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The Influence of Brand Reputation, Brand Equity, and Brand Satisfaction on Brand Loyalty of Mie Gacoan

Pengaruh Reputasi Merek, Ekuitas Merek, dan Kepuasan Merek terhadap Loyalitas Merek Mie Gacoan

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Abstract

The development and competition of culinary businesses in Indonesia are increasingly competitive. This study was conducted to analyze the influence of brand reputation, brand equity, and brand satisfaction on brand loyalty of Mie Gacoan. This quantitative research method collected data by distributing questionnaires to a sample of 180 respondents who had purchased Mie Gacoan products. The reliability of the instrument was assessed through validity and reliability tests, while the data analysis method used path analysis with the help of the SmartPLS version 3.0. The results proved that brand reputation did not affect brand loyalty, but had a positive and significant effect on both brand equity and brand satisfaction. Meanwhile, the results of this study also proved that brand equity and brand satisfaction have a positive and significant influence on brand loyalty in the Mie Gacoan culinary industry.

Keywords: Brand Equity, Brand Loyalty, Brand Reputation, Brand Satisfaction.

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Abstrak

Perkembangan ataupun persaingan usaha kuliner di Indonesia semakin kompetitif. Penelitian ini dilakukan untuk menganalisis pengaruh reputasi merek, ekuitas merek, kepuasan merek terhadap loyalitas merek Mie Gacoan. Metode penelitian kuantitatif ini melakukan pengumpulan data dengan menyebarkan kuesioner kepada sampel sebanyak 180 responden yang pernah membeli produk Mie Gacoan. Kehandalan instrumen dinilai melalui uji validitas dan uji reliabilitas, sementara metode analisis data menggunakan analisis jalur dengan bantuan program SmartPLS versi 3.0. Hasil analisis membuktikan bahwa reputasi merek tidak berpengaruh terhadap loyalitas merek, tetapi berpengaruh positif dan signifikan baik terhadap ekuitas merek maupun kepuasan merek. Sementara itu, hasil penelitian ini juga membuktikan bahwa ekuitas merek ataupun kepuasan merek memiliki pengaruh yang positif dan signifikan terhadap loyalitas merek pada industri kuliner Mie Gacoan.

***Kata Kunci**: Ekuitas Merek, Loyalitas Merek, Reputasi Merek, Kepuasan Merek.*

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INTRODUCTION

The rapid development of the culinary industry in Indonesia has resulted in increasingly fierce competition among entrepreneurs. The large and sustainable market potential has given rise to various innovative culinary industries, driving increasing demand for culinary products. The F&B (Food and Beverage) business, often referred to as the culinary business, is one of the most popular and consistently in-demand businesses worldwide (Sakinah *et al*., 2024). Its broad market reach makes the culinary business an attractive option for entrepreneurs. One business that continues to grow annually is the culinary business in Yogyakarta. This situation influences companies to develop more effective and efficient marketing strategies to face the competition (Halim & Zalim, 2024).

Increasing purchasing power can encourage people to eat out more often, particularly fast food and beverages. This has changed consumer behavior, particularly in the digital era. The ease of access to fast food has encouraged people to prefer fast food options, including noodles (Rahim *et al*., 2024).

Noodles made from wheat flour have become a favorite food consumed by Indonesians of all ages, from children to the elderly. Noodle dishes became popular when many noodle dishes featured spicy flavors (Kurnianingsih & Achsa, 2022). One such dish is Mie Gacoan, a brand of the number one spicy noodle restaurant chain in Indonesia. Mie Gacoan was founded in 2016 as a subsidiary of PT. Pesta Pora Abadi (Lukitaningsih *et al*., 2023). Currently, Mie Gacoan has grown into a company that dominates the market share and has branches in the provinces of East Java, West Java, Central Java, and the island of Bali. With a variety of noodle dishes, toppings, and drinks, Mie Gacoan has successfully presented a business concept that differentiates itself from its competitors. The combination of modern interior design and affordable prices has attracted consumers from various backgrounds (Ayuwardani *et al*., 2021).

Amid the rising demand for spicy noodle dishes, Mie Gacoan dominates the market with a unique business model and competitive pricing strategy. However, Mie Gacoan currently faces challenges from numerous competitors such as Mie Nyinyir, Mie Setan, Mie Talk, Wizzmie, and Mie Newmind (Mansur & Dermawan, 2024). These competitors not only offer similar spicy noodle product variations with relevant innovations, but they are also actively expanding their outlet networks in strategic locations and implementing comprehensive marketing strategies through digital media platforms and structured promotional initiatives (Malik *et al*., 2023). This situation has triggered increasingly fierce competition and requires Mie Gacoan to be responsive, adapt quickly, innovate continuously, and improve service quality to maintain its position amidst the dynamics of evolving consumer preferences (Kulsum *et al*., 2024).



Tabel 1. Annual Growth of the Food and Beverage Supply Industry in Yogyakarta City
Source: Industry Research Data, 2023.

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Tabel 2. Popularity of Mie Gacoan, Mie Setan, and Mie Nyinyir in 2019-2023
Source: Google trends, 2023.

Mie Gacoan has remained popular since its inception, as evidenced by its ever-increasing customer base and its 115 outlets across Indonesia (Harmiyanti & Ningsih, 2025). Mie Gacoan enjoys high crowds during lunch, dinner, and after-work hours (Tanujaya *et al*., 2023). The phenomenon of long queues of up to 700 people at Mie Gacoan outlets reflects the strong appeal of a culinary product in generating interest and enthusiasm among the wider community. This demonstrates that taste, price, and the right marketing strategy can create significant consumption trends (Febriani, 2022).

Based on Figure 2, trend data for Mie Gacoan, Mie Setan, and Mie Nyinyir from 2019 to 2023 shows that Mie Gacoan's average reputation is higher than that of its two competitors. Mie Gacoan is not just an ordinary noodle restaurant, but a pioneer of contemporary culinary offerings that offer a special experience for its customers. Mie Gacoan's superiority lies not only in its products but also in its marketing strategy that is able to attract customers, especially the younger generation (Sejagad *et al*., 2024). Mie Gacoan actively promotes itself on social media platforms such as Instagram and TikTok, and there is ongoing positive interaction between consumers and Mie Gacoan products, built through a good reputation, thus encouraging strong consumer loyalty (Alwi *et al*., 2024).

Despite numerous studies on brand reputation and brand loyalty, the underlying factors of these phenomena remain incompletely understood, particularly in the modern era of evolving consumer behavior. Furthermore, there are contradictions between research findings. Research by Permatasari *et al*. (2022) suggests that a brand's reputation depends on public opinion. Meanwhile, research by Simangunsong *et al*. (2022) found that reputation has no significant impact on brand loyalty. Therefore, this study aims to determine the factors that increase brand loyalty by examining brand reputation, brand equity, and brand satisfaction.

This study uses a mediation pathway framework, which relatively few researchers have used to study the variables analyzed here. This study also analyzes how brand equity and brand satisfaction mediate brand reputation and brand loyalty. These two pathways represent a novelty in this study. Furthermore, the researchers identified a paucity of research on Mie Gacoan through the variables discussed here.

LITERATURE REVIEW

One factor that can increase brand equity and constitute a valuable asset is a socially responsible company's brand reputation, which can attract consumers to become more concerned about sustainability and corporate values (Mahmood & Bashir, 2020). Brand reputation is closely related to

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brand equity, or the added value of a product, and the company's credibility. This is important because it can influence consumer trust in Mie Gacoan, which is based on the brand's added value (Hariandja *et al*., 2021). This also applies to brand loyalty, where a good reputation can influence consumer interest and, in turn, increase consumer loyalty to the brand (Tamba & Purba, 2023). Brand loyalty demonstrates the commitment of consumers who purchase Mie Gacoan products, as consumers' goal of purchasing the same product is to satisfy their desires (Mahmood *et al*., 2018). This argument forms the basis for the following hypothesis:

H1: Brand reputation has a positive and significant effect on brand loyalty.

H2: Brand reputation has a positive and significant effect on brand loyalty.

Brand reputation is a valuable asset for a company that is built over time. Factors such as product quality, good customer service, and effective communication contribute to the formation of a positive reputation, including for Mie Gacoan (Vuong & Bui, 2023). Consumers are more likely to choose products from brands with a good reputation, as they perceive them to be high-quality and trustworthy (Nankali *et al*., 2020). A good reputation leads to brand satisfaction in consumers, where brand satisfaction can be defined as the actual response of consumers who have consumed a product regarding its quality using a brand and its compliance with consumer expectations (Amalia & Rahmadhany, 2023). A good brand reputation will influence consumer brand satisfaction with the product consumed. Based on this argument, the following hypothesis is based:

H3: Brand reputation has a positive and significant effect on brand satisfaction.

Brand equity is the combination of associations and behaviors customers have toward a brand and its distribution channels. Companies can strengthen their brands to gain strength, durability, and superiority over competing brands (Christiawan *et al*., 2021). On the other hand, brand satisfaction is the consumer's feelings of pleasure or disappointment that arise when trying a product of a particular brand and comparing the perceived product with the expected product. Conversely, if the product tested falls below expectations, the consumer is disappointed; and if the product tested turns out to be equally good, the consumer is pleased (Barokah *et al*., 2019). Brand equity and the creation of brand satisfaction are key to creating customer loyalty. Brand loyalty is a condition where consumers who have purchased a product from a brand show a positive attitude. Brand loyalty is closely related to the consumer's experience in using the product from that brand. When consumers are satisfied with a product, they tend to buy the product again and recommend it to others (Suntoro & Silintowe, 2020; Simangunsong *et al*., 2022).

Similarly, in brand equity, companies must manage their brands before making decisions about expressing a brand's added value (Aliamin *et al*., 2023). To build strong brand loyalty, companies need to focus on both aspects of loyalty: attitudinal and behavioral. By creating positive consumer experiences and building emotional connections, companies can increase consumer attitudinal loyalty, including toward Mie Gacoan products (Wantini & Yudiana, 2021). This argument gives rise to the following hypothesis:

H4: Brand equity has a positive and significant effect on brand loyalty.

H5: Brand satisfaction has a positive and significant effect on brand loyalty.

METHOD

This study employed a quantitative approach, a scientific method of research that utilizes clear, definite, and structured data. This method is used to research a specific population or sample, with

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data collection using research instruments, and quantitative research results in the form of numbers to test the hypotheses used (Siroj *et al*., 2024). Variable measurement in the questionnaire used a Likert scale (Kurniasari & Budiatmo, 2018).

The study population was an unknown number of Mie Gacoan consumers in the Special Region of Yogyakarta. Therefore, the study used the Hair formula as a sampling technique (Hair *et al*., 2021). The sample size depends on the number of indicators multiplied by 5 to 10. Therefore, the sample size was 10 times 18 indicators, or 180 respondents. This study employed a purposive sampling technique, which determines the sample based on certain criteria, thus selecting certain respondents who are suitable as data sources. The criteria for respondents who completed the questionnaire were a minimum age of 17 years, domiciled in Yogyakarta, and having purchased Mie Gacoan at least twice.

The data analysis method used in this study was Partial Least Square Structural Equation Model (PLS-SEM), while the analytical tool used was SmartPLS version 3.0 (Ghozali & Latan, 2020). The PLS-SEM testing procedure consists of two elements. First, evaluating the measurement model by testing its validity, convergent validity, discriminant validity, and reliability. Second, evaluating the inner model or structural model by testing the R-Square value, goodness of fit, and hypothesis testing, as well as the total direct effect, total indirect effect, specific indirect effect, and total effect (Sugiyono, 2019).

RESULTS

Validity and Reliability Test

Validity testing can be assessed using two methods, namely convergent validity and discriminant validity. Convergent validity is used to measure the extent to which indicators in a research model correlate with the latent variables they represent (Sugiyono, 2019). A factor loading value > 0.70 indicates good convergent validity for confirmatory research, while a value between 0.60 and 0.70 is acceptable for exploratory research (Table 1). Discriminant validity can also be seen from the average variance extracted (AVE) value which is above 0.50 (Ghozali & Latan, 2020). Based on Table 2, it is obtained that all variable constructs of brand reputation, brand equity, brand satisfaction, and brand loyalty have a high average variance extracted (AVE) value and have a value above 0.50. Thus, all constructs also meet the discriminant validity test.

Table 1. Validity Test Results

Kode	Brand Equity	Brand Loyalty	Brand Reputation	Brand Satisfaction	Kode	Brand Equity	Brand Loyalty	Brand Reputation	Brand Satisfaction
BE1	**0.712**	0.604	0.630	0.674	BR1	0.712	0.647	**0.801**	0.721
BE2	**0.828**	0.684	0.644	0.690	BR2	0.726	0.666	**0.796**	0.724
BE3	**0.819**	0.678	0.667	0.669	BR3	0.624	0.640	**0.798**	0.691
BE4	**0.828**	0.730	0.739	0.713	BR4	0.621	0.593	**0.785**	0.626
BL1	0.738	**0.835**	0.700	0.709	BR5	0.629	0.695	**0.765**	0.661
BL2	0.650	**0.746**	0.603	0.595	BS1	0.751	0.725	0.722	**0.859**
BL3	0.697	**0.840**	0.698	0.729	BS2	0.608	0.583	0.613	**0.748**
BL4	0.708	**0.857**	0.637	0.726	BS3	0.736	0.743	0.739	**0.842**
BL5	0.692	**0.835**	0.708	0.759	BS4	0.646	0.676	0.698	**0.743**

Source: Primary data (processed), 2025.

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Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Result
Brand Reputation	0.623	Valid
Brand Equity	0.637	Valid
Brand Satisfaction	0.640	Valid
Brand Loyalty	0.678	Valid

Source: Primary data (processed), 2025.

Table 3. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Reputation	0.849	0.892
Brand Equity	0.809	0.875
Brand Satisfaction	0.811	0.876
Brand Loyalty	0.881	0.913

Source: Primary data (processed), 2025.

Table 4. R-Square and Q-Square Predictive Relevance

Variable	R-Square	R-Square Adjusted	Q^2
Brand Equity	0.709	0.707	0.502
Brand Satisfaction	0.756	0.755	0.571
Brand Loyalty	0.787	0.784	0.619

Source: Primary data (processed), 2025.

Reliability testing is a research procedure aimed at measuring the consistency of a measuring instrument in producing the same results when used repeatedly under the same conditions (Hildawati *et al*., 2024). Reliability testing can be assessed using two testing techniques, that is Cronbach's alpha and composite reliability. Data with a Cronbach's alpha or composite reliability value greater than 0.70 indicates high reliability for each variable (Sugiyono, 2019). The reliability test results in Table 3 show that the composite reliability and Cronbach's alpha values for all constructs are greater than 0.70. Therefore, these results indicate that all constructs have high reliability.

Inner Model Testing

R-Square aims to measure the proportion of variance in the dependent variable that can be predicted from the independent variable (Ghozali & Latan, 2020). Based on the R-Square results in Table 4, it shows that the brand reputation has a strong influence on brand equity by 70.7 percent, the brand reputation has a strong influence on brand satisfaction by 75.5 percent, and all independent variables have a strong influence on Brand Loyalty by 78.4 percent.

Model fit was analyzed using Q-square (Q2) predictive relevance (Ghozali & Latan, 2020). The Q2 value ranges from $0 < Q2 < 1$, and the closer it is to 1, the better the model used in the study (Hair *et al*., 2021). Based on Table 4, the Q2 results indicate that the model has strong predictive relevance with a value above 0.35 and the predictive relevance value is getting closer to 1. Thus, the model in this study is considered good.

Based on the model fit index results in Table 5, the SRMR (*Standardized Root Mean Square Residual*) value is 0.078, or below 0.10, indicating that the model developed in this study is considered good. The NFI value is 0.775, or close to 1, so the model developed in this study is considered appropriate and accurate.

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Table 5. Model Fit Index

Model Fit Index	Output Model	Description
SRMR	0,078	Good
d-ULS	1,053	Good
d-G	0,563	Good
NFI	0,775	Medium

Source: Primary data (processed), 2025.

Table 6. Hypothesis Test (Bootstrapping)

Pathway	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics (O/STDEV)	p-values	Result
BR→BL	0.181	0.183	0.099	1.837	0.067	Rejected
BR→BE	0.842	0.841	0.030	28.438	0.000	Accepted
BR→BS	0.869	0.869	0.028	31.593	0.000	Accepted
BE→BL	0.358	0.354	0.079	4.573	0.000	Accepted
BS→BL	0.392	0.392	0.100	3.900	0.000	Accepted

Source: Primary data (processed), 2025.

Table 7. Spesific Indirect Effect

Pathway	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics (O/STDEV)	p-values	Result
BR→BE→BL	0.301	0.298	0.067	4.518	0.000	Accepted
BR→BS→BL	0.341	0.341	0.089	3.842	0.000	Accepted

Source: Primary data (processed), 2025.

Hypothesis Testing

Hypothesis testing (bootstrapping) is used to determine the direct influence of each hypothesis in the study (Ghozali & Latan, 2020). If the significance level (p-value) used must be less than 0.05 for the path coefficient to be declared significant (Sugiyono, 2019).

Based on Table 6, the relationship path from brand reputation to brand loyalty has a p-value of 0.067, or greater than 0.05, indicating that brand reputation has no effect on brand loyalty among consumers in the special region of Yogyakarta, thus rejecting the first hypothesis (H1). Meanwhile, the relationship path from brand reputation to brand equity has a p-value of 0.000, or less than 0.05, indicating that brand reputation has a significant effect on brand equity among consumers in Yogyakarta, thus accepting the second hypothesis (H2). The relationship path from brand reputation to brand satisfaction has a p-value of 0.000, or less than 0.05, indicating that brand reputation also has a significant effect on brand satisfaction among consumers in Yogyakarta, thus accepting the third hypothesis (H3).

Moreover, based on Table 6, the relationship path between the brand equity and brand loyalty was identified to obtain a p-value of 0.000 or less than 0.05; which means that brand equity is proven to have a significant effect on brand loyalty among consumers in Yogyakarta, so that the fourth hypothesis (H4) is accepted. The relationship path between the brand satisfaction and brand loyalty was also identified to obtain a p-value of 0.000 or less than 0.05; which means that brand satisfaction is proven to have a significant effect on brand loyalty among consumers in Yogyakarta, so that the fifth hypothesis (H5) is accepted.

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The specific indirect effect is an indirect effect that occurs between two variables through one mediating variable, or that the specific indirect effect measures the contribution of a single mediator in mediating the relationship between independent and dependent variables (Sugiyono, 2019). Based on Table 7, it shows that the brand reputation on brand loyalty through brand equity has a p-value of 0.000, thus indicating that brand equity is able to mediate between brand reputation and brand loyalty indirectly. For brand reputation on brand loyalty through brand satisfaction has a p-value of 0.000, thus indicating that brand equity is able to mediate between brand reputation indirectly.

Discusssion

The results of this study indicate that the first hypothesis is rejected, meaning that brand reputation has no effect on brand loyalty. This result is in line with previous research by Simangunsong *et al*. (2022) which stated that brand reputation has no significant effect on Brand Loyalty. However, the results of this study differ from the research findings of Mahmood *et al*. (2018) and Tamba & Purba (2023) which stated that brand reputation has a positive and significant effect on brand loyalty. Thus, although brand reputation is often considered an important factor in shaping brand loyalty, it is considered that there are still other factors such as customer satisfaction and experience that have a greater role in influencing consumer brand loyalty towards Mie Gacoan products.

The results also demonstrated a positive and significant influence of brand reputation on brand equity. This finding aligns with several previous findings that found brand reputation to have a positive and significant effect on brand equity (Wulandari *et al*., 2023; Vuong & Bui, 2023; Hariandja *et al*., 2021). These results therefore indicate that when Mie Gacoan is able to improve its reputation, its brand equity also increases. By rebuilding a brand reputation that had previously declined, the brand's value in the eyes of customers is also automatically rebuilt. Mie Gacoan's brand value is determined not only by its delicious taste but also by the overall customer experience. This experience, from the dining atmosphere to the friendly service, all of these factors contribute to the formation of brand equity.

Based on the data analysis, brand reputation has a positive and significant effect on brand satisfaction. This finding aligns with several previous studies that found a significant influence of brand reputation on brand satisfaction (Nankali *et al.,* 2020; Sari *et al.,* 2023; Meilatinova, 2021). Brand reputation is a valuable asset that is built gradually. Factors such as product quality, excellent customer service, and effective communication contribute to building a positive reputation. Thus, brand reputation can be enhanced and customers can have a satisfying experience by paying attention to aspects such as taste, packaging, and price.

Furthermore, the analysis results show that brand equity has a positive and significant effect on brand loyalty, consistent with findings from several previous studies (Ebrahim, 2020; Aliamin *et al*., 2023; Wantini & Yudiana, 2021). Customers who have a positive experience with Mie Gacoan and perceive the value as meeting their expectations can therefore create a memorable and enjoyable customer experience at every point, from ordering, waiting for their food, to enjoying their meal. This can be achieved by improving service speed, staff friendliness, and store cleanliness. The company's efforts to strengthen Mie Gacoan's brand equity can encourage customers to remain loyal and choose Mie Gacoan as their first choice.

Further analysis also found that brand satisfaction has a positive and significant influence on brand loyalty. This finding aligns with several previous studies that also found that brand satisfaction

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has a positive and significant influence on brand loyalty (Sudibyo & Pamikatsih, 2023; Khasanah *et al*., 2021; Macias *et al*., 2023). Customer satisfaction with Mie Gacoan is believed to increase along with the quality of taste, product, service, and experience provided. This is achieved through the implementation of strict quality standards at every stage of production, from selecting fresh ingredients to professional presentation, ensuring each dish has a consistent taste and building customer loyalty.

Next, brand equity was shown to indirectly mediate between brand reputation and brand loyalty. The results of this analysis align with several previous studies that state that brand reputation has a positive and significant effect on brand equity (Wulandari *et al*., 2023; Vuong & Bui, 2023). These results also align with the findings of several previous studies that brand equity has a positive and significant effect on brand loyalty (Ebrahim, 2020; Aliamin *et al*., 2023). A positive brand reputation, built through consistent product quality, good service, and a trusted brand image, contributes to increasing brand equity. Strong brand equity, which includes high brand awareness, positive brand associations, good quality perceptions, and a strong brand image, then facilitates the formation of higher customer loyalty to Mie Gacoan.

Finally, the analysis results show that brand satisfaction is able to indirectly mediate the relationship between brand reputation and brand loyalty. This result aligns with several previous studies stating that brand reputation has a significant effect on brand satisfaction (Nankali *et al*., 2020; Sari *et al*., 2023); and those stating that brand satisfaction has a positive and significant effect on brand loyalty (Sudibyo & Pamikatsih, 2023; Khasanah *et al*., 2021). Mie Gacoan is considered capable of achieving strong customer loyalty by building a positive brand reputation. This reputation is based on consistent product quality, satisfactory service, and a trusted brand image. The result is satisfied customers, who then become loyal to the brand due to their positive experiences with Mie Gacoan.

CONCLUSION

Based on the research results, it was found that brand reputation does not affect brand loyalty, but has a significant positive influence on brand equity and brand satisfaction. Other results obtained are that both brand equity and brand satisfaction have a significant positive influence on brand loyalty at Mie Gacoan in the Special Region of Yogyakarta.

This research contributes to the determination of economic growth strategies for SMEs, particularly the Mie Gacoan business. This research provides companies with an overview of the factors that need to be considered to foster customer loyalty to the products offered. This research also encourages companies, especially in the culinary sector, to make improvements and innovations to increase quality to compete with competitors, as well as increase customer loyalty in an effort to generate stable revenue. A strong brand can facilitate companies to enter new markets, thereby encouraging job creation that contributes to gross domestic product and attracting investment for the company's sustainability.

This study is limited by the use of only variables deemed relevant to the research object. Furthermore, the respondents were limited because the population studied did not fully reflect all Mie Gacoan consumers in Indonesia. The sample size was also limited to Mie Gacoan consumers in Yogyakarta, so more in-depth testing could be conducted across all cities where Mie Gacoan is located to generalize the findings. Future research should consider adding other variables to refine

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the research model and provide a more comprehensive understanding of the factors influencing brand loyalty to Mie Gacoan products in Yogyakarta specifically, and fast-food businesses in general.

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