work as private employees. This food is perfect for people who are lazy to cook or have a lot of activities. The habit of Indonesian people in consuming Indomie and even making instant noodles as one of the side dishes can create customer loyalty to a brand or product. The lowest value of descriptive analysis for the lifestyle variable is in the statement "I consume Indomie because it has become a consumption pattern of my own lifestyle". This means that people in Pekanbaru City often consume Indomie not only because of lifestyle, but also because of economic factors, this can be seen based on the characteristics of respondents in terms of work, salary, and marital status.

Therefore, Indomie must adjust some of its product variants to dynamic lifestyle factors. This is in line with research conducted by (Pratama, 2017), (Darmianti & Prabawani, 2019), and (Pamungkas & Guridno, 2019) that lifestyle has a positive and significant effect on customer loyalty.

The Influence of Brand Image on Customer Loyalty
The results of the descriptive analysis above show that Brand Image is considered good by respondents to increase Customer Loyalty. The results of the regression analysis and partial testing (t-test) for the Brand Image variable have a positive and significant effect on Indomie Customer Loyalty in the Community in Pekanbaru City. This means that products with a good brand image will indirectly help the company's activities in promoting the products marketed next and this will be a strength for the company in facing competition.

When viewed from the respondents' answers to the brand image questionnaire in this study, it is known that the highest score is in the statement "I agree that Indomie brand instant noodles always give a positive impression to consumers". In this case, there is a tendency that consumers will choose and consume a product that is well known in the community. Therefore, brand image is one of the requirements needed by a company in order to survive and compete in the business environment. Because Indomie always succeeds in giving a positive impression to its consumers, making the brand image of Indomie positive and very strong. Without a strong and positive brand image, it will be very difficult to retain customers. A good brand image will create trust, as well as customer satisfaction which will create customer loyalty to a product, so that repeat purchases will occur. The lowest value of descriptive analysis for the brand image variable is in the statement "I agree that Indomie brand instant noodles can be trusted". This means that people in Pekanbaru City still cannot fully trust the composition of Indomie such as preservatives and MSG contained in it. Therefore, PT Indofood CBP Sukses Makmur Tbk must ensure that their products are safe instant noodles, made from quality ingredients without harmful chemicals and are suitable for everyone to consume.

There are differences in research results regarding brand image. In research conducted by (Rotinsulu et al., 2014), (Peng, Bazaki 2016) (Zhou et al., 2017) and (Lutvianti et al., 2019) with research results stating that the brand image variable has a significant positive effect on customer loyalty. While in research conducted by (Sumadi and Soliha 2015), (Pratama, 2017), and (Hermawan et al., 2021) with research results stating that the brand image variable does not have a significant effect on customer loyalty.

The Influence of Brand Trust on Customer Loyalty

The results of the descriptive analysis above show that Brand Trust is considered good by respondents to increase Customer Loyalty. The results of the analysis of regression and partial testing (t-test) for the Brand Trust variable have a positive and significant effect on Indomie Customer Loyalty in the Community in Pekanbaru City. This means that good perception and consumer trust in a particular brand will create consumer purchasing interest and even increase consumer loyalty to certain products. When viewed from the respondents' answers to the brand trust questionnaire in this study, it is known that the highest score is in the statement "I feel satisfied buying Indomie brand instant noodles, because they care about what I need". This is because Indomie has many flavor variants, and through these many flavor variants it can represent something that consumers want. For example, when consumers want to eat rendang, Indomie comes with its product, namely Indomie Goreng rendang flavor.

Brand trust can affect customer loyalty to Indomie products. Brand trust in products can reduce uncertainty in choosing instant noodle products to be consumed, if consumers feel safe with Indomie products, consumers will not hesitate to consume them. "Indomie Seleraku" is a typical slogan which means the trust of Indonesian people in Indomie instant noodles, this shows that Indomie is the only instant noodle that they like because it is believed to provide satisfaction to its consumers.

The lowest value of descriptive analysis on the brand trust variable is in the statement "I agree that Indomie brand instant noodles have a good reputation in the eyes of the public". This is because there are several brands from competitors that are more in demand by the public in Pekanbaru City. Therefore, now Indomie must study and analyze the taste of these competitors' products to find the taste composition that consumers like in these products.

There are differences in the results of previous studies on the brand trust variable. In research conducted by (Andervazh et al., 2013), (Sumadi and Soliha 2015), (Khotimah, 2017), (Lutvianti et al., 2019), and (Rudzewicz 2021) with research results stating that the brand trust variable has a significant positive effect on customer loyalty. Meanwhile, research conducted by (Dirbawanto and Sutrasmawati, 2016) stated that the brand trust variable has a significant negative effect on customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

The results of the descriptive analysis above show that Customer Satisfaction is considered good by respondents to increase Customer Loyalty. The results of the regression analysis and partial testing (t-test) for the Customer Satisfaction variable have a positive and significant effect on Indomie Customer Loyalty in the Community in Pekanbaru City. This means that if consumer satisfaction is met, consumers will assume that there are no other brands that are better.

When viewed from the respondents' answers to the customer satisfaction questionnaire in this study, it is known that the highest score is in the statement "I have repurchased Indomie brand instant noodles many times". Customers who are satisfied based on the evaluation or experience of the product consumed will repurchase a product, which means that if consumer satisfaction is met, customer loyalty to a product or brand is also created. Indomie has succeeded in making its customers satisfied and loyal who ultimately voluntarily recommend Indomie products to others. This is evidenced by Indomie's achievement which is always in first place in the category of the best packaged instant noodles on the Indonesian Brand Index in 2017-2020. The lowest value of descriptive analysis on the brand trust variable is in the statement "I have made purchases on Indomie products with different variants or flavors". This is because not all flavor variants of Indomie are liked by the people in Pekanbaru City. Therefore, PT Indofood CBP Sukses Makmbur Tbk must innovate products according to customer needs.

There are differences in the results of previous studies on customer satisfaction variables. In the research conducted by (Zhang et al., 2010), (Khotimah, 2017), (Pureklolong 2017), and (Supertini et al., 2020) with the results stating that the customer satisfaction variable has a significant positive effect on customer loyalty. While in the research conducted by (Dharma, 2017) with the results stating that the customer satisfaction variable has a negative and insignificant effect on customer loyalty.

CONCLUSION

Based on the results of the research and discussion and description of the previous chapters, it can be concluded as follows: Lifestyle has a significant positive effect on Customer Loyalty of Indomie Products in the Community in Pekanbaru City. Current lifestyle changes also affect people's eating patterns, this is evidenced by the popularity of instant noodles in Indonesia. Therefore, PT Indofood CBP Sukses Makmur Tbk is expected to conduct regular research to find out the lifestyle of its consumers. Understanding lifestyle as one of the factors that influences

customer satisfaction will help marketers in formulating marketing strategies. The concept of lifestyle makes it easier for marketers to understand what consumers think, feel, and choose. Brand Image has a significant positive effect on Customer Loyalty of Indomie Products in the Community in Pekanbaru City. So it can be concluded that a strong and positive Indomie brand image will create trust, as well as customer satisfaction which will create customer loyalty to a product, so that repeat purchases will occur. Therefore, PT Indofood CBP Sukses Makmur Tbk is expected to always be able to maintain the quality of their products, so that the brand image of Indomie is always positive in the eyes of the community in Pekanbaru City. Brand Trust has a significant positive effect on Customer Loyalty of Indomie Products in the Community in Pekanbaru City. Brand trust in products can reduce uncertainty in choosing or consuming Indomie instant noodle products. Brand trust itself is the most important variable in building long-term relationships between one party and another. To achieve greater trust, Indomie must dig deeper into the tastes of today's consumers, then Indomie improvises the taste of its products based on the results of research that has been conducted.

Customer Satisfaction has a significant positive effect on Customer Loyalty of Indomie Products in the Community in Pekanbaru City. Satisfied customers tend to make repeat purchases. This proves that if consumer satisfaction has been created, customer loyalty will be created. The creation of satisfaction can provide a good foundation for companies such as repeat purchases and the creation of loyalty to brands or products and making word of mouth recommendations that are beneficial to the company. Therefore, to increase customer loyalty, companies need to increase customer satisfaction first through product innovation according to consumer needs and tastes so that in the end they can create positive recommendations and word of mouth. This study uses a questionnaire with many research questions, so there is a possibility that respondents are less careful in filling out the questionnaire, therefore for further researchers, they can also use other methods in examining customer loyalty, for example through short interviews so that the information obtained is also more varied than the available questionnaires.

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