

ABSTRACT

The rapid growth of business competition each year indicates that the business industry is developing dynamically, which indirectly demands that every business actor possess a competitive attitude and continuously engage in change and innovation to keep up with market developments, avoid being left behind by similar competitors and enhance competitive advantage. This study aims to determine the role of product innovation in fostering brand evangelism attitudes mediated by brand trust and customer satisfaction in Indomie consumers in Greater Bandung. In this study, data were collected through surveys distributed to Indomie consumers in Greater Bandung and obtained 400 respondents. The research method used through descriptive and quantitative approaches with sampling techniques using non-probability sampling with purposive sampling type. In data processing, this research uses SmartPLS software version 4.0.9.9. The results of this study show that product innovation positively and significantly influences brand evangelism. In addition, brand trust and customer satisfaction were found to strengthen product innovation and positively influence brand evangelism. This study contributes to a deeper understanding of the factors that drive and foster the brand evangelism attitude of Indomie consumers in Greater Bandung and the importance of company strategies in building brand trust and customer satisfaction to foster consumer brand evangelism.

Keywords: *Product Innovation, Brand Trust, Customer Satisfaction, Brand Evangelism.*