

Consumer Satisfaction on Local Instant Noodles with Japanese Identity in Semarang

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Abstract. The global fusion of cultures has led local brands to adopt foreign identities for marketing appeal. This study examines Semarang's consumers' satisfaction with two instant noodle products – a local brand (Indomie Premium Japanese Curry) adopting Japanese identity and a genuine Japanese brand (Nissin Ramen). It addresses how consumer ethnocentrism influences satisfaction. A purposive sample of Semarang consumers (age ≥ 16) who recently purchased both products was surveyed online. Reliability and validity of the CSI (Customer Satisfaction Index) and CETSCALE (Consumer Ethnocentrism Scale) instruments were confirmed (Cronbach's $\alpha > 0.67$ for all scales). Importance-Performance Analysis (IPA) identified key product attributes (packaging, taste, price, availability, "Japanese ambience") and computed CSI values. Indomie yielded a CSI of 78.20% and Nissin 76.32%, both in the "satisfied" category. Regression analysis revealed that higher ethnocentrism modestly increased satisfaction for both products ($\beta \approx 0.034\text{--}0.047$, $p < 0.05$), contrary to the expectation that ethnocentric consumers prefer local brands only. This novel integration of CSI, IPA, and CETSCALE reveals that even ethnocentric Indonesian consumers are generally satisfied with the Japanese made product, likely due to perceived quality. Findings inform marketing strategies for culturally-branded products.

Keywords: Consumer Satisfaction; Instant Noodles; Japanese Identity; Consumer Ethnocentrism; Semarang.

1 Introduction

Cultural identity comprises distinct characteristics that differentiate individuals or groups. Indonesia's national identity is famously multicultural, with diverse ethnic traditions and languages [1]. In today's globalized market, foreign cultural elements increasingly pervade local products and marketing. Many Indonesian brands now adopt Japanese symbols, language, or imagery on packaging to appeal to consumers, projecting an image of quality and modernity [3]. A prominent example is Indomie's "Premium Japanese" flavor series (e.g. Japanese Curry, Tori Miso), which uses Japanese motifs despite being produced locally. Japanese branding is often associated with innovation and high standards [4]. For instance, a study found that co-branding with foreign cues can enhance product appeal in bicultural markets [5]. Consumer satisfaction and purchase intentions for such culturally-branded products depend on perceptions of quality and identity. According to consumer behavior theory, individuals interpret product cues (like foreign labels) through cognitive and cultural lenses. Studies have shown that consumers often perceive foreign-origin brands as higher quality, but strong ethnocentric beliefs can moderate this effect. Shimp and Sharma S. defined consumer ethnocentrism as the tendency to favor domestic products out of patriotism, viewing imports as unpatriotic [8]. High ethnocentric consumers typically prefer local brands, whereas those with low ethnocentrism are more open to foreign products. For example, Yoo B and Donthu N. found that U.S. consumers' cultural orientation strongly influenced attitudes toward Japanese goods [9]. This study focuses on local instant noodles with Japanese identity (Indomie Premium Japanese Curry) versus a genuine Japanese brand (Nissin Ramen) in Indonesia. Previous research on Japanese identity consumption in Indonesia has been largely qualitative or industry-focused, with little quantitative insight into consumer satisfaction and cultural bias. By employing Importance-Performance Analysis (IPA), Customer Satisfaction Index (CSI) methods, and the CETSCALE, this research quantifies satisfaction levels and the effect of ethnocentrism. The objectives are: (1) to measure and compare consumer satisfaction for the two products, and (2) to assess how consumer ethnocentrism predicts satisfaction with the local Japanese-identity product. The findings contribute novel insight into cross-cultural branding, extending Indonesian consumer behavior literature.

2 Methods

A quantitative comparative survey was conducted in Semarang, Central Java. The target population was local consumers who recently purchased either Indomie Premium Japanese Curry or Nissin Ramen. A non-probability purposive sample was drawn using the following inclusion criteria respondents must have Lives in Semarang city; Actively purchased and consumed both the specified instant noodle product(s) within the past three weeks.

Age: 16 years or older, ensuring respondents can critically evaluate product attributes.

A total of N=95 valid responses were collected via an online questionnaire (Likert scale 1–5) distributed in May - June 2025. The survey instrument included: (a) Customer Satisfaction Index (CSI) items – five questions each on key attributes (taste, packaging design, price, availability, “Japanese ambience”) for Indomie and Nissin separately; (b) Consumer Ethnocentrism (CETSCALE) – a 10-item adaptation of Shimp and Sharma’s scale; and (c) demographic items. Prior to main data collection, a pilot test ensured clarity and validity of the questionnaire.

2.1 Reliability and Validity

A questionnaire item is considered valid if its Pearson correlation coefficient exceeds the critical r_{table} value; conversely, if the Pearson correlation coefficient is below the r_{table} value, the item is deemed invalid. The r_{table} value is determined from the r-distribution table using $df = (n - 2)$ at a 5 % significance level, yielding $r_{table} = 0.361$. All CSI and CETSCALE items showed Pearson correlations above the critical value ($r > 0.361$ for $n = 30$), indicating satisfactory convergent validity. Cronbach’s alpha was calculated for each scale: CETSCALE ($\alpha = 0.735$), CSI-Indomie ($\alpha = 0.738$), CSI-Nissin ($\alpha = 0.762$), IPA attributes ($\alpha = 0.677$). All scales exceeded the 0.60 threshold, confirming acceptable internal consistency.

2.2 Data Analysis

Importance-Performance Analysis (IPA): For each product, respondents rated the importance and performance of the five attributes. Mean importance (MIS) and performance scores (mean satisfaction score, MSS) were computed. Weight factors (WF) were derived from the MIS as proportions of total importance. Weighted satisfaction scores (WS) for Indomie and Nissin were calculated to obtain the CSI for each (see Table 5). The CSI percentage was computed as total WS divided by the maximum possible score. Regression Analysis: A simple linear regression tested the influence of consumer ethnocentrism on satisfaction. The dependent variable was CSI

(%) for each product, and the independent variable was the respondent's average CETSCALE score. Significance was assessed at $\alpha=0.05$. All analyses were performed using SPSS v31.0.0.

3 Result and Discussion

3.1 Validity and Reliability

Validity testing confirmed that all questionnaire items were significantly correlated with their total scales (Pearson $r > 0.361$, $p < 0.05$). For example, all five CSI items for both Indomie and Nissin had correlations well above the critical value (Table 1). Reliability analysis (Table 3) showed Cronbach's α ranging from 0.677 (IPA) to 0.762 (CSI-Nissin), exceeding the conventional 0.60 benchmark. Thus, the CSI, CETSCALE, and IPA measures were deemed psychometrically sound, in line with prior CSI studies.

Table 1. Results of validity testing (Pearson correlation) for CSI questionnaire items

Attribute	Code	Pearson Corr. (Indomie)	Pearson Corr. (Nissin)	Rtable	Validity
Taste	K_R	.759**	.794**	0.361	Valid
Design (Packaging)	K_D	.709**	.732**	0.361	Valid
Price	K_H	.798**	.581**	0.361	Valid
Availability	K_K	.549**	.718**	0.361	Valid
Japanese Ambience (Nuansa)	K_N	.457*	.520**	0.361	Valid

Table 2. Results of validity testing (Pearson correlation) for CETSCALE items

Code	Pearson Correlation	Rtable	Validity
C.1	.777**	0.361	Valid
C.2	.518**	0.361	Valid
C.3	.815**	0.361	Valid
C.4	.603**	0.361	Valid
C.5	.671**	0.361	Valid
C.6	.751**	0.361	Valid

C.7	.629**	0.361	Valid
C.8	.557**	0.361	Valid
C.9	.788**	0.361	Valid
C.10	.562**	0.361	Valid

Table 3. Reliability statistics (Cronbach's α) for measured constructs

Variabel	N of Items	Cronbach's α	Koefisien R	Reliability
CETSCALE	10	0.735	0.6	Reliable
CSI (Nissin)	5	0.762	0.6	Reliable
CSI (Indomie)	5	0.738	0.6	Reliable
IPA Attributes	5	0.677	0.6	Reliable

3.2 Customer Satisfaction (CSI) Results

Using the CSI methodology, each attribute's importance and performance were combined to compute overall satisfaction for both products. The detailed CSI calculations are shown in Table 5. Indomie Premium Japanese Curry achieved a CSI of 78.20%, while Nissin Ramen scored 76.32%. According to the CSI interpretation scale (Table 4), both values fall within the "Satisfied" (66–80.99%) category. With Indomie's slightly higher CSI suggests that consumers were marginally more satisfied with the local Japanese-identity product. A paired *t*-test comparing the two CSI scores found $p > 0.05$, indicating no statistically significant difference in satisfaction between the products. This implies that on average, Indonesian consumers felt similarly satisfied with both the domestic and foreign-brand noodles.

Table 4. CSI score categories and interpretation

CSI Score (%)	Interpretation
81%-100%	Very Satisfied
66%-80,99%	Satisfied
51%-65,99%	Somewhat Satisfied
35%-50,99%	Less Satisfied
0%-34%	Not Satisfied

Table 5. CSI calculation summary for Indomie Premium Japanese Curry and Nissin Ramen

Atribut	MIS	WF (%)	MSS Indomie	MSS Nissin	WS Indomie	WS Nissin
Taste	4.45	21.47%	3.88	3.73	83.29	80.07
Design (Packaging)	4.12	19.87%	3.87	3.82	76.91	75.92
Price	4.14	19.97%	3.82	3.69	76.29	73.69
Availability	4.2	20.36%	4.06	3.67	82.26	74.36
Japanese Ambience (Nuansa)	3.82	18.33%	3.95	4.21	72.29	77.58
Total Σ	20.63	100%			391.03	381.62

$$CSI = \frac{\sum_{i=1}^p WS_{indomie}}{HS} \times 100\% = \frac{391.03}{5} \times 100\% = 78.20\%$$

$$CSI = \frac{\sum_{i=1}^p WS_{nissin}}{HS} \times 100\% = \frac{381.62}{5} \times 100\% = 76.32\%$$

These CSI values indicate that both products meet the consumer expectations on average. The “Japanese ambience” attribute (e.g. perceived authenticity of flavor or packaging design) had the lowest weighted satisfaction for Indomie (WS=72.29) and the highest for Nissin (WS=77.58), suggesting Nissin’s authenticity was somewhat more appreciated. However, all attributes for both products scored above 72 in weighted satisfaction, reflecting overall positive perceptions. In summary, the data suggest that Indonesian consumers are generally satisfied with the local Japanese-identity noodle, nearly as much as with the original Japanese brand.

3.3 Consumer Ethnocentrism and Satisfaction

CETSCALE scores among respondents were relatively high (mean≈40.5 on a 10–50 scale), indicating a strong ethnocentric tendency in the sample. Specifically, 61% of respondents scored ≥40 (high ethnocentrism), 35% scored 30–39 (moderate), and only 4% scored below 30. This suggests most surveyed consumers tend to favor domestic products in principle. To test the impact of ethnocentrism on satisfaction, regression models were run for each product. The models were:

$$CSI_i = \alpha + \beta \times CETSCALE + \varepsilon$$

$$CSI_Indomie = 2,537 + 0,034 \times (CETSCALE) \text{ (p=0,011; R}^2\text{=0,067)}$$

$$CSI_Nissin = 1,902 + 0,047 \times (CETSCALE) \text{ (p=0,005; R}^2\text{=0,082)}$$

Both models show a small but statistically significant positive β coefficient. In other words, higher consumer ethnocentrism was associated with slightly higher satisfaction ratings for both products. For every 1-point increase in the ethnocentrism score, Indomie's CSI increased by ~ 0.034 points and Nissin's CSI by ~ 0.047 points. However, the R^2 values ($\sim 6\text{--}8\%$) indicate that ethnocentrism explains only a small fraction of the variance in satisfaction.

These results partially defy the classic expectation that ethnocentric consumers would favor the local product and devalue the foreign one [8]. Instead, both Indomie and Nissin satisfaction rose modestly with ethnocentrism. One interpretation is that ethnocentric consumers still recognized the quality or authenticity of Nissin Ramen, so their satisfaction remained high despite favoring domestic goods. This aligns with finding that Nissin's authentic Japanese quality was "enough to satisfy consumers". Indomie's high satisfaction may reflect that the local brand's Japanese-themed flavor was sufficiently appealing even to ethnocentric buyers.

These findings are consistent with some recent studies. For instance, Dong and Li observed that cultural identity can increase value perception even for foreign products in some contexts [11]. In the Indonesian market, relatively low ethnocentrism among youth has been noted, possibly due to openness to global culture. Our results suggest that ethnocentric consumers in Semarang, while generally proud of local products, did not significantly penalize the foreign product in satisfaction. In practical terms, adopting Japanese identity does not appear to alienate even those with strong national pride; on the contrary, it may help local brands compete by leveraging positive associations with Japan.

4 Conclusion

This study assessed Semarang's consumers satisfaction with a locally branded Japanese-style instant noodle versus a genuine Japanese product, and examined the role of consumer ethnocentrism. Both products achieved high satisfaction indices (Indomie 78.20%, Nissin 76.32%), placing them in the "satisfied" category. There was no significant difference in satisfaction between the two. Consumers in Semarang exhibited a strong ethnocentric orientation, yet higher ethnocentrism was positively (though weakly) related to satisfaction for both products. Contrary to initial expectations, ethnocentric consumers did not prefer the local product exclusively; instead, they also valued the foreign brand. This suggests that when a local brand effectively incorporates foreign cultural elements and maintains quality, it can appeal broadly, even to nationalistic consumers. Implications: For marketers of local products adopting foreign identities, the findings are encouraging cultural branding. In this case, Japanese Identity can yield consumer satisfaction without alienating ethnocentric

segments. The integration of IPA, CSI, and ethnocentrism measures in this study provides a comprehensive framework for evaluating such products. Future research could expand to other product categories or compare different foreign identities. Limitations: The sample was limited to one city and two instant noodle products, so results may not generalize across Indonesia or product types. Nevertheless, the study offers a detailed quantitative analysis that complements prior qualitative observations of Japan-influenced branding in Semarang.

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