



The Impact of Brand Credibility and Brand Reputation on Brand Performance: An Empirical Analysis

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Abstract:

Contemporary lifestyles have witnessed significant shifts due to the rapid pace of societal development. One notable change is the growing preference for instant noodles as a practical, tasty, and cost-effective food option. This research examines the interplay between key brand constructs: the influence of Brand Reputation on Brand Performance, the impact of Brand Credibility on Brand Reputation, and the influence of Brand Performance on Brand Credibility. Employing purposive sampling and a quantitative descriptive approach, this study surveyed 124 Indomie brand customers, aged 17 to 55. Primary data was collected via Google Form questionnaires and analyzed using Partial Least Squares (PLS) methodology with a five-point Likert scale for measurement. Results affirm all hypotheses. The first hypothesis regarding the positive link between brand credibility and brand performance is supported. Similarly, the second hypothesis reveals a positive connection between brand reputation and brand performance. Notably, the third hypothesis introduces a fresh perspective, demonstrating a positive correlation between brand credibility and brand reputation. In summary, this research unveils the complex dynamics in brand management. It highlights the critical roles of Brand Reputation, Brand Performance, and Brand Credibility in shaping consumer preferences and brand success. These insights hold significance for brand strategy and competitiveness in the marketplace.

Keywords: Brand Credibility; Brand Reputation; Brand Performance; Instant noodles.

Introduction

The swift evolution of contemporary society, as asserted by Versino et al. (2020), has exerted a significant impact on individuals' lifestyles, particularly in the realm of satisfying their dietary requirements. One of the driving forces behind this transformation is the escalating demands of modern life, which often leave individuals with limited time for culinary endeavors. Consequently, an increasing number of individuals are gravitating towards fast food options due to their practicality and accessibility, as noted by Zuaru et al. (2020). The strategic packaging and compelling promotional strategies further contribute to the allure of fast food, as expounded by Taslimah (2023). Instant noodles, characterized by their ease of preparation, delightful flavors, economical pricing, and widespread availability, have emerged as a popular choice among the populace, serving as a convenient substitute for traditional staple foods (Gunawan & Kunto, 2022).

Noodles, presented in various forms, have secured a notable position as comfort food in the preferences of individuals (Lim & Lim, 2019). Brown (2020) chronicles the advent of chicken ramen in 1958, marking the genesis of the world's first instant noodles, distinguished by their unmatched convenience—requiring only hot water for consumption, anytime and anywhere. Instant noodles, celebrated for their delectable taste, convenient preparation, and affordability, have become a favored dietary option (Sae-Eaw et al., 2022).

In 2021, Indonesia claimed the second-highest rank globally in instant noodle consumption, with a staggering 13.2 billion packets consumed by its populace (Li & Chung, 2021). This consumption accounted for a remarkable 11.23 percent share of the global instant noodle market (Solaimalai et al., 2020). Notably, Indonesia boasts five prominent instant noodle brands, with Indomie securing the foremost position with a commanding 72.9 percent market preference. Subsequently, Mie Sedap, Sarimi, and Gaga garnered shares of 15.5 percent, 2.6 percent, and 2.2 percent, respectively, while Supermie ranked fifth with a 1.6 percent market share (Angelia, 2022).

Corroborating this assertion, Luthfi (2021) presented data affirming that Indomie held the top position among Fast Moving Consumer Goods (FMCG) purchased by Indonesians in 2020. This accolade signifies Indofood Sukses Mandiri's success as the owner of the Indomie brand, which has earned a place of esteem in the hearts and pantries of the Indonesian populace. Beyond the delectable taste, the enduring appeal of Indomie can be attributed to its continuous flavor innovations and a brand identity that resonates strongly with the concept of Indonesian-origin instant noodle products.

The credibility of a brand stands as a pivotal determinant in stimulating consumer interest and product acquisition, as posited by Wahyuni and Hidayat (2022). Brand credibility hinges on the alignment between a brand's promises or communicated information and the actual product offerings, thus fostering consumer trust, as elucidated by Hasbi (2020). Consumers' impartial evaluations of brand quality play a significant role in shaping their proclivity for brand loyalty, with superior brand quality correlating with reduced brand switching tendencies, as delineated by Nasution et al. (2020).

In the fiercely competitive realm of the food and beverage industry, companies must prioritize the enhancement of their brand performance to thrive. This industry is characterized by its perfect competition, enabling the easy entry of numerous competitors. Companies must anticipate this fierce competition, acknowledging that it is inevitable. The selection of a brand is an imperative decision, as it significantly influences the company's credibility and reputation. The right brand choice holds the promise of yielding favorable results, swiftly endearing the company's products to the market. This research endeavors to scrutinize the influence of brand credibility on brand performance, the impact of brand reputation on brand performance, and the effect of brand credibility on brand reputation. Notably, this research introduces a novel dimension by exploring the heretofore uninvestigated relationship between brand credibility and brand reputation, both in individual and simultaneous contexts.

Literature Review

Brand Credibility

Brand Credibility holds paramount significance in shaping consumers' perceptions of advertising, as emphasized by Hien and Nhu (2022). It encompasses brand signals, which denote a brand's efficacy in conveying information about the value of its products or services and the extent to which consumers perceive this information as honest and dependable, as elucidated by Hugh et al. (2022). At its core, Brand Credibility encapsulates the trust that customers place in a specific brand, grounded in the brand's ability to deliver on its promises, as articulated by Erdem et al. (2023). This trust factor wields considerable influence over consumer purchase intentions, brand image, and the spread of word-of-mouth endorsements, as underscored by Hoang and Tung (2023). Early scholarly inquiries underscored the pivotal role of brand credibility in determining brand reputation. Consequently, consumers' perceptions of a brand's credibility are often regarded as the foremost attribute that marketers must diligently cultivate to foster the development of a reputable brand, as posited by Dhun and Dangi (2022). The foundation of brand credibility lies in consumers' assurance that the brand can consistently deliver the promised value in terms of products and services, as articulated by Lee and Kim (2020). In simpler terms, highly credible brands offer reliable products upon which consumers can depend (Xu et al., 2023). Conversely, if a brand falters in upholding the pledged product quality, such as encountering product defects, consumers are likely to harbor diminished credibility in their perception of the brand, as noted by Ali et al. (2023).

Brand Reputation

Effective internal management of brand resources, as posited by Boulhaga et al. (2023), is imperative for cultivating a profitable brand reputation. Parris and Guzmán (2023) define brand reputation as the cumulative representation of a brand's historical actions and outcomes, demonstrating its capacity to deliver value to diverse stakeholders. In contrast to brand image, which reflects present perceptions and fluctuations, brand reputation is more enduring, encapsulating the amalgamation of numerous impressions accrued over time (Brand & Reith, 2022). By embracing

the assessments of all stakeholders, reputation offers a more comprehensive gauge of brand performance (Robertson et al., 2019). Ali et al. (2020) further emphasize that the primary objective of corporate identity management is the establishment of a favorable reputation among organizational stakeholders. A profound understanding of key stakeholder perceptions constitutes a cornerstone of corporate brand management (Galvagno et al., 2023).

According to Wang et al. (2023), brand reputation should be predicated on what stakeholders explicitly articulate about a brand—essentially, their openly expressed thoughts and sentiments—rather than implicit conclusions (Dobija et al., 2023). Stakeholders engaged on social media platforms have the liberty to engage in diverse discussions concerning a brand, encompassing their experiences, opinions regarding brand events, or simply personal sentiments towards a brand. These expressions can range from positive to neutral or negative, contributing to the overall impression associated with a brand, as articulated by Vencuite et al. (2023). While the role of brand reputation in facilitating customer knowledge sharing has been somewhat overlooked, Leckie et al. (2016) discovered in their study on brand engagement antecedents that knowledge sharing correlated with heightened cognitive processing—an antecedent to brand loyalty. Additionally, research on customer citizenship behavior underscores the link between trust and increased customer knowledge sharing (Celuch et al., 2018). Given that trust is a pivotal determinant in brand reputation relationships, it follows that brands with favorable and trustworthy reputations are more likely to garner increased customer knowledge sharing.

Brand Performance

Antony et al. (2023) underscore the critical role of a brand within organizations, citing its multifaceted impact, which encompasses higher sales, enhanced customer retention, premium pricing capabilities, increased employee retention, and a reduced risk profile when expanding into related markets. Nonetheless, a comprehensive macro-level perspective may not suffice to provide a complete depiction of an organization's overall situation, potentially concealing underlying problem areas (Bieńkowska et al., 2020). Directing attention to the micro-level, specifically the brand, offers the opportunity to gain a competitive advantage that transcends the organization's product offerings, instead focusing on overall market success achieved through the realization of predefined objectives and targets (Holsapple & Singh, 2023). Furthermore, this micro-level focus permits a more nuanced presentation of the organization, its characteristics, its environment, and the interplay among these elements, as suggested by Chopra et al. (2023). Brand Performance, as articulated by Randive et al. (2023), serves as a relative gauge of a brand's triumph within the marketplace. This concept is inherently linked to a brand's market prowess, which can be quantified through metrics such as market share, sales growth, profitability, and related indicators (Hyder et al., 2023). Taking a broader perspective, as advocated by Kapur et al. (2023), Brand Performance encompasses an assessment of both financial and non-financial aspects, thus encapsulating the brand's enduring viability in the medium term.

Hypothesis Formulation

Brand credibility exerts a positive influence on brand performance, a dynamic affirmed by research in this field. Brands endowed with a heightened level of credibility facilitate consumers' information-seeking behavior, simplifying their quest for additional insights (Foroudi, 2019). Consumers often perceive brands as fountains of knowledge, attributing to them the capacity to serve as reservoirs of information. Consequently, brand credibility fosters a sense of trustworthiness, assuring individuals of a brand's reliability (Kim et al., 2020). This trustworthiness, in turn, bolsters consumer confidence, contributing to heightened brand loyalty and a proclivity for repurchasing the brand in question.

H1: Brand Credibility has an influence on Brand Performance.

Brand reputation will influence brand performance. Foroudi (2018) believe that a brand reputation plays a pivotal role in bolstering overall brand performance. A positive brand reputation not only cultivates brand loyalty among consumers, encouraging them to consistently select the brand for their future purchases, but it also stimulates the

intention to make repeat purchases. Additionally, consumers with a favorable perception of a brand are inclined to advocate for it, recommending it to other potential consumers. It's imperative to note that the strength of a brand's reputation directly correlates with the robustness of the company's overall brand performance.

H2: Brand Reputation has an influence on Brand Performance

Consumers perceive, evaluate and trust a brand based on quality/safety information on the product label/packaging, such as product origin, quality claims and safety certification (Ngo et al., 2020). This is brand credibility, which refers to the trustworthiness of the product information contained in the brand (Kim et al., 2020). Another noteworthy antecedent contributing to the establishment of brand trust pertains to brand reputation. Brand reputation refers to how a brand is assessed and evaluated by external parties, a perception that can be cultivated through various means, including advertising, public relations efforts, and product quality (Rather et al., 2019). It is important to note that previous research has not yet uncovered or substantiated the direct or indirect impact of brand credibility on brand reputation, presenting an avenue for further exploration in this domain.

H3: Brand Credibility has an influence on Brand Reputation

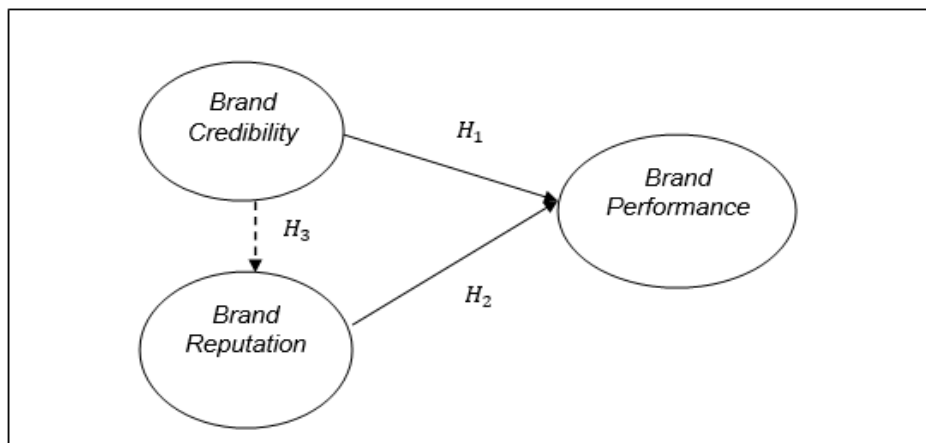


Figure 1. Research Hypothesis

Research Methods

The research uses quantitative descriptive methods, sampling techniques using purposive sampling. Respondents in this research are consumers of the Indomie brand. The data used is primary data. Primary data comes from distributing questionnaires via Google Form with a total of 124 respondents. The data analysis technique uses Partial Least Square (PLS). The questionnaire in the research uses a closed statement form in all parts, except for the first part of the questionnaire. Closed-ended questions are questions with limited answers so that the answers are more structured using an interval scale, and the measurement method uses a Likert scale using five scales between 1-5.

Results and Discussion

Demographic Results

The demographics of respondents in this study are people who live in Indonesia and consume Indomie with an age range of 18-55 years. Questionnaire data was distributed in the form of a Google form and data was obtained from 124 respondents. General characteristics of respondents based on domicile, age, gender, occupation and budget spent on shopping for Indomie every month. Respondents in this study are domiciled in Jabodetabek with a composition of 21.8% domiciled in Bogor, 18.5% domiciled in Jakarta, then 12.9% in Bekasi, 9.7% in Tangerang, and 7.3% in Depok. %. Meanwhile, 29.8% of respondents lived outside Jabodetabek. In this study, 77.4% of respondents were female and 22.6% of respondents were male.

Based on age, the largest number of respondents were in the 26-35 year age range, namely 33.9%, 36-45 year olds were 26.6%, 46-55 year olds were 21.8%, 15-25 year olds were 16.9%, and ages over 55 years 0.8%. Based

on type of work, respondents were dominated by private sector employees, namely 43.5%, not working at 12.9%, lecturers or teachers at 11.3%, students at 8.9%, while entrepreneurs, civil servants, housewives, and others by 23.4%. Based on the budget for shopping at Indomie each month, the range of costs spent by respondents was IDR 21,000-IDR 45,000, 44.4% of which were IDR 5,000-IDR 20,000. As much as 30.6%, amounting to Rp. 46,000-Rp. 60,000 was 12.9%, while respondents who spent more than Rp. 60,000 on Indomie shopping were 12.1%.

Validity Test Results

It is necessary to test convergent validity in observing measures that have positive correlations from similar constructs using alternative measures. The value of outer loading and average variance extracted (AVE) are requirements for fulfilling the value. The following are the values obtained from the results of research data processing:

Table 1. Validity Test

Variables	Indicators	Loading Factor
Brand Credibility	BC1	0.841
	BC2	0.904
	BC3	0.904
	BC4	0.854
	BP1	0.715
	BP5	0.733
	BP6	0.743
Brand Performance	BP7	0.76
	BP8	0.884
	BP9	0.843
	BP10	0.775
	BP11	0.87
Brand Reputation	BP12	0.87
	BR1	0.742
	BR2	0.737
	BR3	0.746
	BR4	0.734
	BR5	0.775
	BR6	0.742
	BR7	0.792
	BR8	0.782
	BR9	0.79

Source: Processed data (2023)

The highest value on the outer loading of a construction can show that the related indicators have many similarities, and the provisions that have been set are an explanation of the substantial part of each indicator of the variance by a latent variable with a minimum of 5% (Hair et al. 2017). The standard value for outer loading is 0.5 or greater, with an ideal value of 0.7 or greater (Hair et al. 2014).

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Credibility	0.767
Brand Performance	0.553
Brand Reputation	0.578

Source: Processed data (2023)

The squared loadings of indicators related to construction have a large average value called *Average Variance Extracted* (AVE) and the specified AVE value requirement is 0.50 or greater. This indicates that the average construct can explain more than half of the variance of the indicators (Hair et al. 2017). BP2 loading factor; BP3; BP4 has a value <0.07 so it is excluded from the validity test. However, the overall results of the outer loading value > 0.5 even reached the ideal value > 0.7, so that each variable was declared valid. The next convergent validity test is by checking the Average Variance Extracted (AVE) value. Based on the AVE value obtained, the value for each variable is above 0.5 so that each variable is declared valid. The highest AVE value is found in the brand credibility variable with a value of 0.767. The lowest AVE value is found in the brand performance variable with a value of 0.553.

Reliability Test Results

Reliability testing is the next stage of instrument testing using SmartPLS 3.3.9 and the PLS-Algorithm procedure. The Cronbach Alpha and composite reliability values obtained were used to test the reliability of each variable which is presented in Table 3.

Table 3. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Credibility	0.899	0.901	0.929
Brand Performance	0.905	0.941	0.928
Brand Reputation	0.909	0.91	0.925

Source: Processed data (2023)

The instrument in this research is reliable or reliable, because the results of the answers from the respondents were declared consistent.

Hypothesis Test Results

Based on the hypothesis results presented in table 4, it is stated that the overall results of hypothesis testing are supported.

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Hypothesis Results
Brand Credibility -> Brand Performance	0.333	0.33	0.125	2,656	0.008	Supported
Brand Credibility -> Brand Reputation	0.814	0.819	0.038	21,698	0	Supported
Brand Reputation -> Brand Performance	0.351	0.361	0.116	3,042	0.002	Supported

Source: Processed data (2023)

A detailed discussion of each hypothesis based on the table above is explained as follows:

This research shows that the brand credibility variable has a positive and significant effect on brand performance ($\beta=0.333$; $p=0.008$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value <0.05 provides the conclusion that brand credibility has a significant effect on brand performance. Based on this description, it can be concluded that Hypothesis 1 is supported.

This research shows that the brand reputation variable has a positive and significant effect on brand performance ($\beta=0.351$; $p=0.002$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value <0.05 provides the conclusion that brand reputation has a significant effect on brand performance. Based on this description, it can be concluded that Hypothesis 2 is supported.

This research shows that the brand credibility variable has a positive and significant effect on brand reputation ($\beta=0.814$; $p=0.00$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value <0.05 provides the conclusion that brand credibility has a significant effect on brand reputation. Based on this description, it can be concluded that Hypothesis 3 is supported.

Discussion

The first hypothesis posits a positive relationship between Brand Credibility and Brand Performance. This alignment is consistent with the findings of prior research by Kim et al. (2020), which emphasize that brand credibility pertains to the trustworthiness of the product information associated with a brand. This proposition is further substantiated by Xu et al. (2023), who assert that highly credible brands are synonymous with reliable products upon which consumers can depend. In the context of Indomie, a pioneer in the Indonesian instant noodle market offering both fried and soup noodles, the brand's ability to consistently deliver a memorable taste experience has solidified its credibility, driving repeat purchases and cementing its position at the forefront of the market. The incorporation of nostalgic packaging designs has further contributed to enhancing the performance of the Indomie brand.

The second hypothesis posits that brand reputation exerts a positive influence on brand performance, with stronger brand reputations corresponding to heightened company brand performance. Indomie, renowned for its exemplary brand reputation, offers empirical support for this notion, evident in consumer behavior characterized by repeat purchases and word-of-mouth recommendations. This aligns with the findings of Foroudi (2018), who assert that a consistent brand reputation is instrumental in fostering superior brand performance. Indomie's status as the premier instant noodle brand in Indonesia bolsters this perspective, reinforcing the positive impact it has on the producer, PT Indofood CBP. Indomie's proactive approach in catering to the desires of key stakeholders, the consumers of instant noodle products, is further evidenced by its continuous introduction of innovative flavors, catering to consumers' evolving preferences.

The third hypothesis introduces a novel dimension by suggesting a positive relationship between brand credibility and brand reputation, an aspect hitherto unexplored in previous research. This novel proposition is consistent with the observations of Kim et al. (2020), who link brand credibility to the trustworthiness of product-related information within a brand. This trustworthiness, as posited, holds the potential to exert both direct and indirect influences on brand performance. As an exemplar in the instant noodle industry, the Indomie brand's credibility, championed by PT Indofood CBP, has contributed to elevating its reputation among the public. This credibility has culminated in Indomie becoming a favored choice among consumers, securing its pinnacle position within the instant noodle category.

Conclusion

Based on the research findings and discussions, several conclusions can be drawn. Firstly, the first hypothesis confirms a positive influence of brand credibility on brand performance. Secondly, the second hypothesis validates a positive relationship between brand reputation and brand performance. Lastly, the third hypothesis establishes a positive connection between brand credibility and brand reputation.

From a managerial perspective, the research underscores the significance of the Indomie brand as an iconic pioneer of instant noodles in Indonesia. Its enduring presence and continuous innovation in flavor offerings have engendered a profound sense of affection and loyalty among consumers. This enduring credibility and positive reputation have resonated with diverse consumer groups, resulting in a favorable impact on the brand's overall performance. This resilience enables the Indomie brand to maintain its prominent position in the market, even amidst fierce competition from similar instant noodle products.

However, recognizing the limitations of this study, it is recommended that future research explores additional correlations, such as the relationship between brand love and both brand reputation and brand credibility. These investigations can further enrich our understanding of the intricate dynamics within the realm of brand management.

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