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## THE INFLUENCE OF AWARENESS, TRIAL, PREFERENCE, DEVOTION, AND FANATICISM ON THE REPURCHASE INTENTION OF INDOMIE PRODUCTS

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**Abstract:** The purpose of this study is to analyze the level and influence of awareness, trial, preference, devotion and fanaticism of Indomie customers in Jabodetabek. The research was carried out using an online questionnaire given to respondents who were consumers of Indomie products in Jabodetabek. Based on the descriptive analysis of Indomie consumers in Jabodetabek, the level of awareness is very good, the level of trial is good, the level of preference is good, the level of devotion and fanaticism tends to be quite good. As for purchase intention, purchase decision and repurchase intention, they are included in the fairly good criteria. Judging from the results of the hypothesis testing, it is known that The results indicate that awareness significantly influences both purchase intention and purchase decision. Similarly, trial positively impacts purchase intention and purchase decision. Furthermore, preference has a significant effect on purchase intentions but not on purchase decisions. The findings also reveal that preference does significantly affect repurchase intention. Devotion significantly influences the repurchase decision. But contrary to expectations, devotion does not affect repurchase intentions. Similarly, fanaticism has no significant effect on purchase decisions. Lastly, the study confirms that fanaticism influences repurchase intention, purchase intention influences purchase decision, and purchase decision positively affects repurchase intention. That highlights the importance of the initial purchase decision in shaping future repeat purchases.

**Keywords:** Awareness, Fanaticism, Indomie, Repurchase Intention

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## INTRODUCTION

In essence, humans cannot be separated from the necessities of life. Meeting food needs in the body is one thing that cannot be avoided to carry out daily activities to the fullest. Modern society's diet tends to consume instant food. Kantar Worldpanel Indonesia also explained that instant food has become a lifestyle for contemporary society in Indonesia and even internationally because apart from being affordable, instant food is easy to prepare, fast and practical, durable, tastes good, and has many flavors.

According to the World Instant Noodles Association (WINA), in 2020, Indonesia was the second country with the most instant noodles consumption globally. The high buying interest of Indonesians for instant noodles indicates the high consumption of instant noodles in Indonesia. Based on the results of the Lokadata processing from the 2020 National Socioeconomic Survey (SUSENAS), 92%, or around 248.7 million Indonesians, have consumed instant noodles.

Now, Indomie is not only known in Indonesia's neighboring countries such as Singapore, Malaysia, Hong Kong, and Taiwan, but currently, Indomie has reached more than 80 countries in Europe, the Middle East, Africa, and America. The results of the 2017 edition of the Kantar Worldpanel Brand Footprint research published that instant noodles with fanatical fans in Indonesia are the Indomie brand. One component influencing purchasing decisions is the brand, part of the product and service. Building a brand is one of the main things companies will consider to attract consumers to choose their products. Indomie is relatively superior in terms of the brand compared to its competitors. Indomie won the first rank of the instant noodle brand of choice for the Indonesian people in 2022. The Top Brand Index achievement from the Indomie brand dominated, reaching 72.9% this year. Indomie has consistently maintained its existence as the favorite instant noodle of the Indonesian people for many years. From 2002 to 2022, Indomie's highest Top Brand Index score was in 2013 at 80.6%. Indomie has not only succeeded in dominating the domestic market but has also proven its existence globally.

This unique phenomenon of Indomie fans shows loyalty characteristics at the fanaticism level. Many studies have been conducted regarding

purchase intentions and decisions for Indomie products. Research conducted by Fitriya et al. (2023) states that brand awareness and trust significantly affect purchasing decisions for Indomie instant noodle products. Researchers (Kurniawan et al., 2020) also said that the variables of brand awareness, brand associations, perceived quality, and brand loyalty have a significant effect on purchasing decisions. Product quality, price, and promotion significantly influence the consumer's decision to buy Indomie products (Prayogo et al., 2019).

In this regard, the novelty of this study is that it uses many variables that have not been used in previous studies so that it can represent the results accurately. This study aims to analyze the level of awareness, trial, preference, devotion, and fanaticism of Indomie customers in Jabodetabek and to investigate how awareness affects behavior, trial, preference, devotion, and fanaticism on purchase intention, purchase decision, and repurchase intention of Indomie products in the Jabodetabek. This research is expected to provide benefits for Indomie by shedding light on the factors that influence repurchase intention so that it can develop effective marketing strategies, enhance product offerings, and ultimately foster stronger customer relationships.

## LITERATURE REVIEW

### Awareness

Brand awareness or brand awareness is the existence of a brand in the minds of the consumers (Cornwell et al., 2011). Consumers are more likely to be chosen than other brands with lower awareness when they are aware of a brand. Brand awareness involves two main elements: remembering and recognizing (Keller, 2008). Brand recall refers to consumers' ability to generate and retain brands correctly in their memory (Keller, 1993). Brand recognition is when the consumers differentiate a brand from other choices (Homburg et al., 2010; Cobb Walgren et al., 1995). At the same time, these facts are interrelated because if the customers can remember the brand outside the store, they can recognize it at the point of the purchase. A brand can be identified by its name, package, location, or shape and its potential to influence the purchase intention, whereas the brand memory is not required to create the purchase intention (Froudi et al., 2018).

### **Trial**

Trial or product trial refers to the "first experience of using a brand by consumers because of marketing stimuli such as advertising and promotion". The experiment had a significant positive effect on the emotional evaluation of the product. Consumer trust in retailers, product search, and market mechanisms related to product trials. Rather than increasing continuous innovation, marketers should adopt a different strategy to increase the product trial rates. Trial is a simple action and one of consumers' most common actions before buying a product (Wright and Stern, 2015).

In marketing, trying to introduce new products through trials is very important to change consumer preferences and increase sales. In addition, consumer preferences can be influenced in various ways, such as advertising, promotion, and product branding. As a seller, understanding and leveraging the influence of trial and preference can help increase product awareness and popularity in the market. (Kotler and Armstrong, 2017).

### **Preference**

Consumer preferences are the knowledge, attitudes, and values that lead consumers to evaluate products, brands, and retail stores. Consumers make further decisions usually involving various brands, attributes, and many resources (Hawkins and Mothersbaugh, 2010). Consumer preferences indicate that consumers' favorite products come from a wide selection of existing products. The degree of preference can be seen from one attribute to another. Consumer preferences for product will compare several attributes consumers use to choose products that match their favorite products (Agustina et al., 2017).

A study by Han et al. (2010) explores the effect of preference and devotion in a marketing context. The study results show that brand preference can influence consumer loyalty through the mediation of devotion so that consumers who strongly prefer a brand tend to be more loyal to that brand. In addition, this research also shows that consumer loyalty can be maintained by providing positive experiences and strengthening emotional connections between brands and consumers. These results indicate that the preference and devotion are important in developing an effective marketing strategy to increase consumer loyalty.

### **Devotion**

Sarkar (2016) defines devotion as the highest stage of loving a brand, where individuals are highly motivated to maintain a relationship with a particular brand and ignore the other competing brands. The attitude of devotion is different from that of a romantic brand lover, where individuals who have a romantic attitude toward a brand lover can still like more than one brand within a product category simultaneously or frequently switch to another brand. Sternberg (1986) also explained that romantic brand lovers are only marked by closeness without the intention to commit. Consumers at the devotion stage have a very high dedication to the brand and are confident to continue using or consuming products from that brand.

Research conducted by Pimentel and Reynolds (2004) showed a proactive behavior in devotion. Devoted consumers tend to show the public they are part of a brand. It can be done by showing the distinctive attributes of a particular brand. The consumers can become dedicated consumers when they are associated with a brand. This attachment is "the extent to which the brand can represent individuals and maintain the concept". Devoted consumers will support products from brands they like in all circumstances and welcome new products issued by them.

### **Fanaticism**

Fanaticism is form of passion, commitment, and attachment to an object (Chung et al., 2008). This attitude is formed from high consumer loyalty and a very strong attachment to beyond the average level. Four characteristic factors reflect fanaticism: extraordinary loyalty and devotion, extreme enthusiasm, involvement, inertial behavior, and the consumption for self-gratification. Chung et al. (2009) also explained that fanatical consumers have extreme and ongoing loyalty. It includes aspects of time, money, and emotional and physical resources.

Therefore, diehard consumers can be considered valuable customers who are attractive to companies for various reasons. One of them is because they have a very strong consumption drive regardless of the product issued by that brand. They are also active in promoting the brand to the people around them. Another fact that causes fanatical consumers to do the abovementioned is the

assumption that fanaticism is a source of meaning or identity construction and can facilitate consumer involvement and social status (Seregina and Schouten, 2017).

### **Purchase Intention**

The purchase intention is consumers' desire when buying a product or service. One aspect of purchase intention is that consumers will buy a product after evaluating it. Consumers can build purchase intention based on expected income, price, and product benefits (Kotler and Armstrong, 2017). Purchase intention is the tendency of consumers to buy a product based on the suitability of the purchase motivation with the product attributes or characteristics that can be considered (Belch 2004). According to Ferdinand (2014), consumer buying interest can be identified by the following indicators: 1) frequency of seeking information; 2) an immediate desire to buy; 3) preferential interest. Several factors influencing purchase intention are brand loyalty, association, awareness, and perceived quality. Hedonic consumer buying interest influences current and future purchases (Kusumawardani et al., 2018).

### **Purchase Decision**

Purchase Decision is a consumer evaluation stage that builds preferences between brands in various product choices. The purchase decision is a buyer's decision regarding the product (Kotler and Armstrong, 2017). According to Wardhani et al. (2015), consumer decision-making is an important aspect for the marketers to determine whether consumers will make purchases or not based on the decisions consumers make. According to Wardhani et al. (2015), purchasing decision indicators: 1) Consumers make purchases of products; 2) Consumers will recommend products to others.

### **Repurchase Intention**

According to Sumarwan (2002), when the performance of a product or service is higher than consumer expectations, consumers will feel happy and amazed. These feelings make the consumers buy products from the same brand, but at this stage, consumers have adjusted their expectations to be higher than before. In a study by Johan et al. (2020), repurchase intention refers to a psychological commitment to products or services used by

consumers, resulting in an intention to consume them again. Hsu et al. (2014) formulate three indicators that can identify repurchase intention, namely: 1) The desire to continue using the product; 2) Plans to repurchase the product in the future; 3) Possibility to buy the product again in the future.

## **HYPOTHESIS DEVELOPMENT**

### **The Effect of Awareness towards Purchase Intention and Purchase Decision**

Awareness is the strength of a brand that is in customers' minds. Awareness is the extent to which customers are given information about product characteristics, are persuaded to try it, and are reminded to buy again. Product marketers will try to create customer awareness about the products and services offered and then develop a customer base (Kotler and Keller, 2016). Consumers will prefer to buy brands they know well. Before buying something, wise consumers will always conduct market research and consider brands they already know and remember (Shahid et al., 2017). Previous research also explains that people who know the brand name in a category without prior purchase will choose a brand known from high-quality brands. Brand awareness facilitates consumer choice and fosters purchase intention (Romanuk et al., 2016).

Brand awareness and purchase decision is a one-way relationship. It shows that the higher the brand awareness perceived by consumers, the higher the value of the purchase decision that will be made. Conversely, if brand awareness is considered low, the purchase decision will also be low (Sembiring et al., 2018). Previous research also explains that brand awareness has a significant influence on purchasing decisions. Consumers prefer to buy brands they identify and recognize well (Widjaja, 2019).

**H1:** Awareness influences purchase intention.

**H2:** Awareness influences purchase decisions.

### **The Effect of Trial towards Purchase Intention and Purchase Decision**

The trial has a significant positive effect on the affective evaluation of the product. Product trials can help overcome explicit beliefs, influence attitudes, and generate purchase intention and positive word of mouth through emotional channels (Ashley et al., 2016). Previous research also expla-

ins that consumers attach great importance to product trials for hedonic goods and services to generate curiosity and interest in buying products (Micu, 2010).

Customers try new products, but it does not mean they will continue to use them and the market will accept the product. Trials provide limited insight into what drives new product purchasing decisions (Iyengar et al., 2015). In addition, these results also follow previous research, which explains that the trials do not always lead to sustainable consumption. Information from early product trials differs from those that impact sustainable consumption. Consumers must experience the continued benefits of technology for sustainable consumption (Schutte, 2015).

**H3:** Trial influences purchase intention.

**H4:** Trial influences purchase decision.

### **The effect of Preference toward Purchase Intention, Purchase Decision, and Repurchase Intention**

Consumer preferences are actions in choosing certain products, brands, and outlets based on experience and respect for product ownership involving various brands, attributes, and resources (Wardhana et al., 2017). The target audience may like the product but not prefer it over other products. Marketers should build consumer preferences by comparing quality, value, performance, and other features with possible competitors (Kotler and Keller, 2016).

Consumer preferences on the brand image, brand trust, and product quality variables have a significant effect on product purchase intention. Purchase intention will arise if consumers can be influenced by the quality and quality of a product and know the weaknesses and advantages of the product compared to other products (Foster, 2018). In addition, these results also follow previous research, which explains that consumer preferences for the trust and perceived benefits of products can foster buying interest in these products (Kumar and Mishra, 2018). Brand preference positively affects the repurchase intention of private brand products at the Matahari Department Store Surabaya. It shows that the better the consumer's brand preference, the better the consumer's repurchase intention (Ardhanari and Margaretha, 2008)

**H5:** Preference influences purchase intention.

**H6:** Preference influences purchase decision.

**H7:** Preference has an effect on repurchase intention.

### **The effect of Devotion towards Purchase Decision and Repurchase Intention**

Ortiz et al. (2013) define consumer devotion as a passionate dedication to a product, brand, or experience through which some consumers can define themselves. According to Royali and Noor (2018), consumer devotion is influenced by four characteristics, namely enduring involvement, affiliation, emotional alignment, and perceived value. Brand devotion has a strong relationship with purchase decisions. It is in line with Khan et al. (2019), which stated that Brand devotion is proven to increase the possibility of the consumers choosing that brand over competing brands, even though these products are more expensive. Therefore, the brand devotion can be an important factor in marketing strategies influencing consumer purchasing decisions. Brand devotion also has a strong relationship with repurchase intention. It shows that the higher the consumer's devotion, the higher its repurchase intention will be. That is in line with Ortiz et al. (2013), which states that consumer devotion allows for re-consumption in the future.

**H8:** Devotion has an effect on purchase decision.

**H9:** Devotion has an effect on repurchase intention.

### **The effect of Fanaticism towards Purchase Decision and Repurchase Intention**

According to Chung et al. (2008), fanaticism is a unique form of loyalty characterized by a strong, intense, extreme commitment, devotion, passion, emotional attachment, enthusiasm, and involvement in something. Four characteristic factors reflect fanaticism, including extraordinary loyalty and devotion, extreme enthusiasm, involvement and inertial behavior, and consumption for self-gratification. It is known that there is a significant relationship between fanaticism and purchasing decisions (Deveci and Ercis, 2017). As Valjakka (2013) said, fanatics are very willing to buy products related to the things they like. It suggests that the more passionate someone is about something, the more likely they are to buy (Thorne and Burner, 2006). The fanatical consumers will have strong positive feelings about the product (Chung

et al., 2018). It is in line with Nurhayati and Murti's research (2012), which states that the more positive the consumer is towards a product brand, the more positive the consumer's repurchase intention will be.

**H10**: Fanaticism influences purchase decision.

**H11**: Fanaticism influences repurchase intention.

**The Effect of Purchase Intention towards Purchase Decision**

Purchase Intention is consumer interest in buying a product or service. Purchase intention has an aspect: consumers will buy a product after the product has been evaluated. Consumers can form buying interest based on the expected income, price, and product benefits (Kotler and Armstrong, 2017). Significant influence of purchase intention on purchasing decisions. The higher the consumer's intention toward the product, the higher the purchase decision made by the consumer (Haikal and Suliyanto, 2018). In addition, these results al-

so follow previous research, which explains that buying interest is very decisive for consumers to buy or not. High buying interest will make consumers decide (Rahmawati, 2018).

**H12**: Purchase intention influences purchase decision.

**The Effect of Purchase Decision towards Repurchase Intention**

Purchase Decision is the consumer evaluation stage, forming brand preferences in a collection of choices. The purchase decision is the buyer's decision about the brand (Kotler and Armstrong, 2017). Purchase Decision Indicator, according to Wardhani et al. (2015): 1) Consumers make purchases of products; 2) Consumers recommend products to others. Purchase decisions significantly influence repurchase intention at JG Motor Group (Suryana and Dasuki, 2013).

**H13**: Purchase decision affects repurchase intention.

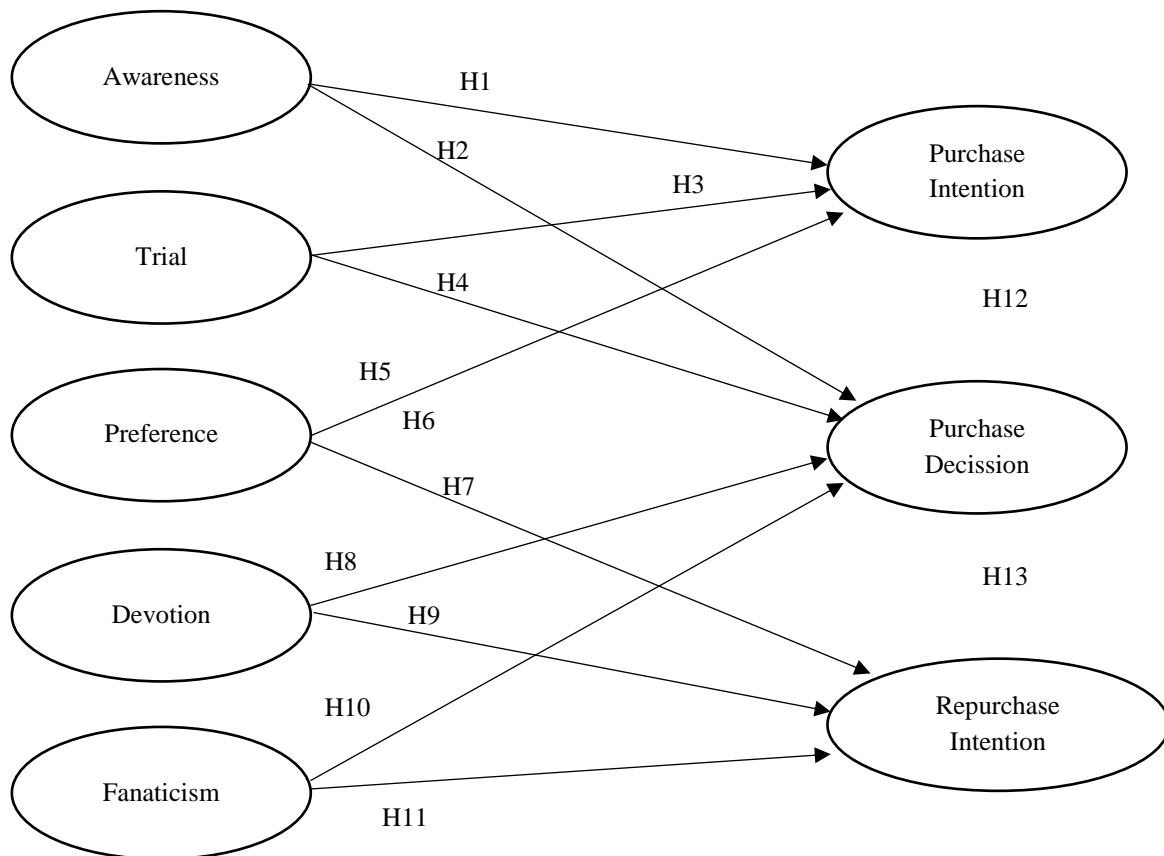


Figure 1. Research Methods

**METHOD**

This study uses several research variables. Sugiyono (2018) explains that research variables are essentially any entities determined by researchers to be studied to obtain information about them, which is then used to conclude. In a study, opera-

tional definition is necessary if it is expected that there will be differences in understanding or a lack of clarity of meaning. The preparation of operational definitions needs to be done to facilitate measurement (Winarno, 2013). The following is the operational definition of variables in this study:

**Table 1. Variable Operational Definition**

<b>Variables</b>	<b>Definition</b>	<b>Indicator</b>
<b>Awareness</b> (Aaker, 1995)	The strength of a brand in consumers' thoughts is awareness or the extent to which customers are given information about product attributes, persuasion to try it, and a gentle reminder to purchase again. Product marketers will try first to raise client awareness of the offered goods and services and, secondly, to expand the customer base.	<ol style="list-style-type: none"> <li>1. Brand Recognition A1</li> <li>2. Brand Recall A2</li> <li>3. Top Of Mind A3</li> <li>4. Brand Domination A4</li> </ol>
<b>Trial</b> (Wright and Stern, 2015)	Product Trial refers to the "consumer's first consumer experience with a brand due to marketing stimuli in advertising and promotions. The trial significantly improves the practical assessment of the product. Trials on products can help overcome explicit beliefs. Thus, the trial affects attitudes that ultimately relate to the intention to buy and the emotional transmission of favorable word-of-mouth about the product.	<ol style="list-style-type: none"> <li>1. Consumer interest in the product (T1)</li> <li>2. Trust in the product after trying (T2)</li> <li>3. Tried the product one or more times</li> <li>4. Accuracy of attitudes for product evaluation (T4)</li> </ol>
<b>Preference</b> (Hawkins and Mothersbaugh, 2010)	Consumer preferences are the information, viewpoints, and principles that influence consumers' assessments of goods, companies, and retail establishments. Consumers make further decisions generally involving various brands, various attributes, and several resources	<ol style="list-style-type: none"> <li>1. Confidence in product reputation (P1)</li> <li>2. Likes in product design (P2)</li> <li>3. Trust in service (P3)</li> </ol>
<b>Devotion</b> (Ortiz <i>et al.</i> , 2013; Hawkins and Mothersbaugh, 2010; Pimentel and Reynold, 2004)	A situation in which the consumer's relationship with a brand has reached such a strong level of loyalty that consumer loyalty persists even though product performance is poor	<ol style="list-style-type: none"> <li>1. Passionate (D1)</li> <li>2. Committed (D2)</li> <li>3. Being a fan is essential (D3)</li> <li>4. Bound (D4)</li> <li>5. Devoted (D5)</li> <li>6. Dedicated (D6)</li> <li>7. People think I am a big fan of a brand (D7)</li> <li>8. Many identify (D8)</li> <li>9. The brand is part of me (D9)</li> <li>10. Act as a brand marketing representative (D10)</li> <li>11. Displaying the logo (D11)</li> </ol>

Variables	Definition	Indicator
<b>Fanaticism</b> (Chung <i>et al.</i> , 2008; Thorne and Bruner, 2006)	An attitude of being vigorously and exaggerated desire for a cause, obsessive enthusiasm, and ecstatic devotion to an object and involvement with a particular cause characterize a unique form of loyalty.	<ol style="list-style-type: none"> <li>1. Loyalty and extraordinary dedication (F1)</li> <li>2. Extreme enthusiasm (F2)</li> <li>3. Engagement and inertia behavior (F3)</li> <li>4. Consumption for self-satisfaction (F4)</li> <li>5. Affective commitment (F5)</li> <li>6. Incredible chase (F6)</li> <li>7. Internal linkage (F7)</li> <li>8. The desire for external relatedness (F8)</li> <li>9. Desire to have (F9)</li> <li>10. The desire for social interaction with other fans (F10)</li> </ol>
<b>Purchase Intention</b> (Ferdinand, 2014)	Purchase Intention is a consumer preference in buying a product or service. Purchase intention has an aspect: consumers will buy a product after the product has been evaluated.	<ol style="list-style-type: none"> <li>1. Frequency of seeking information (PII1)</li> <li>2. Willingness to buy immediately (PII2)</li> <li>3. Preferential desire (PII3)</li> </ol>
<b>Purchase Decision</b> (Wardhani <i>et al.</i> , 2015)	Selecting two or more alternative options results in a decision to buy or not to buy.	<ol style="list-style-type: none"> <li>1. Looking for as much information about the product (PD1)</li> <li>2. Buying products within the last 1-2 years (PD2)</li> <li>3. Recommending to other parties to buy products (PD3)</li> </ol>
<b>Repurchase Intention</b> (Hsu <i>et al.</i> , 2014)	Interest in repurchasing from the same company can be triggered by the customer's experience with the product or service from that company.	<ol style="list-style-type: none"> <li>1. Desire to continue using the product (RI1)</li> <li>2. Plans to repurchase the product in the future (RI2)</li> <li>3. Possibility to repurchase the product in the future (RI3)</li> </ol>

**Table 2. Likert Scale**

Number	Information
1	Strongly disagree
2	Don't agree
3	Disagree
4	Simply agree
5	Agree
6	Strongly agree

Research on the influence of awareness, trial, preference, devotion, and fanaticism on purchase intention, purchase decision, and repurchase intention of Indomie products was carried out using an online questionnaire given to respondents who

were consumers of Indomie products in Jabodetabek. The conditions for filling in the respondent are having purchased Indomie products. The research plan is carried out for one month, November 2022. The following is a table of the Likert scale used in this study. Then the range of the performance rating level attribute scales is given very good (5.20 – 6.00), good (4.36 – 5.19), quite good (3.52 – 4.35), not good (2.68 – 3.51), not good (1.84 – 2.67) and very bad (1.00 – 1.83).

**Data Processing and Analysis Methods**

Different models are used in SEM to explain the relationship between the variables that have been observed. SEM analysis aims to evaluate the degree to which the sample data support the theoretical model. A more complicated theoretical model might be posited if the sample data are consist-



ent with the theoretical concept (Schumaker and Lomax, 2004). Latent and observable variables are the two main categories of variables. Latent variables (constructs or factors) cannot be immediately observed or measured. SEM PLS is a consistent approach to maintaining a flexible relationship between observable and latent variables. The Structural Equation Model incorporates a number of statistical techniques that make it possible to estimate causal theoretical networks of the connections between latent complex notions. Several observable indicators are used to measure each. PLS pathway modeling to calculate the endogenous constructs' variance to alter the manifest of the pertinent (if reflective) variable (Vinzi, 2010).

## RESULTS

The Indomie brand consists of instant noodle products that are very popular in Indonesia and abroad. PT Indofood CBP Sukses Makmur Tbk., produces Indomie. Indomie is sold in Indonesia and abroad, including in African and Asian countries, America, Australia, the Middle East, and European countries, making Indomie one of the several original Indonesian products capable of entering the international market. When Indonesians travel abroad, they frequently bring Indomie to address the country's food supply issues. The practicality of its appearance and ease of distribution have made Indomie a mainstay for Indonesian citizens to immediately overcome food limitations and scarcity at locations when natural disasters occur. Producers of Indomie believe it to be a wholesome and nutritious cuisine. The instant noodles product has a variety of minerals, including sodium, iron, sodium chloride, niacin, folic acid, and vitamins A, B1, B6, and B12. The respondents of this study are Indomie consumers in Jabodetabek. 395 respondents were successfully collected and included in the analysis.

### Customer Characteristics

Products in Jabodetabek are based between the ages of 20 and 24, with the majority gender being women, and the last education is Bachelor's degree. Based on the most significant number of the respondents, consumers of Indomie products in the Jabodetabek are Bogor, income per month IDR 2,500,001-5,000,000 per month, expenses per month Rp. 1,000,001-Rp. 2,500,000, consume Indo-

mie one to three times a month, and student or student work. It shows that consumers of Indomie products in Jabodetabek are mostly of productive age and millennials. Millennials are the generation with an age range in the year of birth 1980-2000 (2018 Thematic Gender Statistics). Indomie products consumers in the Jabodetabek are dominantly consumers with bachelor's degrees and students. It shows that most of Indomie's consumers are the millennial generation. The presence of Millennials with many younger generations has also influenced the instant noodle market. The most apparent impact of this phenomenon is the shift in instant noodle advertising from family content to fun content that is more suitable for the younger generation.

### Evaluation of the Outer Model Measurement Model

The PLS model used in this study is reflective, meaning that latent constructs affect the measurement values of indicators or reflect latent construct variations. A construct is valid if it has a loading factor value above 0.700. (Schumaker and Lomax, 2004). If the initial model is not eligible, the indicators are removed (dropping) to the loading factor value one by one. After dropping, the research model is recalculated to obtain the final research model of the effect of awareness, trial, preference, devotion, and fanaticism on purchase intention, purchase decision, and Repurchase Intention. The results of the initial and final outer model measurements are visualized in Figure 2 and Figure 3.

The core idea behind SEM-PLS is to analyze the relationships between variables in the structural model using a model framework, as shown in the Figure 2. A blue pattern designates the independent variable and the dependent variable. At the same time, the research tool is depicted by the yellow design. This structural modeling is constructed by connecting the variables, using arrows to show the direction of the relationship between the variables. Next, evaluate the measurement model by assessing its validity through the AVE value. The AVE value of each construct must be above 0.500. If the AVE is less than 0.500, it is considered inadequate due to the large number of error variants rather than the indicator variances. (Vinzi, 2010).

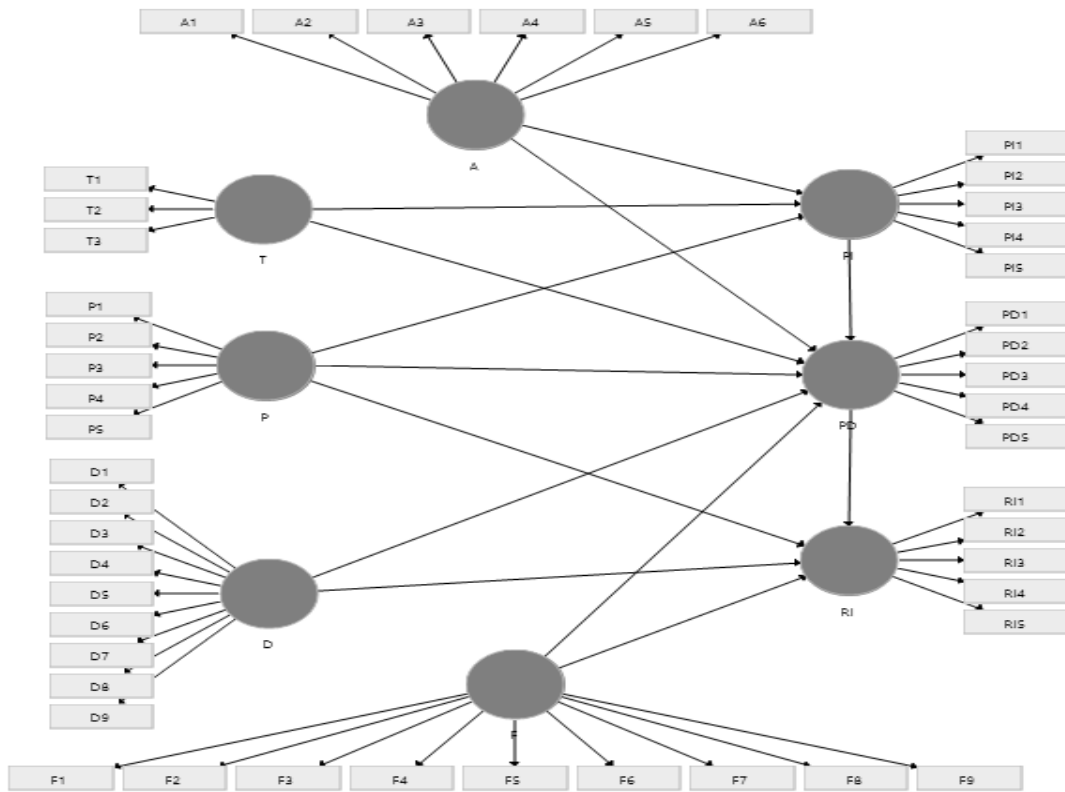


Figure 2. Early models

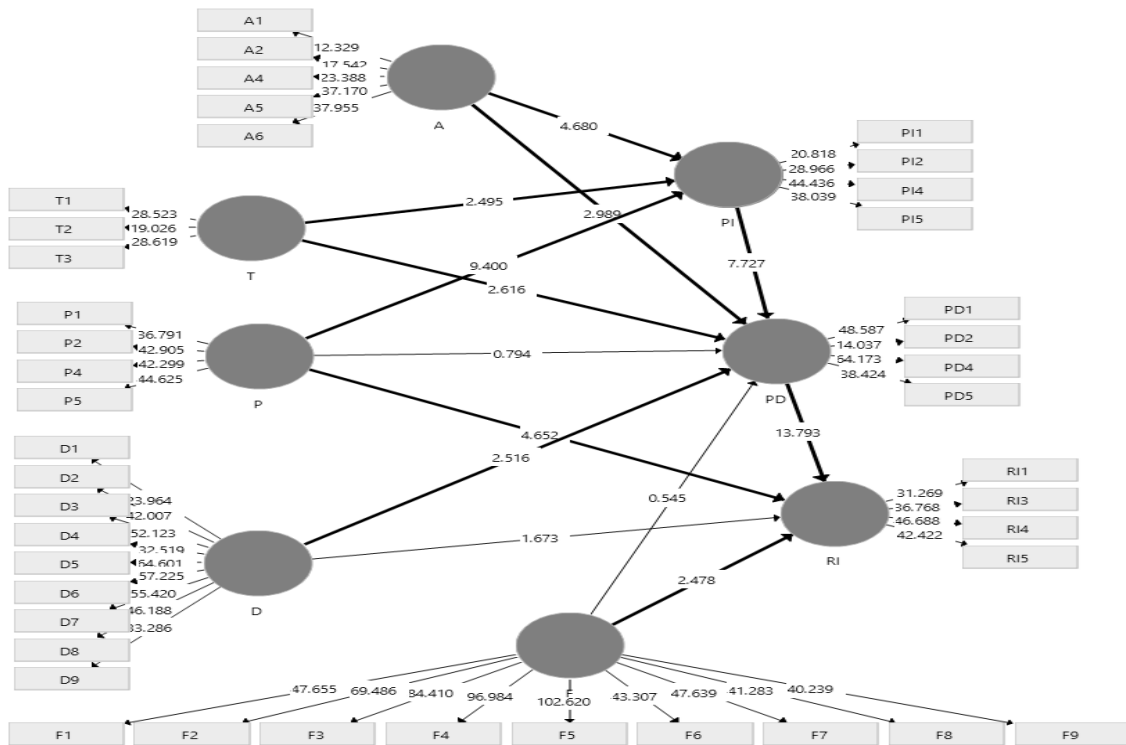


Figure 3. Final models

**Table 3. Output Test of Reliability and Construct Validity**

Variable	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
Awareness	0,849	0,889	0,618
Trial	0,725	0,845	0,646
Preference	0,874	0,914	0,726
Devotion	0,936	0,947	0,666
Fanaticism	0,957	0,962	0,74
Purchase Intention	0,804	0,868	0,622
Purchase Decision	0,808	0,875	0,64
Repurchase Intention	0,836	0,89	0,67

The SEM-PLS model after bootstrapping is depicted in Figure 3. The AVE value is more than 0.500 for all variables. That is, the variance that the construct can capture is greater than the variance produced by the measurement error, so the model is said to be good. The use of thick arrows denotes the importance of the relationship between the variables. Awareness and trial are significant to purchase intention and purchase decision. Preference affects purchase and repurchase intentions, whereas devotion affects purchase decisions, and fanaticism only affects repurchase intentions.

After all variables are declared valid, the reliability value is measured. Using the reliability test, it is possible to evaluate whether the indicators and constructs used in the SEM-PLS model have adequate measurement quality. The reliability of the PLS-SEM method can be determined by its composite reliability or Cronbach's alpha. Based on the Table 3, it is known that the Cronbach alpha value of all variables is above 0.600, which means reliable. That is in accordance with Hair et al. (2014), who stated that the lowest accepted level for reliability, according to Cronbach's alpha, is 0.600. Meanwhile, according to Vinzi (2010), the composite reliability value must be greater than 0.700. The composite reliability value is above 0.700, indicating that the construct has a high internal consistency value for each indicator in measuring the construct and has good internal consistency.

The route coefficient values are assessed by looking at the t value of each path to test the significance between constructs in the structural model and the reliability test, which evaluates the structural

model in PLS by looking at the R-squared value of the dependent constructs. The level of change from the independent variable to the dependent variable is determined using the R square value. The model's capacity to forecast the suggested research model improves with increasing R square values. The desire to use the variable is the study's dependent variable, and the following table displays its R-squared value:

**Table 4. R Square**

	R Square
<b>Purchase Intention</b>	<b>0,222</b>
<b>Purchase Decision</b>	<b>0,595</b>
<b>Repurchase Intention</b>	<b>0,698</b>

Table 4 demonstrates that the purchasing intention variable's R Square value is 0.222, which indicates that the independent variable can explain the diversity of the purchase intentions of Indomie consumers in Jabodetabek by 22.2%, and the other variables outside the model explain the remaining 77.8%. The purchase decision variable is 0.595, which indicates that the independent variable can explain the diversity of purchase decisions of Indomie consumers in Jabodetabek by 59.5%, and other variables outside the model explain the remaining 40.5%. Meanwhile, the repurchase intention variable's R Square value is 0.698, indicating that the independent variable may account for the variety of repurchases made by consumers in Indomie. The intentions in Jabodetabek by 69.8% and other variables outside the model explain the

remaining 30.2%.

### Research Hypothesis Testing

The subsequent analysis is the analysis of path coefficients. In this process, researchers can see whether the hypothesis made in the initial research model is accepted or rejected. The t-statistics value of the preference variable on the purchase decision is only 0.794, which illustrates that this variable has no significant effect. The dedication variable's t-statistics value for repurchase intention is only 0.1673, which illustrates that this variable has no significant effect. The t-statistics value of

the fanaticism variable on the purchase decision is only 0.545, which illustrates that this variable has no significant effect.

In comparison, other variables have t-statistics values more than t-table values, equal to 1.960 (5% significance level). This bootstrapping step also generates the original sample (O) values, t-statistics values, and p-values on the estimated path coefficients. Researchers use this technique to see the influence and significance of the exogenous variable impact on the endogenous variable level and to test the hypotheses for each path of the relationship presented in Table 5.

**Table 5. Output Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
A -> PD	0,166	0,165	0,055	2,989	<b>0,003</b>
A -> IP	0,267	0,263	0,057	4,68	<b>0</b>
D -> PD	0,187	0,186	0,074	2,516	<b>0,012</b>
D -> RI	0,109	0,116	0,065	1,673	0,095
F -> PD	-0,041	-0,039	0,076	0,545	0,586
F -> RI	0,148	0,14	0,06	2,478	<b>0,014</b>
P -> PD	0,053	0,055	0,067	0,794	0,428
P -> IP	0,498	0,498	0,053	9,4	<b>0</b>
P -> RI	0,185	0,184	0,04	4,652	<b>0</b>
PD -> RI	0,561	0,563	0,041	13,793	<b>0</b>
PI -> PD	0,515	0,514	0,067	7,727	<b>0</b>
T -> PD	0,149	0,149	0,057	2,616	<b>0,009</b>
T -> PI	0,147	0,147	0,059	2,495	<b>0,013</b>

Based on Table 5, it is known that all hypotheses are accepted because the t-statistic value is  $> 1.96$ . Except for Preference influences purchase decision (H6), Devotion has an effect on repurchase intention (H9), and Fanaticism influences purchase decisions (H10) are rejected because the value of the t-statistic is  $< 1.96$ . The original sample with a positive value indicates that the direction of the relationship between Awareness and Purchase Intention is positive. Because the t-statistic value is  $> 1.96$ , hypothesis 1 is accepted. The original sample with a positive value indicates that the direction of the relationship between Awareness and

Purchase Decision is negative. Because the t-statistic value is  $> 1.96$ , hypothesis 2 is accepted. The original sample with a positive value indicates that the direction of the Trial relationship to Purchase Intention is positive, and because the t-statistic value is  $> 1.96$ , hypothesis 3 is accepted. The original sample with a positive value indicates that the direction of the Trial relationship to the Purchase Decision is positive. Because the t-statistic value is  $> 1.96$ , hypothesis 4 is accepted. The original sample with a positive value indicates that the direction of the Preference relationship to Purchase Intention is positive, and because the t-statistic va-

lue is  $> 1.96$ , hypothesis 5 is accepted. The magnitude of the influence of the Preference variable on the Purchase Decision has an original sample value of 0.053 and a t-statistic value of 0.794. Because the t-statistic value is  $< 1.96$ , hypothesis 6 is rejected. The original sample with a positive value indicates that the direction of the relationship between Preference and Purchase Intention is positive. Because the t-statistic value is  $> 1.96$ , hypothesis 7 is accepted. The original sample with a positive value indicates that the direction of the Loyalty relationship to the Purchase Decision is positive. Because the t-statistic value is  $> 1.96$ , hypothesis 8 is accepted.

The magnitude of the influence of the devotion variable on the Repurchase Intention has an original sample value of 0.109 and a t-statistic value of 1.673. Because the t-statistic value is  $< 1.96$ , hypothesis 9 is rejected. The magnitude of the direct influence of the fanaticism variable on the purchase decision is -0.041, with a t-statistic value of 0.545. Because the t-statistic value is  $< 1.96$ , hypothesis 10 is rejected. The original sample with a positive value indicates that the direction of the relationship between fanaticism and repurchase intention is positive, and the t-statistic value is  $> 1.96$ , so hypothesis 11 is accepted. The magnitude of the direct effect of the purchase intention variable on the purchase decision is 0.515, with a t-statistic value of 7.727. Because the t-statistic value is  $> 1.96$ , hypothesis 12 is accepted. The original sample with a positive value indicates that the direction of the relationship between purchase decision and repurchase intention is positive, and the t-statistic value is  $> 1.96$ , so hypothesis 13 is accepted.

## DISCUSSION

### The Effect of Awareness towards Purchase Intention and Purchase Decision

The Results showed that the awareness variable has a positive relationship and significantly influences Purchase Intention. It means that the higher the consumer awareness, the higher the consumer's Purchase Intention. These results are consistent with research (Shahid et al., 2017), which states that the consumers prefer to buy well-known brands. Before buying something, a wise consumer will always do market research and consider familiar and memorable brands. In addition, these

results are also in accordance with previous research, which explains that people who know a brand name in a category without prior purchase will choose a known brand from high-quality brands. The brand awareness can itself facilitate consumer choice and foster interest the buy (Romaniuk et al., 2016).

The Results showed that the awareness variable has a positive relationship and has a significant influence on the Purchase decision. It shows that the higher the consumer's awareness, the higher the consumer's purchase decision. Fitriya et al. (2023) conducted a similar study, namely analyzing the effect of brand awareness on the purchase decision of Indomie products. From the t-test, it is known that brand awareness has a significant impact on purchasing decisions. The difference lies in the method used, namely using multiple linear regression analysis with the regression equation, while in this study using the SEM-PLS. These results are consistent with research (Sembiring et al., 2018), stating that brand awareness and purchasing decisions are one-way. It indicates that the higher brand awareness perceived by consumers, the higher the value of buying decisions to be made.

Conversely, if brand awareness is considered low, the purchase decision will also be low. In addition, these results also follow previous research, which explains that brand awareness significantly influences purchasing decisions. Consumers prefer to buy brands they identify and recognize well (Widjaja, 2019).

### The Effect of Trial towards Purchase Intention and Purchase Decision

The Results showed that the trial variable has a positive relationship and has a significant influence on the Purchase Intention. It means that the higher the consumer Trial, the higher the consumer's Purchase Intention. These results are consistent with the research (Ashley et al., 2016), which stated that trials significantly positively affect product affective evaluation. Product trials can help overcome explicit beliefs, influence attitudes, and generate purchase intention and positive word of mouth through emotional channels. In addition, these results are also in accordance with previous research, which explains that the consumers attach great importance to the product trials for hedonic

goods and services to generate curiosity and interest in buying products (Micu, 2010).

The Results showed that the trial variable has a positive relationship and has a significant influence on the Purchase Decision. It means that the higher the consumer Trial, the higher the Consumer Purchase Decision. These results are consistent with research by Kemp and Smith (1998), who define a trial as a purchase made by a consumer due to marketing stimuli in the form of advertising and promotions. Meanwhile, Raghbir and Corfman (1999) stated that a trial is the first purchase made by a consumer and forms the basis for a brief evaluation for the further decision-making. Thomas (1993) also said that consumers who buy have done a trial first.

#### **The Effect of Preference toward Purchase Intention, Purchase Decision, and Repurchase Intention**

The Results showed that the Preference variable has a positive relationship and has a significant influence on Purchase Intention. It shows that the higher the consumer's preference, the higher its purchase intention. These results are consistent with the research (Foster, 2018), which stated that consumer preferences for brand image, brand trust, and product quality variables have a significant effect on product purchase intention. Purchase intention will arise if consumers can be influenced by the quality and quality of a product and know the weaknesses and advantages of the product compared to other products. In addition, these results are also in accordance with the previous research, which explained that consumer preferences for the trust and perceived benefits of products can foster buying interest in these products (Kumar and Mishra, 2018). Despite utilizing an identical methodology, the results of Briliana and Andrianto's research (2019) were inconsistent. T-value  $> 1.96$  indicates that brand preference has no significant impact on purchase intention. According to Briliana and Andrianto (2019), this is because the respondents' features and constraints prevented the results from being in line with the preferences they ought to have had.

The Results also showed that the preference variable does not influence the Purchase Decision. These results are consistent with the research (Hardjono et al., 2020), which states that these custom-

er preferences are not a consideration to become potential customers when they want to buy a product. The Results also showed that the preference variable has a positive relationship and has a significant influence on Repurchase Intention. It shows that the higher the consumer's Preference, the higher the consumer's Repurchase Intention will be.

#### **The Effect of Devotion towards Purchase Decision and Repurchase Intention**

The Results showed that the loyalty variable has a positive relationship and has a significant influence on the Purchase Decision. This indicates that the higher the consumer loyalty, the higher the Purchase Decision. The results also showed that the devotion variable has no significant effect on Repurchase Intention.

#### **The Effect of Fanaticism towards Purchase Decision and Repurchase Intention**

The Results showed no significant effect of fanaticism on the purchase decision of Indomie products in Jabodetabek. It is not in line with the findings of Deveci and Ercis (2017) that there is a significant relationship between fanaticism and purchasing decisions. Other research that analyzed the fanaticism variable also obtained significant results, namely that fanaticism affects purchase intention and purchase decision simultaneously (Kamilah et al., 2021). The difference is that the devotion variable is not separated from the main variable but is included in the fanaticism sub-variable. The Results showed a positive relationship and a significant influence of fanaticism on the repurchase intention of Indomie products in Jabodetabek. This shows that the higher the consumer fanaticism, the higher the repurchase intention to consume. It is supported by Chung et al. (2018), which stated that fanatical consumers will have strong positive feelings towards the product. It is in line with Nurhayati and Murti's research (2012), which stated that the more positive the consumer is towards a product brand, the more positive the consumer's repurchase intention will be.

#### **The Effect of Purchase Intention towards Purchase Decision**

The Results showed a direct influence of the purchase intention variable on the purchase decision of Indomie products in Jabodetabek. The buying

interest in the Indomie brand found among consumers of Indomie products in Jabodetabek is related to the desire to have the product immediately, and buying interest is very important. Before someone decides to buy a product, consumers will purchase products that they think are in accordance with what they want and are interested in buying. These results are consistent with research of Haikal and Suliyanto (2018), which stated that purchase intention has a significant effect on purchasing decisions. The higher the consumer's intention to the product, the higher the purchase decision made by the consumer. In addition, these results are also in accordance with previous research, which explains that buying interest is very decisive for consumers to buy or not. High buying interest will make consumers decide (Rahmawati, 2018).

### **The Effect of Purchase Decision towards Repurchase Intention**

The Results showed a positive and significant relationship between purchase decisions and repurchase intention of Indomie products in Jabodetabek. That indicates that the higher the purchase decision, the higher the consumer repurchase intention. It is supported by the research of Suryana and Dasuki (2013), which stated that purchase decision has a significant influence on repurchase intention at JG Motor Group.

### **IMPLICATIONS**

This research will develop a new loyalty theory based on devotion and fanaticism. This aspect of devotion and fanaticism is important to study because people who have long adopted or used a certain brand can become devoted to a certain brand and even become fanatics. There are not many theories that discuss loyalty to the fanaticism process stage. Based on the search conducted, only the fanaticism theory written by Chung et al. (2005) entitled "Exploring Consumer Fanaticism: A Fresh Perspective on the Concept of Loyalty".

This study proved that the variables Awareness, Trial, Preference, Devotion, and Fanaticism have something to do with Purchase Intention, Purchase Decision, and Repurchase Intention. Based on the results of this research, Awareness, Trial, and Preference affect Purchase Intention. It has an impact on the importance of influencing Awareness, Trial, and Preference to increase people's

intentions to buy a product. Facebook. After people have become aware of a brand, it is necessary to hold a trial (trial), such as giving free product samples to people.

After people have tried it, the next thing that can be done is to make people have several comparisons by placing advertisements that compare one product to another and being able to endorse influencers to market one product to another. In this preference process, it is also necessary to carry out research related to the level of preference for certain brand products. Devotion also affects purchase decisions, which means that in the marketing process, to influence people to buy a product, they must make that person love or be loyal to the brand. Doing devotions such as giving bonuses for the next order, gifts, and membership programs to loyal consumers who buy products. In relation to the buying process, loyalty also influences repurchase intention, especially Preference and Fanaticism Variables. Carrying out preference and fanaticism activities is necessary to increase people's intention to repurchase a product continuously. In relation to the results of this research, to increase the purchase intention and to repurchase a product, the purchase intention and purchase of a product must be increased.

### **RECOMMENDATIONS**

Based on the research results, some suggestions that can be given. The preference variable has the greatest influence on purchase intention and repurchase intention. Indomie can use strategy to increase promotions through influencers or artists to compare instant noodle products or promote eating Indomie. It is done to be able to create customer perceptions to choose Indomie. Indomie producers must bring their products closer to consumers who have the desire to look for product variations through celebrities, brand ambassadors, or influential people, especially on social media by making endorsements, seeing the widespread influence of internet technology on human life today, endorsements through social media can be done efficiently. Awareness is an exogenous variable that has the biggest influence on purchase decision. The strategy that Indomie can carry out is to increase online and offline promotions. It is done to reach more customers and become more popular in various circles. Online promotion can be done by

placing advertisements on social media to target social media users dominated by millennials and Generation Z. Meanwhile, advertisements can be done through television or exhibitions to target the baby boomer generation. Future research can use the Indonesian population better to describe the overall opinion of Indomie consumers in Indonesia. Researchers can use other variables such as brand equity, customer loyalty, or customer relationship management. The limitation of this research is the location, which is only in Jabodetabek. In addition, this research focuses on several variables such as awareness, trial, preference, devotion, fanaticism, purchase intention, purchase decision, and repurchase intention.

## CONCLUSIONS

Research on the effect of awareness, trial, preference, devotion, and fanaticism on purchase intention, purchase decision, and repurchase intention yields several conclusions. Based on a descriptive analysis of Indomie consumers in Jabodetabek, the level of awareness is outstanding, the level of the trial is good, the level of preference is good, and the level of the devotion and fanaticism tends to be quite good. As for purchase intention, purchase decision and repurchase intention are reasonably good criteria. Judging from the results of the hypothesis testing, the three independent variables that preference has a favorable and strong impact on purchasing intention., with a T-statistics value of 9.400, and 5 independent variables that have the most significant influence on the purchase decision awareness with a value T-statistics of 2.989. The independent variable with Preference has the most impact on repurchase intention, with a T-statistics value of 4.652. Meanwhile, preference and fanaticism variables have no significant effect on purchase decisions, and the devotion variable does not affect repurchase intention because it has a t-statistic value <1.96.

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