Analysis of Price Perception, Service Quality, and Product Quality on Purchase Decisions at Mie Gacoan

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Abstract: This research aims to analyze the influence of price perception, service quality, and product quality on the purchasing decision of Mie Gacoan. The method used includes data collection through questionnaires distributed to Mie Gacoan consumers, focusing on the variables considered to influence purchasing decisions. The analysis results show that product quality and service quality have a significant positive impact on purchasing decisions, while price perception has a negative and insignificant effect. The combined contribution of these three variables explains about 65.37% of the variation in purchasing decisions, indicating that these factors are highly relevant in determining consumer choices. These findings provide important insights for Mie Gacoan's marketing strategy to improve product and service quality in order to attract more customers.

Keywords: Customer Satisfaction, Price Perception, Product Quality, Purchase Decision, Service Quality

1. Introduction

Price perception, service quality, and product quality are three key factors that significantly influence the fast food restaurant industry. Price perception refers to the way consumers evaluate the price of a product or service relative to the value they receive. Research shows that positive price perception can enhance consumer purchasing decisions. For example, when consumers feel that the price offered is commensurate with the quality received, they are more likely to make a purchase. On the contrary, if the price is considered too high without being supported by adequate quality, this can reduce consumer purchasing interest (Clarita, 2023; Montung, 2015).

The quality of the product is another crucial factor in drawing in buyers. When thinking about fast food restaurants, the quality of the products is usually the most important element. Customers' expectations can be met and even exceeded by high-quality cuisine, which can lead to brand loyalty. According to studies, when customers are satisfied with a product, they are more likely to return and even spread the word about their experience. Fast food joints should, therefore, prioritize providing customers with high-quality meals served quickly (Oscar & Arifiansyah, 2023).

In addition, the quality of service also plays an important role in the customer experience at fast food restaurants. Friendly and efficient service can enhance the positive perception of the restaurant. Research shows that good service quality contributes to customer satisfaction and can influence the decision to return (Ramjaya & Tuti, 2024; Sajid, 2019). In a competitive environment like the fast food industry, providing excellent customer service can be the main differentiator between one restaurant and another.

In the grand scheme of things, the fast food experience is shaped by the interplay between the three criteria of perceived pricing, product quality, and service quality. In order to maximize customer happiness and strengthen brand loyalty, restaurants should focus on all three of these factors at once. Restaurant management may improve their marketing and operations tactics to draw in and keep consumers by keeping each of these things in mind (Hidayat & Vitaharsa, 2023; Safira & Amalia, 2024).

The research was chosen to focus on Mie Gacoan because of how well it integrated hot food with new marketing techniques. Mie Gacoan has become a sensation since it opened in 2016, drawing in customers of all ages (but notably students and young adults)

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with its customizable hot noodles. In keeping with the latest gastronomic fads in Indonesia, this makes for a lively and participatory eating experience (Devi et al., 2025; Lubis & Limbong, 2024). Research on Mie Gacoan can provide insights into how fast food restaurants can meet the high market demand for spicy food.

In addition, Mie Gacoan is known for its effective marketing strategy, especially through the use of social media. This restaurant actively promotes its products and outlets on platforms like Instagram and Facebook, allowing them to reach a wider audience and build a loyal fan community. By presenting engaging content and online promotions, Mie Gacoan successfully increased brand exposure and attracted new customers. This research can explore how digital marketing strategies contribute to the success of Mie Gacoan in the fast food industry.

The aspect of product quality is also an important reason for choosing Mie Gacoan as the object of research. By offering an attractive menu variety and affordable prices, Mie Gacoan is able to reach various consumer segments, from students to workers. Research shows that the combination of food quality, competitive prices, and product innovation plays a significant role in attracting customers Thus, an analysis of the quality of Mie Gacoan products can provide a deeper understanding of the factors influencing customer satisfaction in the fast-food restaurant sector (Irnawati & Prasetya, 2024).

Finally, research is strongly warranted because of Mie Gacoan's effectiveness in generating a local economic impact. Mie Gacoan has done some good for the Indonesian economy and the job market by establishing up shop in a number of big cities around the country. Research can look at how Mie Gacoan's presence affects the economy and how their business model can motivate other young people to start their own businesses in the food industry.

The purpose of this research is to analyze the factors influencing purchasing decisions at Mie Gacoan, a fast-food restaurant known for its spicy noodle menu. In the context of the increasingly competitive culinary industry, understanding what drives consumers to choose Mie Gacoan is very important. This research will explore various variables such as price, product quality, brand image, and service quality, as well as how each of these factors contributes to consumer purchasing decisions. By using a quantitative approach and survey methods, this research aims to provide deeper insights into consumer behavior in the fast food market (Syahputri et al., 2024).

Besides price, product quality is also a crucial aspect in the purchasing decision. The quality of taste and presentation of the spicy noodles offered by Mie Gacoan has become one of the main attractions for customers. Research shows that unique and consistent flavors can enhance customer satisfaction and encourage them to return. Therefore, this research will analyze how product quality contributes to purchasing decisions and its impact on customer loyalty (Fiana & Hartati, 2023; Prihatini & Devi, 2023).

2. Materials and Methods

2.1 Materials

Price Perception Theory

Price perception is the way consumers assess and understand the price of a product or service based on the information they receive and their previous experiences. According to (Mardiasih, 2019), price perception refers to the relative value of a product that does not always reflect the production cost, but rather how consumers compare the price with the value they receive. This perception is very important in determining purchasing decisions, as it can influence how consumers view the quality and benefits of the offered product.

The concept of price perception involves several dimensions, including affordability, the alignment of price with quality, and price comparison with similar products in the market. (P. , K. K. L. , & Kotler & Chernev, 2018) state that consumers tend to evaluate prices based on how well the price aligns with the quality they expect. Additionally, Monroe (Khoirunnisa, 2021) notes that the perception of price differences also plays an

important role, where consumers compare the current price with the baseline price they previously knew. This shows that price perception does not only depend on the displayed number, but also on the context and other relevant information.

Price perception is also influenced by psychological factors, where consumers may have different views on the same product based on brand, reputation, and personal experience. (Mazikana, 2023) explain that consumer evaluation of prices can be considered high or low and greatly influences the desire to make a purchase as well as the level of satisfaction after the transaction. Therefore, companies need to understand how price perception is formed in order to formulate effective marketing strategies. All things considered, customers' perceptions of prices significantly impact their actions and choices when making a purchase. Better pricing strategies and increased market competitiveness can be achieved by businesses who grasp this idea.

Service Quality Theory

Service quality is the expected level of excellence and the control over that level of excellence to meet customer desires. According to (Setiawan et al., 2019), service quality encompasses all aspects of the experience received by customers, from interactions with employees to the physical condition of the facilities used. Service quality is very important because it can affect customer satisfaction and loyalty, as well as the company's reputation in the market.

Model SERVQUAL, yang dikembangkan oleh Parasuraman, Zeithaml, dan Berry, mengidentifikasi lima dimensi utama yang mempengaruhi persepsi kualitas layanan. Dimensi-dimensi tersebut adalah: 1) Tangibles (Bukti Fisik), yang mencakup semua elemen fisik yang dapat dilihat oleh pelanggan, seperti fasilitas, peralatan, dan penampilan karyawan; 2) Reliability (Keandalan), yaitu kemampuan penyedia layanan untuk memberikan layanan yang dijanjikan secara konsisten dan akurat; 3) Responsiveness (Ketanggapan), yang menunjukkan seberapa cepat dan efektif penyedia layanan merespons permintaan dan keluhan pelanggan; 4) Assurance (Jaminan), mencakup pengetahuan dan kesopanan karyawan serta kemampuan mereka untuk menciptakan kepercayaan di antara pelanggan; dan 5) Empathy (Empati), yaitu perhatian pribadi yang diberikan kepada pelanggan, termasuk pemahaman terhadap kebutuhan spesifik mereka (Asnawi, 2017; Astuti, 2012).

The SERVQUAL model has been widely applied in various sectors to evaluate service quality and customer satisfaction. In addition, several studies also show that these dimensions can be used to identify the gap between customer expectations and their actual experiences with the services received. By understanding these dimensions, companies can formulate strategies to improve service quality and overall customer satisfaction (Nashihuddin, 2012).

Product Quality Theory

Product quality is a measure of how well a product meets the needs and expectations of consumers. According to (P. Kotler & Keller, 2016) product quality encompasses a product's ability to perform its function, which includes durability, reliability, accuracy, ease of use, and other valuable attributes. This shows that product quality is not only related to technical performance but also to how the product can provide a positive experience for users.

In a broader context, product quality can also be defined as the totality of features and characteristics possessed by a product that influence its ability to meet both the stated and implied needs of customers (Arinawati, 2021). Product quality becomes a key factor in market competition, as consumers tend to choose products that they perceive to have high quality in accordance with the price they pay. Thus, companies need to focus on improving product quality to meet customer expectations and maintain a competitive position in the market.

Aspects of product quality that influence consumer purchasing decisions include several important dimensions, such as performance, durability, conformity to

specifications, features, and reliability. Product performance refers to how well the product performs its basic functions, while durability indicates how long the product can be used before it needs to be replaced. Alignment with specifications reflects the extent to which the product meets established standards, and additional features can enhance the product's appeal to consumers. Reliability, on the other hand, relates to the probability that the product will function satisfactorily over a certain period of time. Research shows that the better the quality of the product in these aspects, the higher the likelihood of consumers making a purchase (Syaifuddin, 2024; Tamara & Nurlinda, 2024).

Purchase Decision

The purchasing decision is a process undertaken by consumers to determine whether to buy a product or service. According to (Aditya & Krisna, 2021), the purchase decision includes the considerations made by consumers in choosing a product, including aspects such as quality, quantity, and method of purchase. (P. Kotler & Amstrong, 2018) add that this decision is influenced by various factors, including product reliability, purchasing habits, and recommendations from others. This process involves several stages, starting from problem recognition, information search, alternative evaluation, and finally making the purchase decision.

Factors that influence purchasing decisions can be divided into two categories: internal factors and external factors. Internal factors include individual needs and desires, motivation, perception, and previous experiences. Meanwhile, external factors include social, cultural, and marketing influences that can affect consumer attitudes towards the product (Kurniawan, 2018) Therefore, understanding these factors is very important for companies in formulating effective marketing strategies to attract consumer interest.

2.2. Methods
Research Design

This research uses a quantitative approach with an associative research design, which aims to measure the relationship and influence between independent variables, namely price perception, service quality, and product quality, on the dependent variable, namely purchase decision. With this approach, data will be collected through questionnaires distributed to Mie Gacoan consumers to obtain relevant information regarding their perceptions of price, service experience, and product quality assessment. Statistical analysis will be conducted to determine the strength and direction of the relationship between these variables. Through this research, it is expected to gain a better understanding of the factors influencing consumer purchasing decisions, as well as providing a strong foundation for strategic decision-making in the development of the Mie Gacoan business.

Population and Sample

The population in this study consists of all Mie Gacoan consumers who have made a purchase in the last three months. This study aims to gain a better understanding of the factors influencing purchasing decisions, with a focus on price perception, service quality, and product quality. In this context, data collection will be conducted through questionnaires distributed to consumers who meet the specified criteria. With a quantitative approach and associative design, analysis will be conducted to determine the relationship and influence between independent variables on purchasing decisions, so that the research results can provide strategic insights for the future development of Mie Gacoan's business.

The sample was taken using purposive sampling technique with the criteria that respondents are at least 18 years old and have purchased Mie Gacoan products at least twice. The number of samples used was 30 respondents to ensure the validity of the analysis results.

Research Variables
Independent Variable

In this study, there are three independent variables that will be analyzed to measure their influence on consumer purchasing decisions for Mie Gacoan. Here is an explanation of each independent variable:

1. Price Perception (X1)

   Price perception refers to the views and assessments of consumers regarding the price of Mie Gacoan products. This variable includes how consumers assess the offered price, whether it is considered fair, affordable, or expensive compared to the quality received. Price perception can influence purchasing decisions because consumers tend to choose products that offer the best value according to their expectations.

2. Service Quality (X2)

   Service quality encompasses all aspects of the experience encountered by consumers when interacting with Mie Gacoan, ranging from the attitude and skills of the staff, the speed of service, to the comfort of the place. This variable is important because good service can increase customer satisfaction and encourage them to make repeat purchases. The assessment of service quality can also influence the brand image in the eyes of consumers.

3. Product Quality (X3)

   Product quality refers to the attributes and characteristics of the noodles and menu offered by Mie Gacoan, including taste, freshness of the ingredients, and presentation. Product quality is a key factor in purchasing decisions, as high-quality products tend to be more favored by consumers and can create brand loyalty. This research will evaluate the extent to which product quality contributes to consumer satisfaction and purchasing decisions.

Dependent Variable

The dependent variable in this study is Purchase Decision (Y), which refers to the consumer's action of buying Mie Gacoan products after considering various factors. This purchasing decision is influenced by price perception, service quality, and the quality of the products offered. The research aims to evaluate the extent to which each independent variable contributes to consumer purchasing decisions. By analyzing purchasing decisions, this research is expected to provide insights into consumer preferences and behavior, as well as assist Mie Gacoan in formulating more effective marketing strategies to increase sales and customer satisfaction.

Research Instrument

Data collection in this study was conducted using a structured questionnaire designed based on a 1–5 Likert scale. This scale allows respondents to express their level of agreement or disagreement with statements related to independent variables (price perception, service quality, and product quality) as well as the dependent variable (purchase decision).

Data Collection Techniques

In this study, the data collection technique used is a structured questionnaire designed using a Likert scale. This questionnaire will include a series of statements related to the independent variables, namely price perception, service quality, and product quality, as well as the dependent variable, namely purchase decision.

Data Analysis Techniques

In the data analysis techniques of this research, we will conduct two interrelated stages of analysis. First, the validity and reliability test of the instrument, where we will ensure that the questionnaire used can truly measure what it is intended to measure. This is done by using the Pearson correlation method to verify the validity of each question item and using the Cronbach's Alpha formula to ensure the reliability of the instrument.

If the Cronbach's Alpha value > 0.7, then the instrument is considered reliable. Then, we will conduct multiple linear regression analysis to examine the influence of independent variables (price perception, service quality, and product quality) on the dependent variable (purchase decision). This regression analysis will provide an overview of the extent to which each independent variable contributes to influencing the purchasing decisions of Mie Gacoan consumers, allowing us to identify which factors are most dominant in affecting their purchasing decisions.

3. Results and Discussion
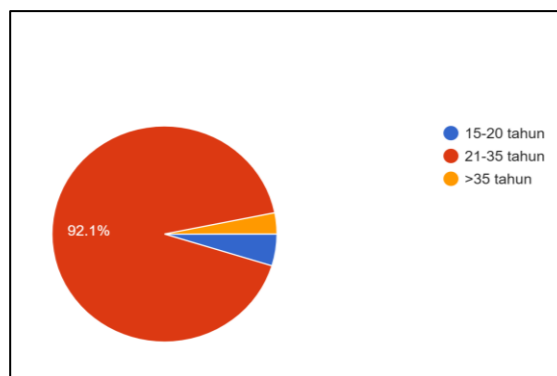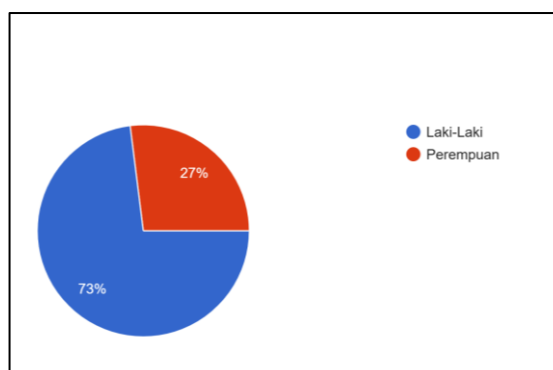
3.1. Respondent Profile

Figure 1. Age of Respondents

In Figure 1, it shows that the majority of Mie Gacoan consumers are within the productive age range (21-35 years) at 92.1%, indicating that their marketing and product strategies have effectively targeted this group.

In Figure 2. Respondent's Gender

In Figure 2, it shows that the majority of Mie Gacoan consumers are male, accounting for 73%, indicating that their marketing strategy and product have effectively targeted this group.

3.2. Descriptive Statistics

Table 1. Descriptive Statistics

Statistics			
Price Perception	Service Quality	Product Quality	Buyer's Decision

N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		17.03	16.60	17.90	65.33
Median		17.00	17.00	18.50	64.00
Mode		17[a]	19	20	80
Std. Deviation		4.148	3.191	3.800	16.352
Minimum		6	10	9	36
Maximum		25	22	25	100

a. Multiple modes exist. The smallest value is shown

Based on Table 1 statistical analysis conducted, it can be concluded that respondents have a positive perception of price, service quality, and product quality of Mie Gacoan. The average value for the three independent variables shows a good assessment, with product quality getting the highest value. Purchasing decisions also show a positive tendency, although there is greater variation among respondents. This indicates that factors such as price perception, service quality, and product quality play an important role in influencing consumer purchasing decisions. This study provides useful insights for Mie Gacoan to continue to improve product and service quality in order to attract more customers. in English

3.3. REGRESSION COEFFICIENT

Table 2. Regression Coefficient

		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	-5.398	11.526
	PRICE PERCEPTION	-.723	.854
	SERVICE QUALITY	1.679	.794
	PRODUCT QUALITY	3.082	.860

In Table 2, the presented regression model shows the relationship between independent variables (price perception, service quality, and product quality) and purchase decision as the dependent variable. The regression coefficients for each independent variable provide information about the extent of the influence of each factor on the purchasing decision. Price perception has a negative coefficient (-0.723), which means that if price perception increases, the purchasing decision tends to decrease. On the other hand, service quality (1.679) and product quality (3.082) have positive coefficients, indicating that improvements in both aspects will significantly enhance purchasing decisions. Thus, the results of this analysis emphasize the importance of focusing on improving product and service quality to encourage better purchasing decisions among Mie Gacoan consumers.

3.4. Results Of Significance Test

Table 3. Results Of Significance Test

Model		F	Sig.
1	Regression	14.057	.000[b]

Residual	
Total	

Table 3. The regression model shown with an F value of 14.057 and a significance (Sig.) of 0.000 provides important information about the simultaneous influence of independent variables on the dependent variable. The high F value indicates that the regression model as a whole is significant, meaning that at least one of the independent variables (price perception, service quality, or product quality) has a significant influence on the purchasing decision. With a significance value smaller than 0.05, we can reject the null hypothesis and conclude that the independent variables collectively influence the purchasing decisions of Mie Gacoan consumers. This confirms that the constructed regression model can be used to predict purchasing decisions based on those factors.

3.5. Results Of The Coefficient Of Determination Test

Table 4. Results Of Significance Test

Model		Standardized Coefficients	Correlations		
		Beta	Zero-order	Partial	Part
1	(Constant)				
	Price Perception	-.183	.589	-.164	-.103
	Service Quality	.328	.592	.383	.256
	Product Quality	.716	.744	.575	.434

The table showing Standardized Coefficients and Correlations reveals the influence of each independent variable on the purchase decision. Price perception has a negative beta coefficient (-0.183), indicating that an increase in price perception tends to reduce purchase decisions, despite a strong positive relationship (zero-order correlation 0.589). Service quality, with a positive beta coefficient (0.328), shows a positive influence on purchasing decisions, where an improvement in service quality contributes to better purchasing decisions, supported by a strong zero-order correlation (0.592) and a significant partial correlation (0.383). Meanwhile, product quality has the greatest influence with the highest beta coefficient (0.716) and zero-order correlation (0.744), indicating that improvements in product quality significantly enhance purchase decisions, both directly and when considering other variables. Overall, these results affirm that product quality is the dominant factor influencing purchasing decisions, followed by service quality, while price perception has a smaller negative impact.

The joint contribution of 65.37% indicates that the independent variables (price perception, service quality, and product quality) collectively explain 65.37% of the variation in Mie Gacoan consumer purchase decisions. This means that more than two-thirds of the purchasing decisions can be understood through the combined influence of these three factors. The remaining 34.63% of the variation in purchasing decisions may be caused by other factors not measured in this study, such as individual preferences, market trends, or other external factors. This contribution figure indicates that the constructed regression model is sufficiently strong and relevant for understanding the influence of these variables on purchasing decisions, thereby providing a solid foundation for developing more effective marketing strategies.

The results of the multiple regression analysis show that this model is effective in measuring the influence of independent variables on the dependent variable. With a combined contribution of 65.37%, this model is able to explain most of the variation in consumer purchasing decisions. The obtained regression coefficients provide information about the direction and strength of the influence of each variable. Price perception has a negative coefficient, indicating that an increase in price perception tends to reduce purchase decisions. On the other hand, service quality and product quality have positive

coefficients, indicating that improvements in both aspects will significantly increase purchase decisions. The significant F value ($p < 0.05$) confirms that simultaneously, these independent variables significantly influence the purchasing decision. Thus, this research emphasizes the importance of focusing on improving product and service quality to encourage better purchasing decisions among consumers.

4. Conclusions

The research concludes that price perception, service quality, and product quality significantly influence the purchasing decisions of Mie Gacoan consumers. Among the three variables, product quality demonstrates the most substantial positive effect, highlighting its crucial role in driving consumer decisions. Service quality also exhibits a significant positive influence, emphasizing the importance of excellent customer service in enhancing satisfaction and loyalty. Conversely, price perception shows a negative influence on purchasing decisions, suggesting that consumers may prioritize quality over cost, or perceive lower prices as indicative of reduced quality. This highlights the need for strategic pricing that communicates value while maintaining quality standards. The regression analysis reveals that the model explains 65.37% of the variation in purchasing decisions, indicating its effectiveness in capturing consumer behavior. Hypothesis testing confirms that all independent variables significantly impact purchasing decisions, leading to the rejection of the null hypothesis stating no significant influence. These findings underscore the critical importance of focusing on product and service quality to foster better purchasing decisions among consumers. For Mie Gacoan, prioritizing consistent product quality, innovating menu offerings, and enhancing service delivery through staff training can further solidify customer satisfaction and loyalty. Additionally, a well-calibrated pricing strategy that aligns with perceived value can mitigate the negative effects of price perception. By addressing these factors, Mie Gacoan can strengthen its market position and better meet the expectations of its consumer base, ultimately driving increased sales and brand loyalty.

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