



Research Paper

Evaluating the Role of Integrated Communication in Enhancing Brand Awareness, Trust, Satisfaction, and Repurchase Intentions in Indonesia's Frozen Food Industry

¹Prapdopo, ²Rima Melati, ³Andi Nurhasanah, ⁴Johan Lucas Away, and
⁵Renita Kawuryan

^{1,2}(Marketing Management Study Program in Polytechnic State of Samarinda)

^{3,4,5}(Business of Digital Study Program in Polytechnic State of Samarinda)

Corresponding Author: Prapdopo

ABSTRACT: This study aims to fill the research gap by exploring the impact of integrated communication strategies on consumer behavior in the frozen food industry in Indonesia. It focuses on key variables namely Advertising; Public Relations; Customer Online Reviews; Corporate Social Responsibility, Brand Awareness, Customer Satisfaction, Customer Trust and Repurchase Intention. This study uses a quantitative research design with a cross-sectional approach, collecting data at a certain point in time to analyze the relationship between variables.

This study targeted consumers of frozen food products in Indonesia, using a convenient sampling technique. A total of 162 respondents were selected based on their availability and accessibility to ensure adequate representation. Data analysis included descriptive statistical techniques to analyze the characteristics of respondents and the means of variables. Regression analysis was used to test the relationship between independent and dependent variables. Validity and reliability tests were also conducted to ensure the accuracy of the research instrument.

The research reveals several important findings regarding the impact of integrated communications on brand awareness, consumer trust, satisfaction, and repurchase intention in Indonesia's frozen food industry. Effective advertising significantly enhances brand recognition by making the brand more memorable through attractive and informative ads, which in turn increases the intention to repurchase. However, it has minimal impact on customer satisfaction and trust, which are more influenced by product quality and direct experiences. Social activities from public relations, while less effective for brand recognition and satisfaction, significantly boost customer trust by demonstrating the company's commitment to social responsibility, leading to a positive impression and increased repurchase intention. Logical and informative online reviews contribute to brand awareness and trust, but customer satisfaction relies more on personal product experiences than on reviews. Furthermore, tangible CSR activities, such as supporting communities and reducing environmental impacts, not only enhance brand awareness and satisfaction but also strengthen customer trust, leading to a higher likelihood of repurchasing.

KEYWORDS: Advertising, Public Relation, Online Reviews, CSR, Brand Awareness, Satisfaction, Trust, Repurchase Intentions, Indonesia, Frozen Food Sector

Received 27 July, 2024; Revised 06 Aug., 2024; Accepted 08 Aug., 2024 © The author(s) 2024.

Published with open access at www.questjournals.org

I. INTRODUCTION

In the context of the ever-growing global frozen food industry, attention is increasing to integrated communication strategies as an effective marketing approach. [1]. However, the challenges in introducing, marketing and maintaining products in this increasingly competitive market have raised questions about the effectiveness of the communication strategies implemented by industry players[2].

Amidst increasingly fierce competition, frozen food companies in Indonesia also face various complexities in implementing marketing strategies. This involves various aspects, from creating brand awareness to maintaining customer loyalty[3]. Therefore, a deep understanding of integrated communications

strategies and their impact on consumer behavior becomes critical in achieving competitive advantage in this industry.

In the context of the dynamics of the frozen food industry in Indonesia, there are a number of issues that need to be considered in the context of marketing communication strategies. One of the issues that arises is the lack of in-depth understanding of how integrated communication strategies can influence consumer behavior in this specific context[4], [5], [6], [7], [8]. Although several studies have been conducted on communication strategies in the food industry, studies that focus on the frozen food industry in Indonesia are still very limited. Thus, the main problem statement in this study is how the integrated communication strategy influences repurchase intention, brand awareness, and customer satisfaction in the frozen food industry in Indonesia.

Gap analysis in the research literature highlights the void in understanding the influence of integrated communication strategies in the context of the frozen food industry, particularly in Indonesia. Although there are many studies examining communication strategies in various industries, studies that specifically explore the frozen food industry in Indonesia are still limited. Thus, this study aims to fill this gap by providing deeper insights into how integrated communication strategies can influence consumer behavior, particularly in the context of purchasing, brand awareness, and customer satisfaction in this industry.

In addition, this study also offers significant theoretical contributions by highlighting the novelty in the research approach and focus. By considering the limitations of previous studies, this study uses an integrated approach to analyze the impact of integrated communication strategies on key variables such as repurchase intention, brand awareness, and customer satisfaction. Thus, this study is expected to not only provide new insights into the market dynamics in the frozen food industry in Indonesia, but also provide a strong foundation for the development of more effective marketing theories and practices in this context.

II. LITERATURE REVIEW

Introduction to Frozen Food Industry

The frozen food industry has seen rapid growth in the past few decades. With increasingly sophisticated technology and increasing demand from consumers seeking convenience and quality, the industry has become one of the most dynamic and promising sectors in the global economy. Frozen food products have become a popular choice for consumers around the world; not only for their convenience but also for the quality and variety of products they offer[9].

Communication Strategy in the Food Industry

In an increasingly competitive market, communication strategy plays a very important role in marketing food products, including frozen food products[10], [11]. The importance of communication strategy lies not only in product promotion, but also in building a strong brand image and introducing product values to consumers. In the context of the food industry, an integrated approach in marketing communication strategy has been the key to success for many companies, where they combine various communication channels to reach a wider and more diverse audience[11].

Repurchase Intention Concept and Theory

One important aspect of consumer behavior in the context of the food industry is repurchasing intention, which is the intention or desire of consumers to repurchase products from a particular brand. This concept plays a crucial role in a company's marketing strategy, as it shows how effective their products and services are in maintaining customer loyalty. Some factors that influence repurchases intention include product quality, price, brand image, and consumer experience[12].

Customer Satisfaction in the Frozen Food Industry

Customer satisfaction is a key factor in the long-term success of a company in the food industry. In the context of the frozen food industry, where competition is very high and product variety is large, it is important for companies to ensure that consumers are satisfied with the products and services they provide[13]. Factors that influence customer satisfaction include product quality, price, availability, and the overall shopping experience. Strategies to improve customer satisfaction can include improving product quality, better customer service, and innovation in products and services.

Brand Awareness in the Context of the Frozen Food Industry

Brand awareness is a key factor in building customer loyalty and increasing market share, including in the food industry in the form of frozen food. With increasing competition, it is important for companies to have strong brand awareness among their consumers[13]. Strategies to increase brand awareness can involve a variety of marketing activities, including advertising, promotions, sponsorships, and social media activities.

Trust in the Context of the Frozen Food Industry

Consumer trust is a critical element in the frozen food industry as it is directly related to the perception of product safety and quality. In a study conducted by [14], [15], Trust in the context of frozen food is influenced by manufacturer transparency, clear labeling, and compliance with health standards. When consumers perceive that frozen food companies adhere to strict quality and safety standards, they are more likely to trust the product and recommend it to others. Trust is also influenced by previous positive experiences and consistency in product quality. In this context, an effective integrated communication strategy can increase consumer trust by providing clear, honest, and consistent information about the product.

Advertising in the Context of the Frozen Food Industry

Advertising plays a vital role in shaping brand perception and awareness in the frozen food industry. According to a study by [16], Effective advertising in this industry should emphasize the quality, convenience, and innovation aspects of the product. The use of attractive visuals, customer testimonials, and health claims can increase the appeal of the advertisement. In this context, advertising that utilizes digital media such as social media and streaming platforms has proven effective in reaching a wider and more diverse audience [16]. In addition, advertising that is responsive to environmental and health issues can also improve a company's positive image and attract the attention of consumers who are more conscious of health and the environment.

Public Relations in the Context of the Frozen Food Industry

Public relations in the frozen food industry focus on building and maintaining a positive company image in the eyes of the public. According to research by [17], An effective PR strategy involves active interaction with the media, community and other stakeholders. In the context of frozen foods, PR can include educational campaigns about the nutritional benefits of frozen products, collaboration with nutritionists and chefs, and participation in culinary events. PR that is transparent and responsive to issues such as food safety and sustainability can strengthen consumer trust and loyalty.

Customer Online Reviews in the Context of the Frozen Food Industry

Online reviews by customers are a highly influential source of information in the frozen food industry. Study by [18], shows that positive reviews can increase sales and brand image, while negative reviews can damage reputation and reduce purchasing interest. Online reviews provide direct insight into consumers' experiences with products, including taste, quality, and convenience. In this context, frozen food companies need to actively monitor and respond proactively to customer reviews to improve their image and increase customer satisfaction [18]. Using an integrated communications strategy to manage and utilize customer reviews can help in building stronger relationships with consumers.

Corporate Social Responsibility (CSR) in the Context of the Frozen Food Industry

CSR is an important component in an integrated communications strategy in the frozen food industry. Research by [19], shows that effective CSR can increase consumer trust and loyalty by demonstrating the company's commitment to social and environmental values. In the frozen food industry, CSR can include initiatives to reduce the carbon footprint, use sustainable raw materials, and support local communities. Transparent and consistent CSR campaigns can strengthen a company's positive image and increase customer engagement [19]. Additionally, effective communication regarding CSR initiatives can help frozen food companies to differentiate themselves from competitors and attract consumers who are more concerned about social and environmental issues.

III. CONCEPTUAL FRAMEWORK

The following is the conceptual framework in this research:

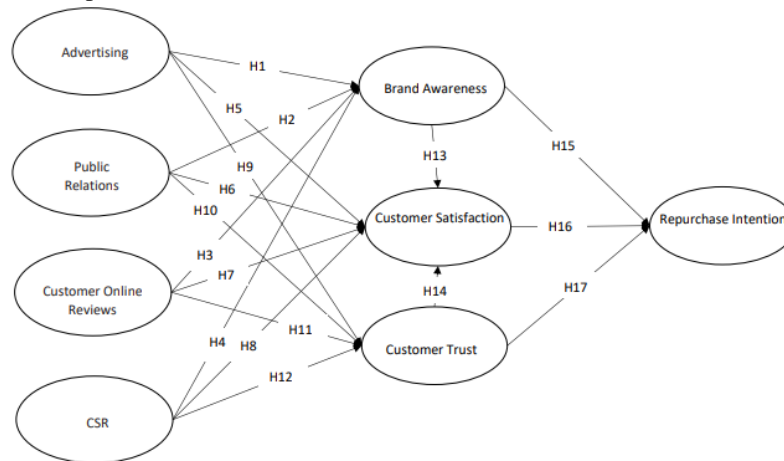


Figure 1. Conceptual Framework

This model shows that traditional marketing areas such as Advertising and Public Relations, as well as modern strategies such as Customer Online Reviews, influence Brand Awareness. Brand Awareness is hypothesized to impact Customer Satisfaction (H13) and Customer Trust (H14), which in turn are proposed to influence Repurchase Intention (H16 and H17). This highlights the importance of a comprehensive marketing strategy that increases brand awareness, which can significantly influence customer loyalty outcomes through satisfaction and trust

IV. HYPOTHESIS DEVELOPMENT

As for the hypothesis proposed in this study it is alleged on Frozen Food consumers in Indonesia, that:

- H1: Advertising has a significant positive effect on Brand Awareness
- H2: Public Relations has a significant positive effect on Brand Awareness
- H3: Customer Online Review has a significant positive effect on Brand Awareness
- H4: CSR has a significant positive effect on Brand Awareness
- H5: Advertising has a significant positive effect on Customer Satisfaction
- H6: Public Relations has a significant positive effect on Customer Satisfaction
- H7: Customer Online Review has a significant positive effect on Customer Satisfaction
- H8: CSR has a significant positive effect on Customer Satisfaction
- H9: Advertising has a significant positive effect on Customer Trust
- H10: Public Relations has a significant positive effect on Customer Trust
- H11: Customer Online Review has a significant positive effect on Customer Trust
- H12: CSR has a significant positive effect on Customer Trust
- H13: Brand Awareness has a significant positive effect on Customer Satisfaction
- H14: Customer Trust has a significant positive effect on Customer Satisfaction
- H15: Brand Awareness has a significant positive effect on Repurchase Intention
- H16: Customer Satisfaction has a significant positive effect on Repurchase Intention
- H17: Customer Trust has a significant positive effect on Repurchase Intention

V. RESEARCH METHODOLOGY

Research Design

The research design used is quantitative research with a cross-sectional approach. This approach allows researchers to collect data at a specific point in time to analyze the relationships between the variables under study.

Population and Sample

The population in this research is consumers of frozen food products in Indonesia. The sample was selected using a convenience sampling technique, where respondents were selected based on their availability and accessibility. The number of respondents was 162 to ensure adequate representation of the population.

Research Instrument

The research instrument used was a questionnaire specifically designed to collect data about the variables studied, Advertising; Public Relation; Customer Online Reviews; Corporate Social Responsibility, Brand Awareness, Customer Satisfaction, Customer Trust and Repurchase Intention. The questionnaire consists of two

main parts: the first part contains questions about the demographic characteristics of respondents such as age, gender, education, and income, while the second part contains questions about the research variables.

Research Variable

1. Independent Variables

Integrated Communication Strategy: This variable is measured using questions related to the various communication channels used by frozen food companies in Indonesia, among others:

a. Advertising is a series of promotional strategies that involve placing advertisements, both in traditional and digital media, to introduce, promote and increase consumer awareness of Frozen Food products. Advertising indicators include; Clear information, Frequent viewing frequency and Effective delivery.

b. Public relations refers to a company's efforts to build good relationships with consumers, government, media, and the general public with the aim of strengthening brand image, increasing consumer trust, and promoting Frozen Food products positively. Public relations indicators include; Publications, Events, News, Social activities, and Identity media.

c. Customer online reviews are feedback or reviews provided by consumers after purchasing and using Frozen Food products through online platforms such as e-commerce websites, social media, or special review platforms. Indicators of online customer reviews include; Realistic, Logical, and Accurate.

d. Corporate Social Responsibility (CSR) refers to a company's obligation to contribute to the development of society and the surrounding environment in a responsible and sustainable manner. CSR indicators include; Ethical, Legal, and Economic.

e.

2. Dependent Variable

Repurchase Intention: This variable is measured using questions about consumers' intentions to repurchase products from a particular brand in the future. Repurchase intention indicators include; Positive impression, Repurchase intention for the new product, Intention to purchase, and Intention to choose the new version.

3. Intervening Variables

a. Brand awareness: This variable is measured using questions about how often consumers remember certain brands of frozen food products when shopping. Brand awareness indicators include; Aware, Quickly recall the symbol or logo, and Recognize this brand

b. Customer satisfaction: This variable is measured using questions about the level of consumer satisfaction with the products and services they receive from frozen food companies in Indonesia. Customer satisfaction indicators include; Satisfied with the product attributes, Satisfied with the product information on the label, and Satisfied purchasing

c. Customer trust is the level of trust that consumers have in Frozen Food brands or producers to provide quality, safe products and meet consumer expectations. Customer trust indicators include; Benevolence, Ability and Integrity.

Data Collection Procedures

Data will be collected through online surveys using survey platforms such as Google Forms or Survey Monkey. Respondents will be invited to fill out questionnaires through various communication channels, including social media, email, and announcements in relevant stores or shopping centers.

Data Analysis

The collected data will be analyzed using statistical software such as Statistical Package for the Social Sciences (SPSS) and AMOS. Data analysis will include descriptive statistical techniques to analyze respondent characteristics and the mean of variables, as well as regression analysis to test the relationship between independent variables and dependent variables. In addition, validity and reliability tests will be carried out to ensure the validity and reliability of the research instruments used.

Procedures for processing and analyzing data through Structural Equation Modeling (SEM). The Structural Equation modeling (SEM) procedure refers to opinions[20], using 7 (seven) stages as follows:1) Development of models based on theory; 2) Development of flow diagrams; 3) Convert the flow diagram into a series of structural equations and measurement model specifications; 4) Selecting the Model Estimation Input Matrix; 5) Possible identification problems; 6) Evaluation of Model Suitability Criteria; 7) Model interpretation and modification.

VI. DATA ANALYSIS AND RESULTS

Table 1. Sample Profile

Gender	
Male	14,2%
Female	85,8%
Age	
< 20 years	26,5%
20-25 years	66,1%
26-30 years	6,2%
> 30 years	1,2%
Income Level (IDR)	
< 1 Million	67,3%
1 - 5 Million	26,5%
5,1-10 Million	5,6%
> 10 Million	0,6%

Source: Author Own Elaboration (2024)

The dominant age group of 20-25 years indicates a research focus on a younger demographic. The high representation of women indicates a gender-specific aspect of the research. Income data shows that this research targets respondents from lower economic backgrounds.

Table 2. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Advertising

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
AD	Advertising (X1)				
AD_1	Clear information	3,87	0,576	0,707	0,698
AD_2	Frequent viewing frequency	3,65	0,654	0,835	
AD_3	Effective delivery	3,70	0,728	0,821	

Source: Author Own Elaboration (2024)

Higher loading and validity values for frequent viewing and Effective delivery indicate these factors are critical to advertising success. Reliability scores were consistently high, indicating stable responding across samples. This study underscores the importance of clear information delivery and frequent exposure in advertising strategies.

Table 3. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Public Relation

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
PR	Public Relations (X2)				
PR_1	Publication	3,72	0,644	0,768	0,836
PR_2	Event	3,65	0,712	0,778	
PR_3	News	3,45	0,693	0,787	
PR_4	Social activities	3,20	0,741	0,782	
PR_5	Identity media	3,03	0,708	0,771	

Source: Author Own Elaboration (2024)

The publication scores highest in average, loading, and reliability, highlighting its effectiveness in Public Relations. Events and News also performed strongly, especially in reliability, showing consistent results. Social activity and Media identity, while effective, score slightly lower across all metrics compared to other activities.

Table 4. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Customer Online Review

Code	Variables and Indicators	Mean	Loading	Validity	Reliability
COR	Customer Online Review (X3)				
COR_1	Realistic	3,80	0,767	0,860	0,828
COR_2	Logical	3,80	0,871	0,877	
COR_3	Accurate	3,60	0,729	0,853	

Source: Author Own Elaboration (2024)

The Logical indicator shows the strongest loading and high Reliability, indicating it is a strong measure in the model. The slightly lower mean for Accuracy may indicate that despite the lower scores on events, this is a consistent measure. Overall, the data shows that all three aspects of customer online reviews are valid and reliable measures, but with nuances in the performance of each.

Table 5. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Corporate Social Responsibility

Code	Variables and Indicators	Mean	Loading	Validity	Reliability
CSR	Corporate Social Responsibility (X4)				
CSR_1	Ethical	3,96	0,796	0,818	0,717
CSR_2	Legal	4,10	0,875	0,870	
CSR_3	Economic	3,55	0,427	0,726	

Source: Author Own Elaboration (2024)

The Legal aspect of CSR scored the highest in terms of mean value (4.10), indicating that it is considered the most significant among the three components. Legal also had the highest loading (0.875) and validity (0.870), indicating strong internal consistency and alignment with the overall CSR construct. Economics scores lowest in mean and loading, which may imply that it is considered less critical or not well integrated into the CSR construct. All components demonstrated good reliability, with scores of approximately 0.7, indicating consistent responding across items within each component.

Table 6. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Brand Awareness

Code	Variables and Indicators	Mean	Loading	Validity	Reliability
BA	Brand Awareness (Y1)				
BA_1	Aware	4,39	0,725	0,781	0,782
BA_2	Quickly recall the symbol or logo	3,65	0,745	0,861	
BA_3	Recognize this brand	4,74	0,758	0,860	

Source: Author Own Elaboration (2024)

The highest mean score was for awareness, indicating that respondents were most aware of the brand in a general sense. The lowest average score was for brand recognition, indicating that while people are aware of the brand, they may not always recognize it immediately. Validity and reliability scores were consistently high across all indicators, indicating a robust measure. Loading values, which reflect how well each indicator represents the brand awareness latent variable, are also strong, especially for Recognize this brand. This shows that this indicator is a good measure of construction.

Table 7. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Customer Satisfaction

Code	Variables and Indicators	Mean	Loading	Validity	Reliability
CS	Customer Satisfaction (Y2)				
CS_1	Satisfied with the product attributes	4,01	0,819	0,880	0,848
CS_2	Satisfied with the product information on the labels	3,93	0,765	0,890	
CS_3	Satisfied buying	4,03	0,817	0,863	

Source: Author Own Elaboration (2024)

High loading values (>0.8) for CS_1 and CS_3 indicate strong internal consistency in these measures, reflecting a reliable assessment of satisfaction in these areas. Validity scores are consistently high (> 0.8), confirming the suitability of the construct used to measure customer satisfaction. Lower loading and validity values in CS_2 highlight potential problems in customer perceptions regarding the adequacy and clarity of product information on labels, which may impact overall satisfaction and trust.

Table 8. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Customer Trust

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
CT	Customer Trust (Y3)				
CT_1	Benevolence	3,72	0,694	0,831	0,799
CT_2	Ability	3,93	0,817	0,856	
CT_3	Integrity	3,70	0,754	0,849	

Source: Author Own Elaboration (2024)

Table 8. shows that Capability is considered the most important aspect of customer trust, both in terms of its impact (loading) and measurement accuracy (validity). Overall high reliability scores (>0.75) for all components indicate that the measurements can be consistently replicated, increasing the credibility of the study.

Table 9. Items of the Measurement Model, Descriptive Analysis and Results of the Evaluation Repurchase Intention

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
RI	Repurchase Intention (Y4)				
RI_1	Positive impression	3,97	0,861	0,851	0,879
RI_2	Repurchase intention for the new product	4,05	0,722	0,858	
RI_3	Intention to purchase	4,14	0,776	0,905	
RI_4	Intention to choose the new version	3,97	0,718	0,820	

Source: Author Own Elaboration (2024)

Positive impressions had an average score of 3.97, with high loading (0.861) and good validity (0.851). Repurchase intention for new products had a slightly higher mean score (4.05) but had lower loading (0.722) and validity (0.858). Intention to purchase shows the highest average (4.14) and excellent validity (0.905). Intention to choose the new version had a mean of 3.97, the lowest loading (0.718).

Table 10. Result Fit Model

Goodness of Fit Index	Cut off Value	Result Model	Explanation
X2 - Chi Square	< df = 280	273	Fit
Probabiity	>= 0,05	0,363	Fit
RMR	<= 0,10	0,04	Fit
RMSEA	<=0,08	0,013	Fit
GFI	>= 0,90	0,893	Not Fit
AGFI	>= 0,90	0,852	Not Fit
CMIN/DF	<= 2,0	1,028	Fit
TLI	>= 0,90	0,996	Fit
CFI	>= 0,95	0,997	Fit

Source: Author Own Elaboration (2024)

The model showed good fit in most of the indices such as Chi-Square, Probability, RMR, RMSEA, CMIN/DF, TLI, and CFI, as the values met the respective cut-off criteria. The GFI and AGFI indices did not support a good fit, indicating areas where the model could be improved. Overall, the model is largely successful in fitting the data, but adjustments may be needed to improve fit according to the GFI and AGFI.

Table 11. Result Test Hypothesis

Label	Relationship between Variables	Standardized Path coefficient	C.R	Probability	Explanation
H1	AD → BA	0,575	3,442	***	Significant
H2	PR → BA	-0,186	-1,338	0,181	Not Significant
H3	COR → BA	0,284	2,458	0,014	Significant
H4	CSR → BA	0,230	2,170	0,030	Significant
H5	AD → CS	0,170	1,355	0,175	Not Significant
H6	PR → CS	-0,029	-0,286	0,775	Not Significant
H7	COR → CS	0,083	0,878	0,380	Not Significant
H8	CSR → CS	0,219	2,565	0,010	Significant
H9	AD → CT	0,034	0,258	0,796	Not Significant
H10	PR → CT	0,271	2,128	0,033	Significant
H11	COR → CT	0,320	2,990	0,003	Significant
H12	CSR → CT	0,368	3,774	***	Significant
H13	BA → CS	0,292	2,614	0,009	Significant
H14	CT → CS	0,380	3,383	***	Significant
H15	BA → RI	0,270	2,227	0,026	Significant
H16	CS → RI	0,492	2,551	0,011	Significant
H17	CT → RI	0,298	2,313	0,021	Significant

Source: Author Own Elaboration (2024)

Significant Relationship: Hypotheses H1, H3, H4, H5, H10, H11, H13, H14, H15, H16, and H17 show significant relationships, indicating strong evidence against the null hypothesis for this path. **Insignificant Relationship:** Hypotheses H2, H6, H7, H8, H9, and H12 are not significant, indicating insufficient evidence to reject the null hypothesis for this relationship. **Impact on Model:** Significant paths help in understanding which relationships in the model are strong and impact overall model fit, while no significant paths may be reconsidered or revised in future studies.

VII. CONCLUSION AND IMPLICATIONS

The research provides several key conclusions and implications regarding the impact of integrated communications on brand awareness, consumer trust, consumer satisfaction and repurchase intention in the frozen food industry in Indonesia.

Effective advertising greatly influences brand recognition because attractive and informative advertising helps consumers recognize and remember the brand. When consumers are familiar with the brand, they tend to have a positive impression that can increase the intention to repurchase the product. However, effective advertising has little effect on customer satisfaction with product attributes and customer trust, because satisfaction is more influenced by product quality and direct experience when using it. Likewise, customer trust is formed through consistent and positive experiences with the product and company transparency, not just from advertising. So, while good advertising helps in brand recognition and creates a positive impression, customer satisfaction and trust depend more on product quality and actual experience.

Social activities from public relations may not have much impact on brand recognition or customer satisfaction with product attributes because the focus is more on building relationships and reputation than introducing products or enhancing direct experiences. However, if a company is active in social activities that are beneficial, this can increase customer trust by showing that the company cares about social issues and the community. When customers see a company's commitment to social responsibility, they feel more confident and trust the brand, which then creates a positive impression and influences their intention to repurchase the product.

Logical and informative online reviews can increase brand awareness by providing clear and useful information about the product, thereby making the brand more familiar to consumers. In addition, positive and reasonable reviews can increase customer trust because they show that the product has been well received by others. Although online reviews help build trust and repurchase intentions, customer satisfaction with product attributes depends more on personal experiences and the quality of the product itself, not just what others say. So, good reviews not only help in brand awareness and increase trust, but also influence consumers' intentions to buy the product again in the future.

When companies engage in tangible, meaningful corporate social responsibility (CSR) activities, such as supporting their communities or reducing their environmental impact, consumers become more familiar with the brand and feel more satisfied with the product because they see the company's commitment to positive

values. CSR initiatives such as reducing carbon footprints, using sustainable raw materials, and supporting local communities not only increase brand awareness but also build customer trust by showing that the company cares about social responsibility, not just profits. When customers feel that a company is responsible and ethical, they are more likely to trust the brand and feel satisfied, which can increase their likelihood of repurchasing the product in the future.

VIII. LIMITATION

This research provides valuable insight into the role of integrated communications in shaping consumer trust and satisfaction in the frozen food industry. However, this study has several limitations that must be acknowledged:

Cross-sectional design: This study uses a cross-sectional design, which collects data at one point in time. This approach limits the ability to establish causality between integrated communications strategies and changes in consumer behavior over time.

Focus on Indonesia: This research specifically explores the frozen food industry in Indonesia. While this provides in-depth insight into local markets, the findings may not be directly applicable or generalizable to other regions or countries with different cultural, economic and regulatory environments.

Limited industry scope: This study concentrates on the frozen food sector. While this focus allows for detailed analysis of industry-specific communications strategies, it may not capture the full spectrum of integrated communications practices applicable across other sectors.

Emerging markets perspective: Given the dynamic nature of the frozen food industry and its rapid development, especially in emerging markets, research may not fully address the growing challenges and opportunities facing companies in more established markets.

Bibliography

- [1]. Market Growth Research, "Global Frozen Food Market Size | Incredible Possibilities and Growth Analysis and Forecast 2024," Jan. 2024.
- [2]. S. R. Arifeen, "Frozen Food Products Marketing and Distribution Challenges in a Developing Country," 2012.
- [3]. G. Dhankhar, "A Study On Marketing Strategies On Frozen Food," 2023. [Online]. Available: www.iaraedu.com
- [4]. D. Blazheska, N. Ristovska, and A. M. Klimoska, "The impact of integrated marketing communication on customer behavior," 2021.
- [5]. E. A. Chaniago and N. Ariyani, "Marketing Management's View Of Integrated Marketing Communications," *J. Soc. Reserach*, pp. 589–594, 2023, [Online]. Available: <http://ijsr.internationaljournallabs.com/index.php/ijsr>
- [6]. O. Duralia, "Integrated Marketing Communication and Its Impact on Consumer Behavior," *Stud. Bus. Econ.*, vol. 13, no. 2, pp. 92–102, Aug. 2018, doi: 10.2478/sbe-2018-0022.
- [7]. U. Umbreen and T. Ali, "Impact of Integrated Marketing Communication on Consumers Purchase Decisions," *JISR Manag. Soc. Sci. Econ.*, vol. 11, no. 1, pp. 25–40, Jun. 2013, doi: 10.31384/jisrmsse/2013.11.1.2.
- [8]. A. Wangsa, E. Dara, and L. Sinatra Wijaya, "Enrichment: Journal of Management Analysis of Integrated Marketing Communication Strategies in Building Brand Awareness During Pandemic (Case Study : Rajutan Nyonya SME, Semarang)," 2022.
- [9]. A. Kaya, "Individuals' buying behaviors and attitudes towards frozen foods: The case of Eastern Mediterranean Region," *Cogent Food Agric.*, vol. 9, no. 2, Dec. 2023, doi: 10.1080/23311932.2023.2286726.
- [10]. Rupchand Kawade, "Frozen Food Market: Growth Projections, Trends, and Opportunities," May 2024.
- [11]. W. Zam *et al.*, "Marketing Models And Strategies For Frozen Food-Based Agricultural Products In The New Normal Era," 2024.
- [12]. N. Nurhialia and Y. Saleh, "The Impact of Consumer Behavior on Consumer Loyalty," *Golden Ratio Mapp. Idea Lit. Format*, vol. 4, no. 2, pp. 140–153, Mar. 2024, doi: 10.52970/grmilf.v4i2.357.
- [13]. N. Erdumlu, C. Saricam, M. Tufekyapan, M. Cetinkaya, and A. C. Donmez, "Analysing the consumer behaviour and the influence of brand loyalty in purchasing sportswear products," in *IOP Conference Series: Materials Science and Engineering*, Institute of Physics Publishing, Nov. 2017. doi: 10.1088/1757-899X/254/17/172010.
- [14]. A. Endah and I. Handaruwati, "Pengaruh Pengetahuan, Motivasi Dan Kepercayaan Konsumen Terhadap Pembelian Produk Frozen Food Homemade," *Bus. Innov. Entrep. J.*, vol. 4, no. 1, pp. 12–17, Feb. 2022, doi: 10.35899/biej.v4i1.354.
- [15]. A. Khoiriyah and P. S. I. Wicaksana, "Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Produk Frozen Food Merek Golden Farm di Masyarakat Kota Bekasi," *J. Inform. Ekon. Bisnis*, vol. 5, pp. 1141–1144, 2023, doi: 10.37034/infab.v5i4.605.
- [16]. Akhmad Nasir, "Pengaruh Inovasi Produk Terhadap Kinerja Pemasaran," *J. Ilmu Manaj. dan Akunt.*, vol. 6, no. 2, pp. 9–16, 2018.
- [17]. Evi Hafizah, "Strategi Public Relation Dalam Membangun Hubungan Dengan Media Massa," *J. Media Wahana Ekon.*, vol. 15, no. 2, p. 35, 2018, doi: 10.31851/jmwe.v15i2.3598.
- [18]. A. Erika, O. Olivia, K. Murniadi, and B. R. Yudianto, "Faktor Kredibilitas Ulasan Online dan Pengaruhnya terhadap Citra Merek dalam Konteks Produk Pensil Alis di Sociolla," *Kaji. Brand. Indones.*, vol. 3, no. 1, pp. 87–114, 2021, doi: 10.21632/kbi.3.1.87-114.
- [19]. F. Mirza, A. Hasan, S. Younas, and B. R. Ghazi, "CSR and Consumer Loyalty: Moderating Role of Consumer Characteristics: A comparative study of the banking Industry," *Rev. Appl. Manag. Soc. Sci.*, vol. 6, no. 1, pp. 1–16, 2023, doi: 10.47067/ramss.v6i1.293.
- [20]. A. Ferdinand, *Structural Equation Modelling Dalam Penelitian Manajemen*. Semarang: Seri Pustaka Kunci No.06, 2005.