The effect of positioning and product differentiation on consumer loyalty of Indomie instant noodles

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Abstract - The competition between industries in the food sector in the modern era has increased significantly. One of the significant instant noodle brands is Indomie. The companies must create a strategy to increase income and profits and maintain market share. The objective of the research to analyze the influence of positioning and product differentiation on the consumer loyalty of Indomie instant noodles. The method of this research used a quantitative descriptive. The sample for this research had as many as 100 respondents. The technique of sampling used a purposive sampling. The technique of data analysis is a multiple linear regression analysis using the classical assumption test, F-test, t-test, and coefficient of determination test. The data was processed using the SPSS-25 program. The results show that positioning and product differentiation are significant to consumer loyalty to Indomie instant noodles. Partially, the positioning positively and significantly affects consumer loyalty to Indomie instant noodles. At the same time, product differentiation has no significant effect on consumer loyalty. The coefficient of determination test (R^2) shows that positioning and product differentiation have an effect of 50.8% on consumer loyalty, while other variables influence 49.2%. Companies should increase product differentiation by attempting instant noodle variants made with healthier ingredients.

Keywords: consumer loyalty, Indomie, product differentiation, positioning

1 Introduction

The competition in the modern era is increasing. One of the industry sectors that competes in the market is the instant food industry. The trend of consumption has also changed to fast food patterns. Therefore, every company must be more creative and innovative in designing marketing strategies to compete and maintain market share for its products. Choosing the right strategy can create profits and increase revenue.

Indonesia is the country with the second-largest rate of instantaneous consumption in the world [1]. Instant noodles are a fast food product that is very popular. In addition to its practical presentation, it is affordable, easy to obtain, and preferred by a wide range of consumers, such as children, teenagers, and adults [2]. A packet of instant noodles contains food additives such as MSG, sodium tripolyphosphate, natrium benzoate, and tartrazine yellow [3]. Instant noodles are a food product with

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a high carbohydrate content. However, instant noodles contain low nutrients and have a high amount of calories, fats, and sodium salts, so it is not good to consume too often.

Many options for instant mie brands are growing in the market. Indomie is the most popular and widely consumed instant noodles brand in Indonesia. P.T. Indofood CBP Success Makmur Tbk produces Indomie instant noodles with various flavor variants. According to data from the Frontier Group Independent Research Institute for 2022, Indomie is ranked highest among the most popular instant noodles brands in Indonesia with 72.9%. Mie Sedaap follows second place with a percentage of 15.5%. Followed by Sarimi with 2.6%, which is the third favorite brand, followed by Gaga 100/ Mie 100 with 2.2%, and Supermi with 1.6% [4]. Indomie has been widespread, penetrated global markets, and grown in over 80 countries. Here is a graph of Indonesia's most popular TBI (Top Brand Index) instant noodles 2022.
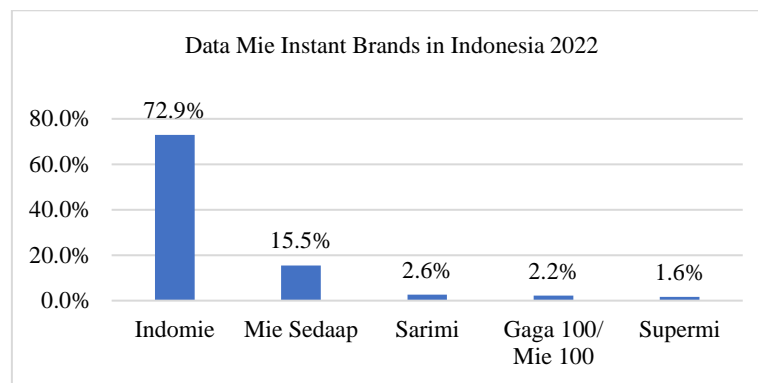

Fig. 1. Data Mie Instant Brands in Indonesia 2022 [4]

A marketing strategy is a strategy that can be used to increase product sales. Each company has a strategy to keep products in the market and consumers' hearts. Positioning and product differentiation is one of the marketing strategies used by Indofood to gain market share. Positioning is a marketing strategy that aims to design the image of the company and the value it offers so that consumers have the same thoughts about the product offered. According to [5], the positioning strategy aims to place the product in the hearts of consumers so that they always remember the product that is marketed.

Generally speaking, popular products have their place in the hearts of consumers. Positioning is designed by looking at different consumer needs for a product, and such differences create a product position with a competitor's product. Based on research by [6] there is a positive and significant influence of positioning on consumer loyalty. Positioning is essential in achieving, building, and communicating the advantages of a product offered to consumers [7]. Therefore, a positioning strategy needs to be considered by every company in order to retain its customers.

Product differentiation is the process of giving and adding a series of differences essential to distinguish the products the company offers from those its competitors offer [8]. Each product has its advantages and weaknesses. The differentiation strategy is the differentiator between a company's product and that of a competitor, where consumers have never received the same from a previous product. According to [9], performance products can be distinguished by several elements such as shape, features, quality of performance, durability, credibility, ease of repair, design, and style. Companies must be able to create different value advantages and benefits for products in order to cultivate loyalty among consumers. According to a study by [10], product differentiation positively

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and significantly impacts consumer loyalty. [11] also states that variables of product differentiation have a positive and significant influence on consumers' loyalty variables.

Consumer loyalty is a crucial concept for companies. The company's strategy in marketing and offering the superiority of its products can make the consumer loyal. According to [12], consumer loyalty is a deeply held commitment to buying or supporting a preferred product or service and can cause consumers to purchase the same brand repeatedly. To make consumers loyal, company strategies such as positioning and proper product differentiation can create more varied competition in the market. According to [12], the indicators of a loyal consumer are 1) making repeat purchases, 2) recommending products to others (referrals), and 3) showing resistance to competitors' influence (retention).

Consumer loyalty measures the proximity between a consumer and a brand. Consumers place brands at the top of their minds when considering the product and the deep commitment required to purchase. According to a previous study by [12], product differentiation and positioning significantly affect consumer purchasing interests. However, previous research has yet to discuss much about the impact of product positioning and differentiating on the loyalty of consumers to Indomie products. Therefore, researchers are interested in researching the effect of partial and simultaneous positioning of products on consumers' loyalty to Indomie products.

2 Materials And Methods

2.1 Time and Location of Research

This research was carried out in Bogor City, West Java, from July to September 2023. The election was deliberate, seeing the population of this area densely populated so that the volume of food consumption in this area is high. People are consuming many fast food products, including Indomie instant noodles.

2.2 Methods of Research

This research uses descriptive quantitative methods. Quantitative descriptives interpret data characteristics such as squares, medians, and variations. Data is generally collected and expressed in the form of numbers. Quantitative methods focus on testing the theory based on variables and analyzing data with statistical procedures. In this study, the data was grouped by specific categories using tables to facilitate the analysis of the SPSS program.

2.3 Population and Sampling of Research

A population is a group or generally of study objects or subjects with specific characteristics [13]. The population of this study is the community that has consumed Indomie. The sample is an element of the population that is the focus of the research [14]. This study concluded 100 respondents as samples. According to [12], purposive sampling is a technique of determining samples with some particular consideration that respondents had bought and consumed Indomie twice.

2.4 Data Collection Methods

The collection of data methods on research using survey methods through Likert scale questionnaires. Respondents usually answer questionnaire questions and then replace them with numbers 1 to 5 to be summed up. The growing total value shows that consumers often consume such products instead. The Likert scale indicator consists of the following rating categories:

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- Fully agree (S.S.)   : point 5
- Agree (S)   : point 4
- Neutral (N)   : point 3
- Disagree (T.S.)   : point 2
- Fully disagree (STS)   : point 1

2.5   Types and Data Sources

The type of data commonly used in a study consists of two primary and secondary data.

1   Primary data

Primary data is data obtained from the questionnaire dissemination. The questionnaires contain a set of questions to be given to someone related to the research to be carried out to obtain information [15].

2   Secondary data

Secondary data is collected from various previous literature studies related to research, such as journals, scripts, textbooks, research reports, theses, etc.

2.6   Variable Identification

This study variables are divided into independent and dependent variables. Positioning (X1) and product differentiation (X2) are examples of independent variables. While, the consumer loyalty (Y) is the dependent variable.

2.7   Data Analysis Methods

The data analysis method used in this study consists of a multiple linear regression test and a classical assumption test. In addition, the research was tested using the hypothesis test (simultaneous test, partial test, and R Square determination coefficient test.

2.7.1   Validity Test

Validity test is used in research to measure the degree of accuracy of a measuring instrument against what is to be measured [16]. The test technique used in testing the validity of questionnaire data is the Pearson Correlation. This test is carried out by comparing each attribute score to the total score. The overall score is calculated by summarizing all of the questionnaire attributes. Question attributes significantly correlated with total scores indicate that what is desired is valid. The decision-making on the reliability test is comparing between r-calculation and r-table. If r counts > r table or value of significance < 0.05, then the research instrument is said to be valid. However, the question items are invalid if the r value counts < r table and the importance value > 0.05.

2.7.2   Reliability Test

Reliability test is an analytical instrument used to determine whether or not a test measurement remains consistent after repeated testing on the same subject and condition. The reliability test can be determined by the Cronbach's Alpha value obtained simultaneously from each instrument [17]. Cronbach's Alpha is one reliability measure with values from 0.0 to 1.0. Reliable research can provide consistent results for the exact measurement. However, research is unreliable if measurements give different results when tested repeatedly. The reliability test techniques show that if the Cronbach's Alpha value is > 0.60, the instrument is declared reliable or reliable. That means the respondent's

answers could be more consistent over time. Then. if the Cronbach's Alpha value is < 0.60, the instrument is unreliable.

2.7.3 Classical Assumption Test

A classical assumption test is a statistical criterion that must be met in a multiple linear regression analysis. The classic assumptions test data matching and determine whether the regression model is predictable. Classical assumptions are tested with the help of computer programs such as SPSS. The classic assumption tests consist of normality, multicollinearity, and heteroscedasticity tests.

a) Normality test

A normality test is performed to determine whether a residual variable in a regression model is distributed normally or not distributed [18]. An acronym used to determine whether data distribution is spread commonly is based on the significance values of histogram tests, standard probability graphs of plots, and Kolmogorov Smirnov [19]. Test results using the Normal P-Probability Plot graph show that when the points in the graph spread along a diagonal line, the regression equation is distributed normally. The normality test results can also be determined by looking at the probability value of One-Sample Kolmogorov Smirnov. If the probability value of Kolmogorov Smirnov is > 0.05, then the data is distributed normally. However, if the Probability value is < 0.05, it is not distributed.

b) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a relationssip between independent variables [19]. The indicators used to measure the multicollinearity test are the Tolerance Values, Variance Inflation Factor (VIF), and the quantity of the correlations among independent variables on the SPSS device. A regression model with a VIF value > 10 and a Tolerance Value < 0,10 indicates that in a regressive model, there is or is a relationship between an independent variable. However, if the regression models have a value of VIF < 10 and magnitudes of tolerance > 0,10, there is no relationship between independent variables.

The multicollinearity test is performed to find out if there is a connection between independent variables [19]. A regression model with a VIF value > 10 and a tolerance value < 0,10 indicates that in a regressive model, there is or is not a relationship between an independent variable. However, if the regression models have a value of VIF < 10 and magnitudes of tolerance > 0,10, there is no relationship between independent variables.

c) Heteroscedasticity Test

Heteroscedasticity test used to examine whether there is an inequality of variance and residual of one observation to another in a regression model [20]. There are no heteroscedasticity (homoscedasticity in a good regression. To determine whether or not heteroscedasticity exists, a glacier test can be performed by regressing absolute residual values against independent variables. The indicator used is if the probability value is > 0.05, then the data is not independent of the indication of heteroscedasticity. Meanwhile, if the probability value obtained is < 0.05, then the data is independent of symptoms of heteroscedasticity.

2.8 Multiple Linear Regression Analysis

Analysis Linear regression is an analysis that aims to determine whether or not two or more independent variables influence a dependent variable. In this study, independent variables are more than one, so it is necessary to use double linear regression. The form of the linear regression equation is as follows:

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$$Y = a + b1X1 + b2X2 + e \qquad (1)$$

Description:
a: Constant
b: Regression coefficient
X1: Positioning
X2: Porduct Differentiation
Y: Consumer loyalty
e: Error (Disturbing Variable)

d) *Simultaneous Test (F Test)*

A simultaneous test is a test to determine the influence between an independent variable and a dependent variable at the same time (simultaneously). F-test (simultaneous test) uses a significance level (alpha) of 5% or 0,05. When a significance value < 0.05 or f-count value > f-table, the independent variables do not significantly effect to the dependent variable at the time. However, if the value of the significance > 0.05, or of the f- count value > of the tables, the independent d variable has a significant influence on the dependent variable.

e) *Partial Test (t-Test)*

Partial test shows the relationship between an independent and partially dependent variable. Independent variables are influenced by dependent variables if the significance value < 0.05 or t counts > of t tables. Meanwhile, if the value of significance > 0.05, or t count < of t table, then there are no independent variable influences with on the dependent variable.

2.9 Determination Coefficient Test (R2) or R Square

The determination coefficient test (R2) determines how well a regression model explain variations of dependent variables. The determination factor has a value (0 < R2 < 1). A determination value suggests that an an independent variable ability to explain the variation of a dependent variable ia very limited. While a value of a significant R2 value or close to one indicates the better ability of independent variables to provide almost all the information needed in predicting variation.

The multiple determination coefficient (R-Square) values explains the magnitude of the regression equation model's capacity to explain the influence of the independent variable positioning (X1) and product differentiation (X2) on the dependent variable consumer loyalty (Y).

3 Results and Discussion

3.1 Characteristics of Respondents

This research was conducted in Bogor, West Java. Respondents in this research were classified by gender, age, profession, and income. The analysis of respondent,s attributes is to determine how and who Indomie consumers. In this study, the analysis of respondent characteristics is carried out by grouping consumers by age, sex, profession, and income, as well as the number of frequencies respondents are consuming Indomie. An explanation of the respondent's characteristics can be presented in the following table:

3.1.1 *Respondents by Gender*

The following table shows the gender distribution of respondents:

Table 1. Indomie Consumer by Gender

Gender of Respondents	Frequency	Percentage
Male	32	32%
Female	68	68%
Total	100	100%

Based on the results of the questionnaire, 100 respondents were selected who had taken Indomie twice. Of the 100 respondents who participated in answering the questionnaire, 68 respondents (68%) were female, and the remaining 32 respondents (32%) were male. The highest number of respondents in the percentages of Indomie consumption were women, and the lowest were men.

3.1.2 Respondents by Age

The classification of respondents by age is presented in the following table below:

Table 2. Indomie Consumer by Age

Age of Respondents	Frequency	Percentage
<19 years	20	20%
19-24 years	61	61%
25-30 years	12	12%
>30 years	7	7%
Total	100	100%

Based on the above table, there were 20 respondents under the age of 19 (20%), 61 19-24 years old (61%), 12 25-30 years old (12%) and 7 over 30 years old (7%). Respondents who took the most Indomie were respondents aged 19-24 years. The age range was occupied mainly by young people such as students and workers. At the same time, the age that took the least Indomie was over 30. Indomie, whose presentation is practical and affordable, is suitable for consumers with many productive activities.

3.1.3 Respondents by Profession

The classification of respondents by job/ profession is shown in the following table:

Table 3. Indomie Consumer by Profession

Profession of Respondents	Frequency	Percentage
Students	15	15%
University students	48	48%
Worker	37	37%
Total	100	100%

Based on the table, respondents in this study consisted of students, students university and respondents who have already worked. Data processing results showed that the most significant respondents who have consumed Indomie were dominant students, with a percentage of 48%.

3.1.4 Respondents by Income

The classification of respondents based on income is as follows:

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Table 4. Indomie consumer by income

Income of Respondentas	Frequency	Percentage
IDR < 1.000.000	59	59%
IDR 1.000.000-2.000.000	13	13%
IDR 2.000.000-3.000.000	15	15%
IDR 3.000.000-5.000.000	11	11%
IDR >5.000.000	2	2%
Total	100	100%

Based on the data processing results, the respondents who most consumed Indomie were 59% of respondents receiving less than IDR 1,000,000, followed by 15% of respondents receiving IDR 2.000.000-3.000.000; 13% of respondents receiving IDR 1.000.000-2.000.000; 11% of respondents receiving IDR 3.000.000-5.000.000, and the remaining 2% of the respondents who had an income of more than IDR >5.000.000.

3.2 Validity test

A validity test used to assess the authenticity or validity of data. The validity test used is the Pearson Correlation. The threshold for the validity test is if r counts > r table and is positive and the significance level is 0.05 (α = 5%), then the questionnaire item is certified valid. If the r count <r table has a positive value with a significance rate of 0.05(α = 5%), then the quiz item is stated invalid. The study used an R-table of 0.195 with a sample of 100 respondents. The questionnaire's validity test results of the are shown in the table below:

Table 5. Validity Test Results *Correlation Pearson*

Variable	No	R-table	Calculated- R	Notes
Positioning (X1)	1	0,195	0,424	Valid
	2	0,195	0,636	Valid
	3	0,195	0,644	Valid
	4	0,195	0,691	Valid
	5	0,195	0,706	Valid
	6	0,195	0,679	Valid
	7	0,195	0,653	Valid
	8	0,195	0,684	Valid
	9	0,195	0,681	Valid
	10	0,195	0,613	Valid
	11	0,195	0,585	Valid
	12	0,195	0,742	Valid
	13	0,195	0,783	Valid
Product Differentiation (X2)	1	0,195	0,822	Valid
	2	0,195	0,777	Valid
	3	0,195	0,816	Valid
	4	0,195	0,801	Valid
	5	0,195	0,722	Valid
	6	0,195	0,586	Valid
	7	0,195	0,821	Valid
Consumer Loyalty (Y)	1	0,195	0,734	Valid
	2	0,195	0,842	Valid
	3	0,195	0,656	Valid

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Variable	No	R-table	Calculated- R	Notes
	4	0,195	0,798	Valid
	5	0,195	0,751	Valid
	6	0,195	0,737	Valid
	7	0,195	0,826	Valid

According to the validity test result, all question items are valid. The test results show that the calculated r value of the entire question attribute is more significant than the r-table (0,195) and is positive. The whole question item is worthy of use in research.

3.3 Reliability Test

A reliability test determines a questionnaire's reliability and consistency, even if repeatedly tested. The Cronbach's alpha value is used to calculate the reliability test technique. A good reliability testing result is a value of Cronbach's alpha greater than 0.60. The reliability test results of each variable can be seen in the table below:

Table 6. Reliability Test Results Cronbach's Alpha

Variable	Standard	Alpha Cronbach	Notes
Positioning (X1)	0,60	0,885	Reliable
Product Differentiation (X2)	0,60	0,882	Reliable
Consumer Loyalty (Y)	0,60	0,881	Reliable

Table 6 shows that Cronbach's Alpha value for the positioning variable is 0.885, product differentiation 0.882, and consumer loyalty 0.881. The result of the reliability test of this study indicated that all the instrument variables used in this research are reliable.

3.4 Classical Assumption Test

A classic assumption test determines whether multiple linear regression security models are acceptable because they meet the (Best Linear Unbiased Estimator) BLUE estimation so that the estimation is non-biased, linear, and consistent. The classical assumption test consists of a normality test, a multi-correlation test, and a heteroscedasticity test.

3.4.1 Normality test

A normality test is performed to determine whether the data on a study is distributed normally [21]. Several ways can be used to test normality. This study's normality test is known by looking at the P-plot diagram.

Essential decision-making is that if the points on the histogram are in the diagonal line direction, then the data is usually distributed. If the dots are distant and not in the way of a diagonal, then the data is not normally distributed. The results of the normality test using the standard probability plot (P plot) graph presented in the figure below:
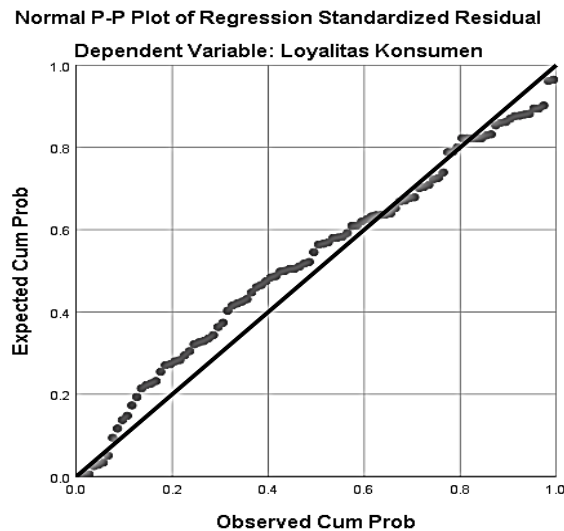
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Fig. 2. Normality test results with P-Plot Normal Graph

According to Figure 2, the normality test results with the P Plot reveal that the points surrounding the diagonal line are distributed. In this study, the regression model is normally distributed.

3.4.2 Multicollinearity Test

On multiple linier regression, the multicollinearity test determines the correlation (relationship) between independent variables. The relationship between the dependent variable (Y) and the independent variable(X) will be either normal or unclear if an independent variable has a high correlation. The VIF and Tolerance Value are usesd to executed the multicolinieruty test. There is no relationship between the independent variables if the VIF value obtained is < 10 and tolerance values $> 0,10$. If the VIF value obtained is > 10 and the tolerance value $< 0,10$, there is a relationship between the independent variable. The multicollinearity test results can be seen in the following table:

Table 8. Multicollinearity Test Results

Variable	Tolerance Value	VIF Value	Notes
Positioning (X1)	0,363	2,757	No Multicollinearity
Product Differentiation (X2)	0,363	2,757	No Multicollinearity

Based on the results of the multicollinearity test, the VIF value of each independent variable (2,757) < 10 and the Tolerance Value (0,363) $>$ of 0.10. There is no high correlation between the independent variables used in this study. Thus, the positioning and product differentiation variables do not contain multicollinearity.

3.4.3 Heteroscedasticity Test

The heteroskedasticity test is used to detect whether, in a regression model, there is an inequality of variance from the residual of one observation to the other [22]. Homoscedasticity occurs when the value of the same variable on a regression equation various. To determine the heteroscedasticity, if the probability value obtained is $>$ alpha value (0,05), there are no heteroscedasticity symptoms. If the probability value obtained is < 0.05, it can be stated that the equation contains symptoms of heteroscedasticity. The heteroscedasticity of test results can be seen in the following table:

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Table 9. Heteroscedasticity Test Results

Variable	Significant Value (α = 5%)	Absolute Residual Value	Notes
Positioning (X1)	0,05	0,908	No heteroscedasticity
Product Differentiation (X2)	0,05	0,217	No heteroscedasticity

According to the test results, the absolute residual value is obtained on each independent variable positioning (0,908), and the product differentiation (0,217) is more than the significance value of 0.05. So, there is no heteroskedasticity in the regression model.

3.4.4 Multiple Linear Regression Test

The multiple linear regression test used to determine the effect of two or more independent variables (X) on the dependent variable (Y). The variable that was evaluated in this study contains of two independent variables, namely positioning (X1) and product differentiation (X2), and a dependent variable, namely consumer loyalty (Y). The following tables shows the results of the multiple linear regression test:

Table 10. Multiple Linear Regression Test Results

Variable	Coefficient Value
Constanta	-2,971
Positioning	0,433
Product Differentiation	0,171

The multiple linear regression equation is:

$$Y = -2,971 + 0,433 X1 + 0,171 X2 \tag{2}$$

The influence of each independent variable on the dependent variable can be analyzed by using the regression equations above as follows:

a. The constant value of the coefficient value is -2,971, meaning that if the positioning variable (X1) and product differentiation (X2) values do not increase or have a zero value, then the consumer loyalty rate is fixed at -2.971.
b. The coefficient of positioning (X1) is 0.433, which means if the positioning improves by 1%, consumer loyalty will improves by 0.433.
c. The product differentiation coefficient (X2) value is 0.171, which means if the product difference grows by 1%, consumer loyalty will increase by 0.171.

3.5 Hypothesis Test

3.5.1 Simultaneous Test (F Test)

The simultaneous test (F-test) is a test that used to determine the influence of independent variables (positioning and product differentiation) on the dependent variable (consumer loyalty) simultaneously.

Table 11. Simultaneous Test Results

Variable	Significance Value	Conclusion
Positioning and product differentiation	0,000 < 0,005	H3 is accepted; positioning and product differentiation affect consumer loyalty.

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According to the above table, the significance value of the positioning and product differentiation of 0,000 < 0.05 is obtained. Thus, independent variables (positioning and product differentiation) simultaneously significantly influence the loyalty of Indomie.

3.5.2 Partial Test (Uji t)

A partial test or t-test is a test to determine whether each independent variable (product positioning and differentiation) has a significant influence on the dependent variable (consumer loyalty). The argument used in the t-test is that if t counts > t tables, then the hypothesis in the study fails to be rejected. This means a significant influence exists between the independent variable (X) and the dependent variables (Y). However, if t counts < t table, then the hypothesis in the study is rejected, which means there is no influence of the independent variable (X) on the binding variable. (Y). In addition, if the obtained significance value is less than 0.05, there is a significant influence between the independent and dependent variables. The t-test results can be seen in the table below:

Table 12. Partial Test Results

Variable	Significance Value	Conclusion
Positioning	0,000	Significant
Product Differentiation	0,222	No Significant

3.5.3 Positioning

According to the table above, the positioning variable has a significance value 0,000. The value is less than 0.05. So, it can be concluded that variable positioning significantly influences Indomie's consumer loyalty. This study is supported by [23], who states that brand positioning variables significantly impact consumer loyalty. Positioning is the way a brand is placed in the minds of consumers. Positioning success is determined by a company's ability to differentiate or give superior value to customers [5]. Indomie uses various positioning strategies to build a strong brand image and differentiate its products from competitors.

The Indofood company positions its product as different from other products. What distinguishes Indomie products from other instant noodles is their delicious taste. It can be known from the availability of Indomie in various flavors geographically tailored to each segment of society or the taste of every consumer in every region of Indonesia. Indomie is served practically and quickly, easy to obtain, and very affordable, so that it can be an option for consumers looking for economic food. Consumers are delighted with the positioning strategy that Indofood is applying to Indomie products. Therefore, the company must maintain positioning strategies that have already gained the public's trust so consumers remain loyal to Indomie products.

3.5.4 Product Differentiation

The partial test results showed that the value of significance on the product differentiation variable is 0.222, more significant than 0.05. Product differentiation has no significant influence on Indomie's consumer loyalty. This is accordance with the results of the [9] study, which indicates that the variables of product differentiation do not affect consumer loyalty. It means consumers do not consume Indomie because of the product difference compared to similar products. However, other factors, such as quality, taste, price, promotion, etc., are the main factors that affect consumer loyalty. Product differentiation is something that can distinguish a similar product from another. Therefore, the company must improve its differentiation strategy by adding a quality Indomie instant product variant with natural and healthy ingredients. It draws attention to consumers who are aware of and

care about health. In addition, companies can also create more attractive product packaging using environmentally friendly packaging.

3.6   Determination coefficient (R2)

The determination coefficient (R2) is a test to determines how significant the product positioning and differentiation variables are in explaining the consumer loyalty. The determination coefficient is represented on the R-square as a percentage. The determination coefficient test shows in the table below:

Table 12. Coefficient Output Results in Multiple Linear Regression Analysis

Variable	Coefficient	Conclusion
Positioning and Product Differentiation	0,508	50.8% of consumer loyalty is influenced by the independent variables of positioning and product differentiation, while other variables influence 49.2%.

According to the test results, R-Square (R2) value of 0.508 or 50.8% was obtained. This means that the positioning variable and product explain of 50.8% of the consumer loyalty variable, and the remaining 49.2% is influenced by other beside on positioning and product differentiation variables that are not included in this study.

3.7   Managerial Implications Analysis

Managerial implications consist of discussion suggestions to increase consumer loyalty to Indomie products. According to the results of the author's analysis that has obtained implications that can be given to the company as follows:

1   Positioning made by Indofood for Indomie products according to consumer expectations. It can be seen from the availability of taste in each demographic region. Therefore, the company must maintain the positioning of existing Indomie products to make consumers loyal to Indomie products.
2   According to the results of the above analysis, variable positioning and product differentiation simultaneously influence consumer loyalty. Thus, the company needs to improve its product differentiation strategy by trying to innovate to create a different flavor variant from the previous product, namely a healthy instant Indomie with natural ingredients without additional preservatives. This is due to consumer behavior now becoming aware of healthy food.

4   Conclusion

This study was carried out to identify of solutions to the problem of the impact of positioning on the loyalty of Indomie consumers. Based on the test results of each variable studied, some of the following conclusions:

1   Simultaneous test results of product positioning and differentiation significantly influence the consumer loyalty variable. It can be seen from the significance of the positioning of the product and the differentiated value of 0,000 < 0,05 that simultaneously positioning and differentiating the product affect customer loyalty to the Indomie product.
2   The partial test results of the variable positioning had a significance value of 0.000, which is less than 0.05. As a results, it was determined that the positioning variable had significant affects on consumer loyalty to Indomie.

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3 The product differentiation variable test results obtained a significance value of 0.222, more significant than 0.05. The conclusion is that the product differentiation variable does not significantly influence consumer loyalty to Indomie.

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