LOYALTY ANALYSIS OF STUDENTS UNUSA INSTANT NOODLES TO THE PRODUCT (STUDY IN INDOMIE)

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Abstract

The purpose of this study was to determine the efficiency of inventory management of raw material using an algorithm Wagner-Within the PT ABC. This study uses a descriptive qualitative approach. The analysis technique used in this study is to calculate how the number and frequency of purchases, as well as inventory costs (Ordering Cost, Ordering Cost and Total Inventory Cost) according to the actual concept of the company and according to the calculation of the Wagner-Within (AWW) Algorithm method. The results of this study are F ordering of raw materials according to the calculation of the Wagner-Within Algorithm method (AWW), ordering raw materials carried out 5 times in 1 year, while according to the calculation of the existing conditions of the company, ordering raw materials made 7 times in 1 year. Wagner-Within (AWW) Algorithm Method this still results in a more efficient and optimal ordering fee than the order cost according to existing conditions company. For storage costs according to existing conditions, the company is still more efficient than the storage costs of the Wagner-Within (AWW) Algorithm method. For the total cost of raw material inventory, the Wagner-Within (AWW) Algorithm method is a method that produces the optimal and efficient total cost of raw material inventory.

Keywords: *Wagner-Within Algorithm (AWW), Lot Sizing, Inventory, Inventory management.*

Introduction

Development in a globalized world today has changed the outlook of life is more instant, dynamic and always puts the effectiveness and efficiency in all activities of daily living. Noodles business development in Indonesia such as dried noodles and instant noodles began in 1969 pioneered by PT Lima One Sakyu, namely food producers who produce noodles. The noodle business continues developing States in Indonesia until now characterized by the many companies engaged in this field such as PT. Indofood, PT. Wingsfood, PT. Nissin, PT. ABC, PT. Barokah Inkopontren, PT. Jakarna Tama, PT. Olagafood, PT. Tiga Pilar Sejahtera, and others. Indomie is one brand of instant noodles produced by PT. Indofood Sukses Makmur Tbk. where in 2016 the phase 1 survey ranks first Top Brand Award in the category of instant noodle consumption rate of 78.7%. It is based on data from PT. MARS Indonesia during the period 2011- 2015, showed that Indomie awareness tends to fluctuate.

Competition in business is instant noodles is not only measured by the level of awareness, but also should pay attention to the quality of products and prices offered to consumers. Products are created by attributes that can attract higher mebuat Indomie position in the minds of consumers than competing brands so that they can master the instant noodle market. Price indicators also be based on the ability of consumers to obtain products compared to competing brands, the quality received by consumers when buying at a price set, can compete with

other brands, and the benefits to be derived consumers at a price that has been set. The main goal is to compete in the business world make consumers feel satisfied with the product so that it appears the loyalty of consumers.

Research Methods

In accordance with the objectives of research and refers to the formulation of the problem which has been established above, the research on Analysis of Loyalty Students UNUSA top Products Instant Noodles (Study on Indomie) using the approach of quantitative research methods in which the variables observed can be identified and relationships between variables can be measured. The independent variable in this study is brand awareness (X_1), product quality (X_2), and price (X_3). Intervening variables in this study is customer satisfaction (Z). The dependent variable in this study is a customer loyalty (Y).

1. *brand Awareness* (X_1)
a.   Given the characteristics of the brand
b.   The introduction of the brand
c.   Familiar with the brand
2. Quality Products (X_2)
a.   flavor
b.   Product features
c.   Endurance Packaging
3. Price ($X3$)
a.   Affordable or not prices
b.   Correspondence between price and quality / taste
c.   Price competition
d.   Correspondence between the price of the quantity
4. Customer Satisfaction (Z)
a.   Overall customer satisfaction
b.   Interests repurchase
c.   Willingness to recommend
5. Customer Loyalty (Y)
a.   Repeat purchase
b.   Buy all the product lines
c.   recommend product
d.   Product main selection
    The population in this study were all students of the University of NU Surabaya

(UNUSA) the total number of 3381 students of the total workforce in 2014 to 2017. Measurements validity and reliability by using SEM-PLS software can use the method that is convergent validity, composite reliability, and Cronbach alpha. PLS is made possible by using structural equation modeling with relatively small sample size and not membuhkan multivariate normal assumptions.

Research result and Discussion

1.   Effect of Brand Awareness on Customer Satisfaction

Berdasarrkan score average (mean) is obtained from the results of brand awareness study by 11.26 then it can be said against the Indomie brand awareness of students at the high category. Path output coefficient indicates that the value t count to construct brand awareness to construct customer satisfaction is smaller than t-table (1.96) is equal to 0.8962. These results indicate that there is no influence between the constructs brand awareness to construct customer satisfaction. Influence exerted by the brand awareness of the construct of customer satisfaction proved negative with latent variable coefficient value on the output path coefficient of 0.12, which means there is a negative effect of 12% to construct customer satisfaction.

2.   Product Quality Impact on Customer Satisfaction

Based on the average score (mean) obtained from the research quality of the product 14.29 it can be said Indomie product quality assessment at the high category. Path output coefficient indicates that the value t count to construct product quality to customer satisfaction construct larger than t-table (1.96) is equal to 2.5467. These results indicate that there is influence between the construct of product quality to customer satisfaction construct.

3.   Effect of Price on Customer Satisfaction

Based on the average score (mean) is obtained from the results of product quality by 13.64 then it can be indicates that the assessment of Indomie's product quality is in the medium category. The output path coefficient shows that the calculated value for the price construct for the customer satisfaction construct is greater than the t-

table value (1.96) which is 3.6793. These results indicate that there is an influence between the price construct on the construct of customer satisfaction.

4.   Effect of Customer Satisfaction on Customer Loyalty
Based on the average score (mean) obtained from the results of research customer satisfaction of 10.45 then it can be indicates that Indomie's customer satisfaction assessment is in the medium category. The output path coefficient shows that the calculated value for the construct of customer satisfaction towards the construct of customer loyalty is greater than the value of t-table (1.96) which is equal to 3.6793. These results indicate that there is an influence between the construct of service quality on the construct of customer satisfactions.

Conclusions and recommendations

Penelitian This study aims to analyze the influence of brand awareness, product quality and prices on customer satisfaction and customer loyalty. Respondents in this study amounted to 360 UNUSA students. The method used to analyze the relationship between constructs is the PLS method. Based on the analysis of the results of the study and the discussion of the influence of brand awareness, product quality and price on customer satisfaction and customer loyalty, conclusions can be drawn as follows:
1. Variable brand awareness does not affect customer satisfaction.
2. Product quality variables affect customer satisfaction.
3. Price variables affect customer satisfaction.
4. Variables of customer satisfaction affect customer loyalty.

Examples of Tables and Images

According to Aaker (2015) brand awareness (brand awareness) is the ability of someone who is a prospective buyer (potentian buyer) to recognize (recognize) or mention (recall) a brand as part of a product category. Here is the Brand Awareness pyramid from the lowest to the highest level:
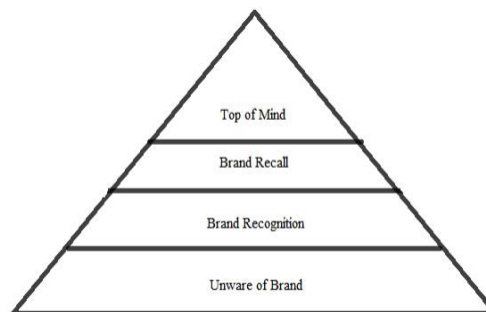

Figure 1. Piramida Brand Awareness

1.   *Unware of Brand*
    The lowest level in the brand awareness pyramid. Where, consumers are not aware of the existence of a brand.
2.   *Brand Recognition*
    Brand recognition is a nominal level of brand awareness. This is very important when a buyer selects a brand when making a purchase.
3.   *Brand Recall*
    Based on someone's request to mention a particular brand in a product class. This is termed recall without help, because it is different from the introduction task, the respondent is not necessary..
4.   *Top of Mind*
    If somebody is asked directly without being given a help reminder and he can mention a brand name, then the most mentioned brand first is the top of mind.
Examples:

Table 1. Path Coeffisient Value (Mean, Standard Deviation, T-Values)

	Original Sample (O)	T Statistics (|O/STERR|)
X1 -> Z1	0,1203	0.8962
X2 -> Z1	0,3608	2.5467
X3 -> Z1	0,4128	3.6793
Z1 -> Y1	0,8508	24.0156

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