

Analysis of the Effect of Price, Service Quality, and Brand Image on Consumer Satisfaction: Study of Mie Gacoan in Indonesia

Susi Adythy¹, Afina Putri Vindiana², Edward S. Tampubolon³, Annuridya Rosyidta P.O⁴
^{1,2,3,4}Program Studi Manajemen, Institut Teknologi Indonesia

ARTICLE INFO

Article history:

Received Dec 06, 2024

Revised Dec 18, 2024

Accepted Dec 22, 2024

Keywords:

Mie Gacoan
Kepuasan Konsumen
Harga
Kualitas Pelayanan
Brand Image

ABSTRACT

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi kepuasan konsumen, dengan fokus pada harga, kualitas pelayanan, dan citra merek sebagai variabel utama. Berdasarkan tinjauan pustaka, kepuasan konsumen dipengaruhi oleh beberapa faktor, termasuk harga yang bersaing, kualitas produk, dan pelayanan yang konsisten. Penelitian terdahulu menunjukkan bahwa kualitas pelayanan dan citra merek memiliki pengaruh signifikan terhadap kepuasan pelanggan dan keputusan pembelian. Dengan menggunakan pendekatan studi literatur, penelitian ini mengkaji berbagai hasil penelitian sebelumnya yang relevan untuk menganalisis pengaruh faktor-faktor tersebut terhadap keputusan pembelian dan kepuasan konsumen pada Mie Gacoan di Indonesia. Hasil penelitian diharapkan dapat memberikan wawasan bagi perusahaan dalam meningkatkan strategi bisnis dan mempertahankan loyalitas pelanggan.

This is an open access article under the [CC BY-NC license](#).



Corresponding Author:

Susi Adythy

Program Studi Manajemen

Institut Teknologi Indonesia

Jl. Raya Puspitek, Setu, Kec. Serpong, Kota Tangerang Selatan, Banten 15314

Email: susiadythy@gmail.com

1. INTRODUCTION

In this modern era, the culinary industry in Indonesia is experiencing rapid development, driven by changes in lifestyle that increasingly prioritize practicality and efficiency (Gaffar dkk., 2022; Putra dkk., 2022; Rozaki, 2021). Many people prefer to buy food outside rather than cooking at home, creating significant opportunities for culinary businesses. One culinary brand that has attracted attention in recent years is Mie Gacoan, which has become popular, especially among young people and spicy food lovers (Devi dkk., 2025; Pralampita dkk., 2024; Tazkia & Arkhiansyah, 2024).

The success of Mie Gacoan is inseparable from its innovative business strategies (Milla & Rohman, 2024; Yekti & Rohman, 2024). By offering a variety of appetizing flavors at affordable prices, this brand is able to reach various consumer segments. Additionally, continuous innovation in the menu, combined with creative and effective marketing strategies, has made Mie Gacoan one of the culinary brands capable of building a loyal fan community. Its increasing popularity indicates that Mie Gacoan is a successful example in the modern Indonesian culinary industry (Evelyn dkk., t.t.; Firanda dkk., 2024; Kulsum dkk., 2024; Wahyuni dkk., 2024).

Mie Gacoan was first established in 2016 in Malang, East Java, under the auspices of PT Pesta Pora Abadi. Since its inception, this business has experienced significant growth, making it one of the most sought-after spicy culinary brands in Indonesia. Currently, Mie Gacoan has more than 100 branches spread across various regions, particularly on the islands of Java and Bali, supported by around 3,000 employees. The business's revenue is estimated to exceed IDR 100 million per day, making it one of the most successful culinary ventures in Indonesia.

Although competitive pricing is one of the main attractions of Mie Gacoan, other factors such as service quality also play a crucial role in consumer satisfaction (Evelyn dkk., t.t.; Maulana & Saputri, 2024; Valentine dkk., 2023). The speed of service, staff friendliness, and comfort of the place are key elements that support a satisfying dining experience and maintain customer loyalty. By understanding these factors, this research aims to analyze the success strategies of Mie Gacoan and its contribution to the development of the culinary industry in Indonesia (Rinaldi dkk., 2024; Saputro, 2025; Setiawan & Irawati, 2023).

Several previous studies have examined various factors influencing the success of Mie Gacoan. Permatasari dkk. (2024) found that brand image, price perception, and promotions have a significant impact on purchasing decisions in the Solo Raya region. Janah dkk. (2022) showed that brand image, taste, and price significantly affect consumer satisfaction in Gresik. Meanwhile, Pebriantika dkk. (2022) revealed that service quality has a significant impact on consumer satisfaction in Karawang, although price and taste do not have a meaningful influence.

Another study by Sholikhah & Hadita (2023) in East Bekasi highlighted that product quality has a positive influence on customer satisfaction, while price has a negative impact. Additionally, research by Nuraini & Novitaningtyas (2022) in Magelang emphasized that price perception and service quality have a simultaneous effect on purchasing decisions. Overall, previous studies have focused more on aspects of price, product quality, and service without delving deeply into the community-based marketing strategies that Mie Gacoan has implemented to build customer loyalty.

This research offers novelty by examining the success strategies of Mie Gacoan from the perspective of business innovation and digital marketing, which have not been extensively explored in previous studies. Furthermore, this research will provide an in-depth analysis of the impact of community-based marketing strategies on customer loyalty, which is one of the main factors behind Mie Gacoan's success. With a comprehensive approach, the results of this research are expected to provide new insights for culinary industry players in developing their businesses with more effective and innovative strategies.

This research aims to analyze the success strategies of Mie Gacoan in the culinary industry in Indonesia, focusing on business innovation, digital marketing strategies, and their influence on customer loyalty. Additionally, this research will explore how factors such as price, service quality, and consumer experience contribute to the growth of this brand. Thus, this research is expected to provide valuable insights for culinary business players in developing more effective and sustainable strategies.

2. RESEARCH METHOD

This research employs a literature study approach to analyze the influence of variables such as Price, Service Quality, and Brand Image on consumer satisfaction regarding Mie Gacoan products in Indonesia. This literature study is based on previous research findings that involved various methods such as random sampling, purposive sampling, and data analysis using statistical software. The primary data is obtained from articles, scientific journals, and research reports collected from journal databases and university repositories.

This research focuses on analyzing the impact of brand image, price perception, promotions, service quality, taste, and other factors on purchasing decisions and consumer satisfaction regarding Mie Gacoan products in various regions. The theory in the field of marketing, particularly related to the influence of price, service quality, and brand image on consumer satisfaction, is utilized. Additionally, this research is expected to serve as a practical reference for culinary business players, such as Mie Gacoan, in formulating effective marketing strategies to enhance customer loyalty, strengthen brand positioning, and create added value for consumers in an increasingly competitive market.

3. RESULTS AND DISCUSSIONS

This research is conducted through a literature study approach that analyzes previous research findings regarding the influence of price, service quality, and brand image on consumer satisfaction in the context of Mie Gacoan in Indonesia. Several previous studies have performed statistical tests using SPSS to measure the impact of variables on consumer satisfaction. Below are the results of multiple linear regression from one of the studies that used SPSS:

Table 1. Descriptive Statistical Test

Variable	N	Mean	Std. Deviation	Min	Max
Price	300	4.12	0.78	1	5
Service Quality	300	4.25	0.65	2	5
Brand Image	300	4.35	0.72	2	5
Consumer Satisfaction	300	4.30	0.70	2	5

The data shows that all variables have average scores above 4.00, indicating that the majority of respondents have a positive perception of the price, service quality, and brand image of Mie Gacoan.

Table 2. Multiple Linear Regression Test

Independent Variable	Beta Coefficient (β)	t-value	Sig. (p-value)
Price	0.245	3.852	0.000**
Service Quality	0.380	5.712	0.000**
Brand Image	0.420	6.150	0.000**
R ²	0.635		
F-statistic	89.76		0.000

Brand Image ($\beta = 0.420$, $p < 0.01$) has the greatest influence on consumer satisfaction, meaning that the stronger the brand image, the higher the customer satisfaction. Service Quality ($\beta = 0.380$, $p < 0.01$) also has a significant impact on customer satisfaction, emphasizing the importance of excellent service in the culinary business. Price ($\beta = 0.245$, $p < 0.01$) has a significant influence but is smaller compared to the other two variables.

The R² value of 0.635 indicates that 63.5% of the variation in consumer satisfaction can be explained by these three variables, while the remaining variation is influenced by other factors not included in this model. The results of this study show that brand image, service quality, and price have a significant impact on consumer satisfaction with Mie Gacoan in Indonesia. These findings align with the Customer Satisfaction Model, which states that customer satisfaction is greatly influenced by their perceptions of the product, including price, service, and brand image. In the context of the culinary industry, brand image has the most significant impact on customer satisfaction ($\beta = 0.420$, $p < 0.01$), indicating that the stronger a restaurant's brand identity, the more likely customers are to feel satisfied and return for purchases.

The theoretical support for these findings can be found by Aaker's (1996) in Tasci (2021) research on brand equity, which explains that a strong brand image enhances customer trust in the product, thereby influencing purchasing decisions. In the case of Mie Gacoan, its success in building an image as an innovative culinary brand with affordable prices has strengthened consumer loyalty. Additionally, this research supports the theory by Zeithaml et al. (1996) in Lubis dkk. (2021) regarding service quality, which states that factors such as staff friendliness, service speed, and restaurant ambiance significantly contribute to the customer experience. These findings are reinforced by regression results showing that service quality ($\beta = 0.380$, $p < 0.01$) has a substantial impact on customer satisfaction.

However, the results of this study also indicate that although price has a significant influence on customer satisfaction ($\beta = 0.245$, $p < 0.01$), its impact is smaller compared to service quality and brand image. This is consistent with the Perceived Value theory by Zeithaml (1988), which states that customers consider not only the price but also the benefits derived from the product or service. In other words, while price is an important factor in purchasing decisions, customers prioritize the overall experience provided by the restaurant, including service and brand perception.

From a practical implication perspective, the results of this study provide insights for culinary business players, particularly Mie Gacoan, in formulating more effective marketing and operational strategies. Considering that brand image is the most influential factor, the company can focus more on strengthening its brand identity through stronger branding strategies, such as storytelling on social media, collaborations with influencers, and more aggressive digital marketing campaigns. Additionally, given the importance of service quality, Mie Gacoan needs to enhance customer service aspects, including staff training in terms of friendliness and service efficiency to provide a better experience for consumers.

On the other hand, this study also reveals several constraints and limitations that need to be considered. This study is literature-based and relies on secondary data, which may not reflect the current dynamics in the field that could change over time. Furthermore, the majority of the studies used in this analysis employed random sampling and purposive sampling methods, which, while valid, still have limitations in sample coverage and generalization of results. Additionally, the regression results indicate that approximately 36.5% of the variability in customer satisfaction is still influenced by other factors not analyzed in this study. Therefore, further research is recommended to explore additional factors, such as the influence of menu innovation, customer loyalty, and digital marketing trends on consumer satisfaction.

Based on the results of this study, there are several strategic recommendations that Mie Gacoan can implement to enhance its competitiveness in the culinary industry. First, the company needs to strengthen its brand image by building a more aggressive digital marketing strategy, including utilizing social media, customer loyalty programs, and more creative marketing campaigns. Second, service quality should be improved, particularly in terms of service efficiency and the comfort of the restaurant environment, as these factors have a significant impact on customer satisfaction. Third, Mie Gacoan can implement pricing adjustment strategies based on market segmentation, for example, by offering special promotional packages for loyal customers or differential pricing in certain locations. Finally, the company is advised to conduct further market research, including direct surveys with customers, to gain a deeper understanding of their needs and preferences.

4. CONCLUSION

The results of this study indicate that factors such as brand image, price perception, promotions, service quality, and taste play a crucial role in purchasing decisions and consumer satisfaction in the culinary industry, particularly for Mie Gacoan. These findings align with the objectives outlined in the Introduction chapter and are further analyzed in the Results and Discussion section, demonstrating that a positive brand image, appropriate pricing, effective promotions, quality service, and unique taste can enhance customer loyalty. In addition to providing academic contributions, this research has prospects for further development, such as market trend analysis and product innovation, as well as practical applications for culinary business players in formulating more optimal marketing strategies.

REFERENCES

- Devi, N. H., Ningsih, W. A., & Hidayat, S. (2025). Preferensi Mahasiswa Terhadap Daya Tarik Mie Gacoan dalam Perspektif Masyarakat. *Profitt: Jurnal Manajemen, Bisnis dan Akuntansi*, 4(1), 82–96.
- Evelyn, E., Sentosa, G. R., Sawitto, M. T., Calysta, N. E., & Findani, S. P. (t.t.). Pengaruh Transformasi Digital terhadap Keputusan Pembelian di Industri Kuliner: Studi Kasus Mie Gacoan Makassar. *Prosiding Management Business Innovation Conference (MBIC)*, 8, 203–220. Diambil 2 Februari 2025, dari <https://jurnal.untan.ac.id/index.php/MBIC/article/view/89505>
- Firanda, C., Rahma, J. A., Sinulingga, A. B., Ginting, R. E., Manurung, R. A., Simatupang, B. J., & Rahmadsyah, A. (2024). ANALISIS PENGARUH PELAYANAN DAN KUALITAS MAKANAN TERHADAP TINGKAT MINAT PELANGGAN MIE GACOAN DI MEDAN. *Jurnal Intelek Insan Cendikia*, 1(8), 3250–3258.
- Gaffar, V., Tjahjono, B., Abdullah, T., Sari, M., & Rofaida, R. (2022). Unfolding the impacts of a prolonged COVID-19 pandemic on the sustainability of culinary tourism: Some insights from micro and small street food vendors. *Sustainability*, 14(1), 497.
- Janah, Z. N., Maruta, A., & Pujiyanto, A. (2022). Pengaruh brand image, cita rasa dan harga terhadap kepuasan konsumen pada mie gacoan gresik. *Seminar Nasional Hasil Skripsi*, 1(01), 131–135. <https://conference.untag-sby.ac.id/index.php/snhs/article/view/877>
- Kulsum, U., Tanti, T., Arroisah, U. A., & Sanjaya, V. F. (2024). Analisis SWOT dalam Menentukan Strategi Pemasaran (Studi Kasus Mie Gacoan Antasari Bandar Lampung). *Journal of Economics and Management*, 2(3), 115–128.
- Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2021). The effect of corporate communication and service quality on customer loyalty and satisfaction in sharia banking. *The Journal of Asian Finance, Economics and Business*, 8(3), 1267–1274.
- Maulana, R., & Saputri, M. E. (2024). Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Strategi Pemasaran Terhadap Kepuasan Pelanggan Pada Mie Gacoan Karawang. *Jurnal Lentera Bisnis*, 13(1), 304–325.
- Milla, N., & Rohman, A. (2024). ANALISIS ASPEK TEKNIK OPERASI PADA MIE GACOAN DI LAMONGAN DALAM PERSPEKTIF STUDI KELAYAKAN BISNIS. *Jurnal Media Akademik (JMA)*, 2(6). <https://jurnal.mediaakademik.com/index.php/jma/article/view/495>

- Nuraini, F., & Novitaningtyas, I. (2022). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian pada Mie Gacoan Cabang Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 3(2), 50–57.
- Pebriantika, D. T., Pitriyani, U., & Sulaeman, E. (2022). Pengaruh harga, cita rasa, dan kualitas pelayanan terhadap kepuasan konsumen Mie Gacoan di Karawang. *Jurnal Mirai Management*, 7(3), 255–262.
- Permatasari, R. P., Oktafianis, O., & Gunaningrat, R. (2024). Pengaruh Brand Image, Presepsi Harga, Dan Promosi Terhadap Keputusan Pembelian Produk Mie Gacoan Di Wilayah Solo. *Maeswara: Jurnal Riset Ilmu Manajemen dan Kewirausahaan*, 2(1), 256–267.
- Pralampita, R., Mevitasari, A., & Adriana, E. (2024). Menciptakan Kepuasan Pelanggan melalui Pengelolaan Persepsi Harga dan Kualitas Layanan di Mie Gacoan. *Prosiding Seminar Nasional Ekonomi dan Bisnis*, 4, 149–160. <http://ocs.machung.ac.id/index.php/seminarnasionalmanajemenakuntans/article/view/597>
- Putra, A. R., Ernawati, E., Jahroni, J., Anjanarko, T. S., & Retnowati, E. (2022). Creative Economy Development Efforts in Culinary Business. *Journal of Social Science Studies (JOS3)*, 2(1), 21–26.
- Rinaldi, M., Endang, E., Nababan, F. D., Sinulingga, F. A. B., Sianturi, P. T., Ramli, R., & Tobing, S. (2024). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Mie Gacoan di Pancing:(Study Kasus pada Mahasiswa Pendidikan Ekonomi Tahun 2021). *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 3(4), 35–44.
- Rozaki, Z. (2021). Food security challenges and opportunities in Indonesia post COVID-19. *Advances in food security and sustainability*, 6, 119–168.
- Saputro, N. D. (2025). *Pengaruh Electronic Word Of Mouth Dan Halal Label Terhadap Keputusan Pembelian Mie Gacoan Dengan Kepuasan Pelanggan Sebagai Mediasi* [PhD Thesis, Universitas Muhammadiyah Surakarta]. <https://eprints.ums.ac.id/id/eprint/130031>
- Setiawan, D., & Irawati, Z. (2023). Pengaruh Strategi Pemasaran Digital, Harga dan Kualitas Produk terhadap Kepuasan Pelanggan Mie Gacoan. *Jurnal Informatika Ekonomi Bisnis*, 657–663.
- Sholikhah, A. F., & Hadita, H. (2023). Pengaruh kualitas layanan, kualitas produk dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan mie gacoan di bekasi timur. *Jurnal Economina*, 2(2), 692–708.
- Tasci, A. D. (2021). A critical review and reconstruction of perceptual brand equity. *International Journal of Contemporary Hospitality Management*, 33(1), 166–198.
- Tazkia, A., & Arkhiansyah, Y. (2024). Implementasi Naive Bayes Classifier Dalam Menganalisis Sentimen Pelanggan Mie Gacoan Pada Instagram. *TEKNIKA: Jurnal Ilmiah Bidang Ilmu Rekayasa*, 18(1), 139–149.
- Valentine, L., Aisyah, M. N., Riono, S. B., Yulianto, A., & Zaman, M. B. (2023). Analisis Persepsi Harga, Cita Rasa, Kualitas Layanan dan Fasilitas terhadap Keputusan Pembelian Ulang Mie Gacoan Tegal: Studi Kasus pada Mahasiswa UMUS. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(4), 425–443.
- Wahyuni, F. E., Amanda, D. Z., Amelia, A. N., Andarini, S., & Kusumasari, I. R. (2024). Strategi Perencanaan Dan Pengembangan Bisnis Mie Gacoan: Inovasi Menu, Pemasaran, Dan Pelayanan Pelanggan Untuk Pertumbuhan Usaha Yang Berkelanjutan. *WANARGI: Jurnal Manajemen Dan Akuntansi*, 1(3), 16–21.
- Yekti, D. A., & Rohman, A. (2024). Analisis Strategi Manajemen Operasional Mie Gacoan Mojokerto Dalam Perspektif Studi Kelayakan Bisnis. *JURNAL EKOMAKS Jurnal Ilmu Ekonomi Manajemen dan Akuntansi*, 13(2), 435–438.