

MIE GACOAN IN THE EYES OF MILLENNIALS: NAVIGATING VIRAL TRENDS AND BRAND AUTHENTICITY

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Abstrak

Penelitian kuantitatif ini bertujuan untuk mengkaji pengaruh adaptasi tren dan identitas merek terhadap loyalitas konsumen terhadap produk Mie Gacoan di wilayah Cikarang. Sebanyak 200 responden yang terdiri dari remaja akhir dan dewasa awal berusia 20–25 tahun dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner berbasis skala Likert yang terdiri atas tiga skala, yaitu skala adaptasi tren, identitas merek, dan loyalitas konsumen. Uji reliabilitas dilakukan menggunakan koefisien Cronbach's alpha, sedangkan uji validitas menggunakan korelasi Pearson. Uji asumsi klasik mencakup uji normalitas dengan pendekatan Monte Carlo Sig. (2-tailed) pada tingkat signifikansi 0,05. Analisis regresi berganda digunakan untuk menguji hipotesis penelitian. Hasil analisis menunjukkan bahwa secara parsial, adaptasi tren berpengaruh positif dan signifikan terhadap loyalitas konsumen, sementara identitas merek tidak menunjukkan pengaruh yang signifikan. Namun, hasil analisis secara simultan mengindikasikan bahwa kedua variabel tersebut secara bersama-sama berpengaruh signifikan terhadap loyalitas konsumen, dengan nilai R^2 sebesar 0,75 (75%). Adaptasi tren diidentifikasi sebagai faktor utama dalam meningkatkan loyalitas konsumen, sementara identitas merek tetap memainkan peran penting dalam menjaga keberlanjutan merek dalam jangka panjang. Temuan ini menekankan pentingnya inovasi yang berbasis tren dengan tetap menjaga konsistensi identitas merek sebagai fondasi keunggulan kompetitif.

Kata Kunci: Adaptasi Tren, Identitas Merek, Loyalitas Konsumen, Mie Gacoan

Abstract

This quantitative study aims to examine the influence of trend adaptation and brand identity on consumer loyalty toward Mie Gacoan in Cikarang. A total of 200 late adolescent and early adulthood aged 20–25 years were selected using purposive sampling. Data were collected through a Likert-based questionnaire comprising three scales: trend adaptation, brand identity, and consumer loyalty. Reliability was assessed using Cronbach's alpha, while validity was tested through Pearson correlation. Classical assumption tests included normality testing using Monte Carlo Sig. (2-tailed) with a significance level of 0.05. Multiple regression analysis was employed to test the hypotheses. The findings show that, partially, trend adaptation significantly and positively affects consumer loyalty, whereas brand identity does not have a significant effect. However, simultaneous analysis indicates that both variables significantly influence consumer loyalty, with an R^2 value of 0.75 (75%). Trend adaptation is identified as the primary driver of consumer loyalty, while brand identity plays a vital role in ensuring long-term brand sustainability. The study underscores the need for trend-based innovation while preserving brand identity as a foundation of competitive advantage.

Keywords: *Trend Adaptation, Brand Identity, Consumer Loyalty, Mie Gacoan*

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INTRODUCTION

The food and beverage (F&B) industry has experienced dynamic growth in recent decades, driven by shifts in consumer preferences, technological advancements, and the influence of global and local cultural trends. In today's highly competitive business landscape, companies are required not only to provide high-quality products but also to deliver meaningful brand experiences that align with the expectations and lifestyles of modern consumers (Kotler & Keller, 2016; Homburg et al., 2010). In this context, customer loyalty plays a strategic role in sustaining business performance, as loyal customers are more likely to make repeat purchases and advocate for the brand voluntarily (Oliver, 1999; Sudirjo et al., 2023).

Customer loyalty is shaped by various factors, including product satisfaction, brand trust, and consumer perceptions of innovation and uniqueness. In the digital age, a brand's ability to adapt to emerging trends is an important indicator of its market relevance. Trend adaptation refers to the extent to which a company is responsive to changes in consumer needs, preferences, and social-cultural developments, and how it adjusts its products and marketing strategies accordingly (Solomon, 2018; Sholichah & Rahayu, 2024). Today's consumers—particularly millennials—are highly responsive to viral trends on social media and tend to show stronger loyalty to brands that are dynamic and innovative (Djafarova & Trofimenko, 2019).

However, in the process of trend adaptation, brands must also maintain a consistent and authentic core brand identity. A strong brand identity plays a key role in establishing emotional attachment, trust, and consumer recognition. According to Aaker (1996), brand identity encompasses not only visual elements such as logos and slogans, but also a brand's core values, personality, and consistent image across all consumer touchpoints. Fatizah and Akhmad (2004) argue that an authentic and consistent brand identity strengthens consumer loyalty by shaping positive perceptions and emotional engagement. This consistency is crucial for long-term consumer trust, even as marketing strategies evolve to align with changing market trends.

Mie Gacoan, a fast-growing Indonesian food brand, exemplifies the strategic combination of trend adaptation and brand identity consistency in building consumer loyalty—particularly among younger generations. The brand is known for its affordable pricing, wide range of spicy flavor options, and casual, visually engaging dining atmosphere. Mie Gacoan has also actively leveraged social media and viral marketing campaigns to attract millennials and Gen Z consumers, who are highly digital-savvy (Wahyuni, 2024; Salsabila et al., 2021). These efforts position Mie Gacoan as a local brand that successfully navigates contemporary trends while retaining its original character.

Previous studies have demonstrated the positive influence of product quality and brand image on consumer purchasing decisions (Wijaya, 2013; Salsabila et al., 2021). However, limited research has specifically explored the combined effect of trend adaptation and core brand identity on consumer loyalty, particularly in the context of local fast-food brands. Furthermore, there is a lack of studies focusing on urban areas such as Cikarang—a fast-growing industrial region with a large population of young consumers, including students, young professionals, and digital natives. This demographic group tends to be influenced by viral trends, while also valuing brand authenticity and emotional connection (Fromm & Garton, 2013).

Understanding how trend adaptation and brand identity affect consumer loyalty in this context is essential. As noted by Wahyuni (2024), long-term brand sustainability in the F&B industry depends on a brand's ability to innovate without losing its core identity. Therefore, this study aims to examine the influence of trend adaptation and brand identity on the loyalty of Mie Gacoan consumers in Cikarang. The findings are expected to offer both theoretical and practical contributions. Theoretically, this study enriches the literature on consumer behavior in the digital age by examining the interplay between trend responsiveness and brand consistency. Practically, it provides insights for local brands to develop effective marketing strategies that resonate with contemporary young consumers.

Given the background and problem formulation, this study seeks to explore how trend adaptation and brand identity influence consumer loyalty toward Mie Gacoan, particularly among millennials in Cikarang. Specifically, the research is guided by the following key questions: First, to what extent does trend adaptation significantly affect consumer loyalty toward Mie Gacoan? Second, does a strong and consistent brand identity have a significant impact on consumer loyalty? Third, how do these two variables—trend adaptation and brand identity—jointly influence consumer loyalty when considered simultaneously? These questions aim to uncover the relative and combined influence of both strategic branding elements in shaping consumer behavior within a competitive and trend-sensitive market.

Aligned with these research questions, the primary objective of this study is to analyze the relationship between trend adaptation and brand identity in shaping consumer loyalty toward Mie Gacoan among young consumers in Cikarang. More specifically, this study aims to assess the individual influence of trend adaptation on consumer loyalty, examine the impact of brand identity on consumer loyalty, and evaluate the simultaneous effect of both variables. Through this analysis, the research seeks to generate insights that can inform more targeted and effective marketing strategies for local fast-food brands navigating dynamic consumer markets.

RESEARCH METHODS

This study employs a quantitative approach using a survey method. The quantitative approach enables researchers to collect numerical data that can be statistically analyzed to test predetermined hypotheses. As stated by Herdiansyah (2022), quantitative research aims to measure social phenomena through numerical representation and statistical analysis, allowing for objectivity and generalization of findings.

The research design utilized is causal-comparative, a type of non-experimental research that investigates causal relationships between variables without manipulating any of them. Causal-comparative research focuses on examining the influence of one or more independent variables on a dependent variable, and is commonly used to evaluate the effects of pre-existing conditions or treatments (Muhajirin & Maya, 2017).

In this study, the primary objective is to examine the influence of trend adaptation and core brand identity as independent variables on consumer loyalty as the dependent variable, particularly in the context of purchasing decisions related to Mie Gacoan in Cikarang. Trend adaptation refers to a brand's ability to respond to or align with evolving market trends, such as through menu innovations, the use of digital marketing strategies, or the integration of emerging technologies. According to Agung and Hendra (2023), a brand's responsiveness to current trends is a vital strategy in creating added value and distinguishing itself in a competitive environment. For Mie Gacoan, trend adaptation may include aligning with the popularity of spicy food or leveraging social media virality to promote its products.

Conversely, core brand identity refers to the fundamental elements that shape a brand's image and perception in the minds of consumers. These elements include flavor consistency, product quality, visual branding, and the core values conveyed by the brand. Ontarina (2022) emphasized that a strong and consistent brand identity contributes to the development of positive consumer associations, which in turn fosters brand loyalty.

Consumer loyalty, as the dependent variable in this research, is defined as the consumer's inclination to repeatedly purchase and support a brand over time. According to Sasongko

(2021), consumer loyalty represents a deep-seated commitment to repurchase or continue using a product or service consistently, despite situational influences or marketing efforts from competitors that may encourage switching. In the case of Mie Gacoan, consumer loyalty may be reflected in the frequency of visits, brand preference over competitors, and the willingness to recommend the brand to others.

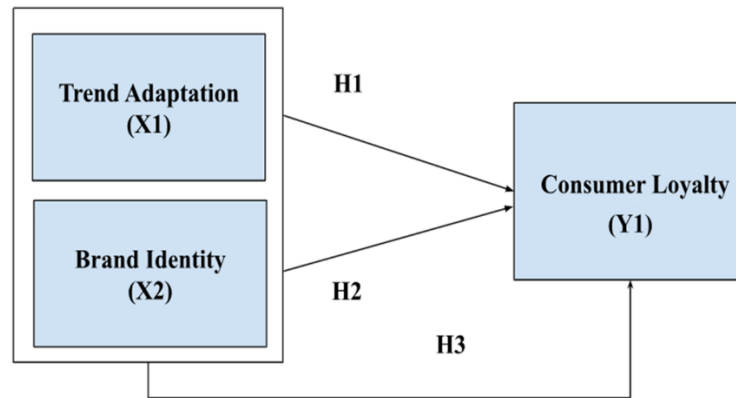


Figure1. Conceptual Framework

Based on the conceptual framework above, the hypotheses in this study are:

Ha1 = Trend adaptation has a significant influence toward consumer loyalty among millennials.

Ha2 = Brand Identity has no significant influence toward consumer loyalty among millennials.

Ha3 = Trend adaptation, brand identity has a significant influence toward consumer loyalty among millennials.

Research Variable

This study involves two independent variables—trend adaptation and brand identity—and one dependent variable, namely consumer loyalty.

1. Trend Adaptation

Trend adaptation refers to a brand's capacity to modify its marketing strategies, products, or services in alignment with evolving consumer preferences (Agung & Hendra, 2023). This includes the incorporation of trending elements such as technological innovations and digital engagement strategies. Effective trend adaptation enhances a brand's relevance in the eyes of consumers and contributes to increased consumer engagement and responsiveness.

2. Brand Identity

Core brand identity encompasses the fundamental components that define a brand's value proposition and its distinctive position within the marketplace. Consistency in brand identity is essential to develop a strong, enduring perception in the minds of consumers. Research by Erawati et al. (2023) indicates that an authentic and consistent brand identity fosters consumer trust and has a significant positive impact on purchasing behavior and decision-making.

3. Consumer Loyalty

Consumer loyalty is defined as the emotional bond and trust established between a consumer and a brand, often manifested through repeat purchases and word-of-mouth recommendations. According to Lumbanraja (2019), consumer loyalty is shaped by multiple factors, including customer satisfaction, perceived service quality, and overall consumer value perception. High levels of consumer loyalty contribute to long-term organizational success by ensuring revenue stability, enhancing brand equity, and reinforcing the brand's competitive advantage.

Population and Sample

1. Population

The population in this study consists of consumers of Mie Gacoan located in Cikarang. Given that the exact number of individuals within this population is unknown, it is categorized as an infinite population. According to Fahri (2019), an infinite population refers to a group of individuals whose total number cannot be determined with certainty, often due to dynamic changes in size over time or the absence of comprehensive recording systems. In research involving infinite populations, the determination of sample size is typically guided by specific proportions or statistical assumptions to ensure adequate data representation.

This approach is particularly relevant in consumer behavior studies, where the number of visitors or buyers is not always recorded in detail, such as in restaurant or retail contexts. By treating the population as infinite, researchers gain the flexibility to employ non-random sampling techniques that still yield representative and meaningful insights.

2. Sampel

The sampling technique used in this research is purposive sampling, in which participants are selected based on specific criteria that are aligned with the research objectives. In this study, the selection criteria include individuals who are: (1) 20-25 years of age or older (regardless of gender) or as known as millenials; (2) have purchased Mie Gacoan products at least three times; and (3) are willing to participate and provide information. This method enables the researcher to focus on respondents who possess relevant experience and knowledge regarding the topic, thereby enhancing the validity and depth of the data collected.

The targeted sample size for this study is 200 respondents, in accordance with recommended guidelines for obtaining a representative sample in social science research. Purposive sampling is widely used in behavioral and social research due to its efficiency in selecting participants who are most relevant to the study. However, as noted by Hasnunidah (2017), purposive sampling is limited in its ability to generalize findings to the broader population because it lacks randomization. Nevertheless, it remains an effective method for exploratory studies or research targeting populations with distinct characteristics.

3. Sampling Technique

Purposive sampling is a non-probability sampling technique wherein researchers deliberately select participants based on predefined criteria relevant to the research topic. This technique is particularly suited for studies requiring respondents with specific traits, experiences, or knowledge. As stated by Hasnunidah (2017), purposive sampling enables researchers to obtain rich and relevant information from a targeted group, despite its limitations in terms of generalizability.

One of the key strengths of purposive sampling is its efficiency in identifying and selecting individuals who are most likely to provide valuable insights. According to Sugiyono (2021), this method is highly practical in social research, especially when the target population is not easily accessible or when only specific subgroups possess the necessary background or familiarity with the subject matter. By narrowing the sample based on clear inclusion criteria, researchers can gather data that is more focused, meaningful, and aligned with the research objectives.

Nonetheless, purposive sampling carries the risk of selection bias, as the inclusion of participants is subject to the researcher's discretion. As Hasnunidah (2017) notes, this bias can hinder the generalizability of the study's findings. However, with careful research design and the application of transparent and consistent selection criteria, such risks can be mitigated. Overall, despite its limitations, purposive sampling is considered a highly effective approach for obtaining in-depth and contextualized data, particularly when applied thoughtfully.

4. Data Collection

The data for this study were collected primarily through the use of questionnaires. The questionnaire was designed to measure respondents' perceptions regarding three main constructs: trend adaptation, brand identity, and consumer loyalty. The items were structured in a closed-ended format using a Likert scale, which allowed respondents to indicate their level of

agreement with various statements. The Likert scale is considered an effective tool for capturing attitudinal data, as it enables the measurement of the intensity of feelings or perceptions in a quantifiable form (Resmaningrum, 2012).

According to Sugiyono (2021), the questionnaire is one of the most efficient methods for gathering data from large numbers of respondents simultaneously. The use of closed-ended questions enhances consistency in responses, reduces ambiguity, and improves the reliability and validity of the collected data. Furthermore, Likert scales offer flexibility in measuring psychological constructs such as perception, preference, interest, and loyalty—dimensions that are central to this study. Researcher used 3 different types of questionnaires namely; 1) trend adaptation, consisting of 8 items with validity ranged from 0.583 - 0.801 and Cronbach's alpha score of 0.863, 2) brand identity consisting of 16 items with validity ranged from 0.422 - 0.751 and Cronbach's alpha score of 0.900, 3) consumer loyalty consisting of 16 items with validity ranged from 0.445 - 0.857 and Cronbach's alpha score of 0.946

In practice, the questionnaire will be distributed using both offline (face-to-face) and online platforms, allowing the researcher to reach a broader and more diverse group of respondents. This dual-distribution method is especially beneficial in consumer research contexts, where participants may be geographically dispersed. The data obtained from the questionnaire will subsequently be analyzed using appropriate statistical techniques, in order to answer the research questions in a structured, data-driven manner.

Data Analysis

Validity & Reliability Testing

Validity and reliability tests are essential procedures to ensure the quality and accuracy of research instruments. Validity refers to the extent to which an instrument accurately measures the concept it is intended to measure. As explained by Matondang (2009), validity ensures that the data collected aligns with the objectives of the study. In this research, validity testing is employed to confirm that the questionnaire items developed to assess trend adaptation, brand identity, and consumer loyalty accurately represent these underlying constructs. As noted by Magdalena et al. (2023), validity testing enhances the credibility of the data by ensuring that each item within the instrument truly reflects the conceptual framework of the study.

Reliability, on the other hand, refers to the consistency of an instrument in producing stable and repeatable results when applied under similar conditions. According to Suhar Janti (2014), reliability is commonly assessed using Cronbach's Alpha coefficient, which evaluates the internal consistency of items within a scale. In this study, the reliability test is used to ensure that the instruments measuring trend adaptation, brand identity, and consumer loyalty produce consistent results over repeated administrations. A high Cronbach's Alpha value indicates that the items within each scale are measuring the same construct reliably, thereby strengthening the overall trustworthiness of the research findings.

Multiple Regression Analysis

Multiple regression analysis is used to model the relationship between two or more independent variables (trend adaptation and brand identity) and one dependent variable (consumer loyalty). This analysis helps identify the simultaneous and partial effects of the independent variables on the dependent variable. explains that this technique can be used to understand the extent to which each independent variable contributes to changes in the dependent variable.

t-test (Partial Test): T-test is used to test the effect of each independent variable (trend adaptation and brand identity) on the dependent variable (consumer loyalty). This test evaluates whether the independent variable is individually significant in influencing the dependent variable.

F-Test (Simultaneous Test): The F-test is used to test the effect of independent variables together on the dependent variable. This test is relevant to determine whether the overall regression model is significant.

Coefficient of Determination (R²): R² measures the extent to which the independent variable can explain the dependent variable in the regression model. The R² value gives an idea of the strength of the model in explaining the relationship between variables, which is important in evaluating research models.

RESULT AND DISCUSSION

After data analysis is carried out, the research results will be interpreted to draw conclusions about the influence of trend adaptation and brand identity on Mie Gacoan's consumer loyalty. This research is expected to provide strategic recommendations for Mie Gacoan in increasing customer loyalty through product innovation and strengthening brand identity.

Validity and Reliability Result

1. Trend Adaptation

Based on the results of the validity testing, the item-total correlation values ranged from 0.583 to 0.801, indicating that all items met the minimum threshold for construct validity. Furthermore, the Cronbach's Alpha reliability coefficient was calculated at 0.863, demonstrating a high level of internal consistency among the items and confirming the reliability of the research instrument.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .863 | 8 |

Figure 2. Validity and reliability result

2. Brand Identity

Based on the validity test results, the item-total correlation values ranged from 0.422 to 0.751, indicating that all items exceeded the minimum acceptable threshold for validity. In addition, the Cronbach's Alpha reliability coefficient was recorded at 0.900, signifying excellent internal consistency and confirming the reliability of the measurement instrument.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .900 | 16 |

Figure 3. Validity and reliability result

3. Consumer loyalty

Based on the validity test results, the item-total correlation values ranged from 0.445 to 0.857, indicating that all items met the acceptable criteria for construct validity. Furthermore, the Cronbach's Alpha reliability coefficient was calculated at 0.946, demonstrating excellent internal consistency and confirming that the instrument is highly reliable for measuring the intended constructs.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .946 | 16 |

**Figure 4. Validity and reliability result
Normality Test**

The normality of the data was assessed using a significance threshold of $p > 0.05$, indicating that the data distribution can be considered normal. Conversely, a significance value of $p < 0.05$ would indicate a deviation from normality. Based on the results of the normality test, the following findings were obtained:

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual | |
|----------------------------------|-------------------------|-------------------------|------|
| N | | 118 | |
| Normal Parameters ^{a,b} | Mean | .0000000 | |
| | Std. Deviation | 5.04150871 | |
| Most Extreme Differences | Absolute | .092 | |
| | Positive | .092 | |
| | Negative | -.071 | |
| Test Statistic | | .092 | |
| Asymp. Sig. (2-tailed) | | .015 ^c | |
| Monte Carlo Sig. (2-tailed) | Sig. | .250 ^d | |
| | 99% Confidence Interval | Lower Bound | .239 |
| | | Upper Bound | .261 |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

Figure 5. Normality testing result

The Monte Carlo test results in the table above the Monte Carlo significance value is 0.239. The data is declared normal because the significance value > 0.05

Heteroscedasticity Testing

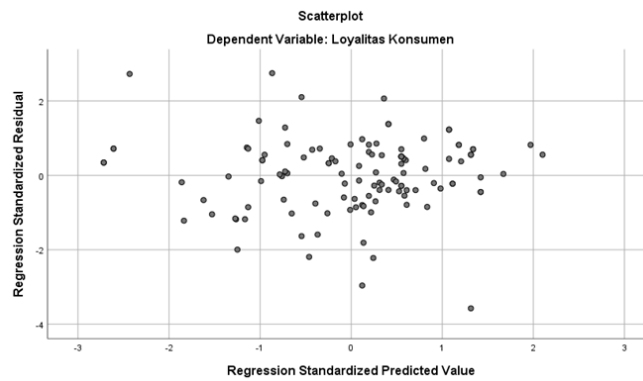


Figure 6. Heteroscedasticity

The basis for decision-making in the heteroscedasticity test is as follows: if the significance value is greater than 0.05, it can be concluded that there is no heteroscedasticity. Conversely, if the significance value is less than 0.05, heteroscedasticity is present. In addition to statistical tests, the heteroscedasticity assumption can also be evaluated using a scatterplot. In this method, the absence of a clear pattern and a random distribution of data points around the regression line indicate that heteroscedasticity is not present. A key assumption of a good regression model is the homoscedasticity of residuals, meaning that the variance of errors remains constant across levels of the independent variables. In this study, the researcher assessed heteroscedasticity using a scatterplot approach, and the results were used to determine whether this assumption was met.

Multiple Regression

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.555 | 2.807 | | -.198 | .843 |
| | Adaptasi Tren | -.248 | .189 | -.112 | -1.311 | .192 |
| | Identitas Merek | 1.093 | .094 | .992 | 11.604 | .000 |

a. Dependent Variable: Loyalitas Konsumen

Figure 7. Multiple Regression

Based on the result of multiple regression test above, the coefficients of the regression equation as follows:

Constant = -0.555

X₁ = -0.248

X₂ = 1.093

ε = Measurement errors

y = a + β₁X₁ + β₂X₂ + ε

So that the multiple regression equation in this study is:

y = -0.555 + 0.248 X₁ + 1.093 X₂ + ε

A. Constant Value (a)

Based on the results of this study's multiple linear regression analysis, the constant value found is -0.555.

B. Regression Coefficient Value of Variable X₁

Based on the results of multiple regression analysis, the X₁ variable has a negative (-) value of -0.248. This score indicates that every 1 point increase in trend adaptation, there is a decrease in customer loyalty value by 0.248 points.

C. Regression Coefficient Value of Variable X₂

Based on the results of multiple regression analysis, the X₂ variable is positive (+) of 1.093. This score indicates that every 1 point increase in brand identity, there is an increasing in customer loyalty value by 1.093 points.

t-test

The t-test was conducted to determine the partial effect of the two independent variables—trend adaptation and core brand identity—on the dependent variable, consumer loyalty in brand purchasing decisions. The results of this analysis are presented in the table below.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.555 | 2.807 | | -.198 | .843 |
| | Adaptasi Tren | -.248 | .189 | -.112 | -1.311 | .192 |
| | Identitas Merek | 1.093 | .094 | .992 | 11.604 | .000 |

a. Dependent Variable: Loyalitas Konsumen

Figure 8. t-test result

The influence of Trend Adaptation toward Consumer Loyalty

Trend adaptation have no significant influence toward the consumer loyalty variable, which is indicated by the Sig. score of 0.192 (>0.05). Thus it can be concluded that **H1 is rejected**.

The influence of Brand Identity toward Consumer Loyalty

Brand identity has a significant influence toward the consumer loyalty variable, which is indicated by the Sig. score of 0.000 (<0.05). Thus it can be concluded that **H2 is accepted**

F-Test

The F-test was conducted to examine whether there is a simultaneous influence of the two independent variables—trend adaptation and brand identity—on the dependent variable, consumer loyalty in brand purchasing decisions. The results of this analysis are presented in the table below.

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 12064.174 | 2 | 6032.087 | 233.270 | .000 ^b |
| | Residual | 2973.767 | 115 | 25.859 | | |
| | Total | 15037.941 | 117 | | | |

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Identitas Merek, Adaptasi Tren

Figure 9. F-Test Result

Based on the F-Test results in the table above, both trend adaptation and brand identity simultaneously influence the consumer loyalty, as seen in the table above, where the Sig. value is 0.000 (<0.05). Thus it can be concluded that **H3 is accepted**

Test of Coefficient Determination (R²)

The coefficient of determination will show how much the effective contribution of the independent variable to the dependent variable.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| | | | | | | F Change | df1 | df2 | |
| 1 | .896 ^a | .802 | .799 | 5.085 | .802 | 233.270 | 2 | 115 | .000 |

a. Predictors: (Constant), Identitas Merek, Adaptasi Tren

b. Dependent Variable: Loyalitas Konsumen

Figure 10. F-Test

Based on the output in the summary model table above, the R square column shows a score of 0.802, this score indicates that the effective contribution of the brand identity and trend adaptation variables to consumer loyalty is 80.2%, while the remaining 19.8% is influenced by other variables not examined in this study. This score can also describe the accuracy of the model formed from the influence of the independent variable on the dependent variable by 80.2%.

DISCUSSION

The Influence of Trend Adaptation toward Consumer Loyalty

The results of the regression analysis indicate that trend adaptation has a negative influence on consumer loyalty, with a regression coefficient value of -0.248. This suggests that, within the context of this study, an increase in trend adaptation efforts is associated with a decrease in consumer loyalty. Furthermore, the t-test results yield a significance value of 0.192 ($p > 0.05$), indicating that the effect of trend adaptation on consumer loyalty is not statistically significant. Consequently, Hypothesis H1, which posited a significant influence of trend adaptation on consumer loyalty, must be rejected.

Although trend adaptation strategies—such as product innovation, the use of viral content, or digital campaign adjustments—are often effective in capturing initial consumer attention, their impact may be short-term and insufficient in fostering sustained consumer loyalty. As noted by Kotler and Keller (2016), trend-based marketing can create temporary spikes in engagement but often lacks the emotional depth and brand trust required for long-term customer retention. In the specific case of Mie Gacoan, elements such as the popular spicy level variations, or the brand's engagement through social media platforms, may appeal to young consumers initially. However, these strategies alone may not be enough to establish a strong and lasting emotional connection with the brand.

This finding is consistent with research by Fromm and Garton (2013), which emphasizes that while millennials are highly responsive to emerging trends, their brand loyalty is more likely to be sustained through consistent value delivery, authenticity, and emotional relevance. Similarly, Sudirjo et al. (2023) argue that trend adaptation must be integrated with core branding elements to maintain consumer interest and prevent brand fatigue or disconnection.

In summary, while trend adaptation can be a powerful tool for short-term visibility and consumer acquisition, it must be accompanied by deeper brand strategies—such as authentic brand identity, consistent messaging, and customer relationship efforts—to build and sustain consumer loyalty. Relying solely on trend adaptation, without anchoring the brand in meaningful values or emotional resonance, may limit its potential for long-term consumer retention.

The Influence of Brand Identity toward Consumer Loyalty

The regression analysis results show that brand identity has a positive influence on consumer loyalty, with a regression coefficient of 0.639. This value indicates that stronger brand identity is associated with higher levels of consumer loyalty. The t-test results reveal a significance value of 0.000 ($p < 0.05$), which indicates that the effect of brand identity on consumer loyalty is statistically significant. Therefore, Hypothesis H2, which states that brand identity has a significant influence on consumer loyalty, is accepted.

These findings suggest that brand identity plays a crucial role in shaping long-term consumer loyalty. A strong and consistent brand identity helps build consumer trust, emotional attachment, and a sense of familiarity—factors that are essential in creating repeat purchasing behavior and consumer advocacy. According to Aaker (1996), brand identity encompasses the values, personality, and visual elements of a brand, which collectively form a psychological association in the minds of consumers. When these elements are presented consistently over time, they create a sense of authenticity and dependability, which encourages consumers to remain loyal.

In the context of Mie Gacoan, core elements such as product quality, flavor consistency, brand tone, and the unique atmosphere of the dining experience serve to strengthen its identity in the minds of consumers. These attributes go beyond trend-based appeal and tap into consumer expectations for reliability and emotional satisfaction, which are often more enduring than the temporary excitement generated by viral trends.

This result aligns with the findings of Erawati et al. (2023), who emphasized that authentic and consistent brand identity significantly influences consumer trust and purchase intentions. Furthermore, Ontarina (2022) notes that a clearly defined brand identity can help a company differentiate itself in a crowded marketplace and maintain relevance across consumer segments. By continuously reinforcing its brand values and visual consistency, Mie Gacoan is able to cultivate deeper relationships with consumers—thus fostering brand loyalty. In conclusion, the results demonstrate that while trend adaptation may offer short-term visibility, it is brand identity that forms the foundation for sustainable consumer loyalty. Brands that invest in building and maintaining a consistent identity are more likely to retain consumers over time, even in the face of changing trends and competitive pressures.

Simultaneous Effect of Trend Adaptation and Brand Identity on Consumer Loyalty

To evaluate the simultaneous effect of the independent variables—trend adaptation and brand identity—on consumer loyalty, an F-test was conducted through multiple regression analysis. The results of the F-test show a significance value of 0.000 ($p < 0.05$), indicating that the model is statistically significant. This means that, collectively, trend adaptation and brand identity have a simultaneous and meaningful influence on consumer loyalty. Therefore, Hypothesis H3, which states that both variables significantly influence consumer loyalty when tested together, is accepted.

The coefficient of determination (R^2) obtained from the regression model is 0.750, which implies that 75% of the variation in consumer loyalty can be explained by the two independent variables: trend adaptation and brand identity. The remaining 25% is influenced by other factors not examined in this study. This high R^2 value reflects a strong explanatory power of the model, suggesting that the chosen variables are highly relevant to the study of consumer loyalty in this context.

These findings highlight the importance of integrating both short-term strategic appeal and long-term brand consistency to enhance consumer loyalty. While trend adaptation alone may not yield significant effects in isolation, its influence becomes more meaningful when combined with a well-defined and trustworthy brand identity. This is consistent with the view of Kotler & Keller (2016), who emphasized that modern marketing strategies must balance market responsiveness with brand coherence to build a sustainable customer base.

Furthermore, the results support the conclusion drawn by Sudirjo et al. (2023), that multi-dimensional approaches to consumer engagement—especially those that combine innovation and brand consistency—are more likely to result in loyal customers. The synergy between adapting to consumer trends and reinforcing brand identity ensures that brands can remain relevant while cultivating long-term consumer relationships.

CONCLUSION

This study aimed to examine the influence of trend adaptation and brand identity on consumer loyalty in the context of Mie Gacoan consumers in Cikarang. Based on the hypothesis testing results, several key conclusions can be drawn:

Hypothesis 1 (H1), which proposed a significant influence of trend adaptation on consumer loyalty, was rejected. The results showed a negative regression coefficient (-0.248) and a significance value of 0.192 ($p > 0.05$), indicating that trend adaptation does not have a significant partial effect on consumer loyalty. While trend-based strategies may attract new customers, they do not necessarily lead to long-term commitment or loyalty.

Hypothesis 2 (H2), which proposed a significant influence of brand identity on consumer loyalty, was accepted. The regression coefficient was positive (0.639) with a significance value of 0.000 ($p < 0.05$), confirming that brand identity has a strong and significant effect on consumer loyalty. This underscores the importance of a consistent and authentic brand image in building trust and emotional connection with consumers.

Hypothesis 3 (H3), which proposed a simultaneous influence of trend adaptation and brand identity on consumer loyalty, was accepted based on the F-test results (significance value = 0.000). The model explained 75% ($R^2 = 0.750$) of the variation in consumer loyalty, demonstrating that the combined effect of both variables contributes significantly to loyalty, with brand identity playing a more dominant role.

Overall, these findings emphasize that while adapting to trends can support brand visibility, it is brand identity that forms the foundation for sustainable consumer loyalty. A strategic balance between innovation and identity is essential for brand longevity in dynamic consumer markets.

Recommendation

Based on the conclusions above, the following recommendations are proposed for brand managers, marketers, and business practitioners, particularly in the food and beverage industry:

1. Strengthen Core Brand Identity

Mie Gacoan and similar brands should continue to invest in maintaining a consistent and authentic brand identity. This includes reinforcing core elements such as product quality, flavor consistency, brand values, and visual presentation to cultivate emotional bonds with consumers and enhance brand trust.

2. Use Trend Adaptation Strategically

While trend adaptation alone does not significantly impact loyalty, it remains useful for attracting new consumers and increasing short-term engagement. Therefore, trend-based marketing (e.g., social media campaigns or product innovations) should be implemented as a complementary strategy, aligned with and reinforcing the brand's core identity.

3. Integrate Long-Term and Short-Term Strategies

Brands should develop integrated marketing strategies that combine short-term trend responsiveness with long-term brand building efforts. This integration will help balance consumer excitement with brand consistency, fostering deeper and more enduring customer relationships.

4. Focus on Consumer Experience and Emotional Connection

Loyalty is driven not only by product features but also by the overall experience and emotional value that consumers associate with the brand. Brands should create experiences—both offline and online—that reflect their identity and values while remaining relevant to evolving consumer expectations.

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