

## Antecedent Factors That Increase Customer Loyalty (Case Study of Mie Gacoan Restaurant)

Fanny Noviany<sup>1\*</sup>, Andi Hidayat Muhmin<sup>2</sup>, Joel Faruk Sofyan<sup>3</sup>

Universitas Esa Unggul

Correspondence Email: [fannynoviany10@gmail.com](mailto:fannynoviany10@gmail.com)\*

### Abstract

In Indonesia, spicy food is a rapidly growing business. Mie Gacoan is one of the restaurants that serves spicy noodle dishes. Customer loyalty in the food business sector is influenced by several factors, including product quality, service quality, brand image, promotion, price fairness, and customer satisfaction. This study aims to test the influence of product quality, service quality, brand image, promotion, and price fairness on customer satisfaction and customer loyalty at the Mie Gacoan restaurant. The analysis method used is PLS-SEM. The population of this study was consumers who had purchased Mie Gacoan products. Respondents were determined using the purposive sampling method, with a total of 168 respondents. The results of this study indicate that product quality, service quality, promotion, and price fairness have a positive effect on customer satisfaction and customer loyalty. The subsequent results show that brand image does not influence customer satisfaction, and promotion does not influence customer loyalty. The limitations of this study include its focus on only a few aspects affecting customer satisfaction and loyalty. Additionally, respondents are not evenly distributed across age ranges and are limited to the Jabodetabek area. Therefore, it is suggested that further research can expand aspects that can affect customer satisfaction and customer loyalty, such as trust, store atmosphere, and physical environment quality. Further research can also expand the research area, and a larger number of respondents is needed.

**Keywords:** *brand image, promotion, price fairness, customer satisfaction, customer loyalty.*

### INTRODUCTION

In the contemporary era, like today, the culinary or food business is growing very rapidly; now spicy food is skyrocketing and growing quickly in the Indonesian culinary world, which is experiencing rapid growth in this era (Maharani et al., 2022). In Indonesia, there are many restaurants that serve unique dishes, including mie gacoan. Mie gacoan is a leading spicy noodle restaurant in Indonesia and is part of the company PT Pesta Pora Abadi, which is known for its best quality and competitive prices (Prasasti & Maisara, 2022). Mie Gacoan also has competitors with the same products, such as Mie Clubbing, Mie Gaccor, Mie Talk, Mie Ngacoan, and others. The fierce competition in the culinary industry makes companies have to continue to compete to survive and continue to be recognized for the superiority of their products. Therefore, in the face of competitors, Mie Gacoan continues to make efforts to increase sales by attracting new customers and retaining old customers (Jannah et al., 2023).

It is important to remember that retaining existing customers is more profitable and more cost-effective than trying to acquire new customers (Myler, 2016). Therefore, customer loyalty to a company's services depends on customer satisfaction (Olson & Peter, 2016; Budi, 2018). The influence of customer satisfaction on loyalty in restaurants needs to be known; management or those in charge of each company must consider opportunities related to the future of their business due to current growth and competition. Therefore, managers need to be aware of the characteristics of their customers so that they keep coming back and enjoying the food at the restaurant (Gulam et al., 2023). By measuring customer satisfaction, you can estimate the level of future purchases and also estimate the level of reduction in purchases in the future (Kotler & Keller, 2016; Lainatussifa et al., 2021). In order for a company to obtain loyal customers, the company must satisfy customers by providing attractive services and offers, and this goal can be achieved if the company provides good service, because good service is believed to lead to customer satisfaction, customer loyalty, or repeat purchases (Zhong & Moon, 2020; Daud et al., 2022).

If a product is of poor quality and has a negative brand image, consumers will experience dissatisfaction and may switch to similar products or brands. Therefore, high-quality products must be able to increase customer satisfaction (Amri, 2013). Research by Dharmawati et al. (2022) also states that customer loyalty arises from the effect of customer satisfaction on the product quality received, or it can be said that loyalty is created when customers feel their expectations are met. Nyonyie et al. (2019), Djumarno et al. (2018), and Naini et al. (2022) stated that there is a positive influence on the relationship between product quality, customer satisfaction, and customer loyalty, meaning that the greater the product quality that customers receive, the greater the level of customer satisfaction, which will then increase customer loyalty to the product. Several previous studies have shown that product quality has a positive effect on customer satisfaction and customer loyalty (Rahmawati & Sentana, 2021; Lone & Bhat, 2022; Rahman Rahim et al., 2022).

Several researchers, Naik et al. (2010) and Ramadhaniati et al. (2020), stated that service quality plays an important role in increasing customer satisfaction, retaining customers, and creating customer loyalty; therefore, excellent service quality ultimately creates customer satisfaction so that they can continue to use the product and maintain the existing market share. Moon (2013) stated that excellent service significantly increases customer satisfaction because quality and satisfaction are the main factors for a company to maintain loyal customers.

A positive brand image can be an important element in increasing customer satisfaction with a product (Yani & Sugiyanto, 2022). This means that when customers have a positive perception of a brand, they tend to feel satisfied and are more likely to always remember it. Mohamad & Ari (2016), in the research of Ma'azzah & Prasetyo (2023), said that brand image is associated with increasing customer satisfaction because growing a strong brand association can increase a sense of security and satisfaction. This also indicates that a positive brand image significantly increases customer satisfaction and makes customers believe that the brand image is a reflection of the product or service provided. This perception will also affect the level of customer loyalty to the brand (Jacksen et al., 2021). Thus, a positive brand image for a brand can produce better customer reactions and greater satisfaction (Junaedi et al., 2022). Customers will feel

satisfied and loyal if they choose a brand from a trustworthy brand or product (Ernawati & Prihandono, 2017).

Promotion is often used to strengthen the relationship between companies and consumers. This program provides special prizes such as discounts, bonuses, vouchers, and gifts to loyal customers who frequently buy or use the company's products and services as a way to maintain customer loyalty to the company's brand (Nasrul & Zulkifli, 2019). Research by Sitorus et al. (2023) also states that promotion is an important factor in increasing customer loyalty in the beverage industry. The use of social media sites is an effective strategy to introduce products, increase brand awareness, and attract new customers. Based on previous research by Yuliyanto (2020), Ing et al. (2020), and Kartini et al. (2021), it was stated that there is a positive influence between promotion and customer satisfaction and loyalty. So when a company carries out a large and effective promotion, the greater the positive impact on customer satisfaction and loyalty.

Another element that can affect customer satisfaction is the price factor (Kristanto, 2018). To maintain customer satisfaction, companies offer fair prices and provide high-quality services to retain customers (Gulla et al., 2015). Githiri's (2018) study of Kenyan starred restaurants in Nairobi also showed caution because it allows customers to assess the quality of service provided based on the costs charged. Because consumer perceptions of price fairness involve measuring prices against certain standards or references, when consumers consider price fairness, they subjectively conceptualize price as something different from value (Kim & Kim, 2020).

This study replicates a previous study (Mubarok et al., 2023). However, there is a difference between this study and the previous study is by replacing the facilities variable with the price fairness variable by using a study on the gacoan noodle restaurant and the respondents needed in this study are customers of the gacoan noodle restaurant who live in Jabodetabek. Thus, this study aims to understand and evaluate the impact or influence of product quality, service quality, brand image, promotion and price fairness on customer satisfaction and customer loyalty, as well as the relationship between customer satisfaction and customer loyalty at the gacoan noodle restaurant.

## **RESEARCH METHODS**

The method used in this study is deductive with a focus on the use of primary data in quantitative analysis. The data collected in this study used a questionnaire instrument and was carried out online via Google Form, where the Google Form link will be shared via social media, WhatsApp, Telegram, and Instagram. This study encompasses a large population of individuals who have ever purchased Mie Gacoan. Therefore, this study applies a purposive sampling method to collect the data needed for statistical testing, with the criteria for respondents being consumers over 17 years of age, having made purchases at Mie Gacoan restaurants in the last 3 months 5 times and respondents who live in Jabodetabek. The data collection method in this study refers to the guidelines suggested by Hair et al. (2019), namely using a minimum sample size of seven times the total number of questionnaire questions (7 x 24); therefore, 168 respondents are needed for this study.

The researcher will use the Confirmatory Factor Analysis (CFA) method to look at the pretest results and check the Kaiser Meyer Olkin (KMO) and Measure of Sampling

Adequacy (MSA) values to make sure that the questionnaire is consistent and valid. Both values must exceed 0.5 to be accepted, while the value in the component matrix must reach 1. Furthermore, we will use the Cronbach's Alpha method to test reliability, requiring a value of 0.6 or more (Hair et al., 2019). The Partial Least Square Structural Equation Modeling (PLS-SEM) method and SmartPLS 4.0 software carried out the data analysis in this study. The PLS-SEM analysis method consists of two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model) (Sofyan & Rianty, 2023).

## RESULTS AND DISCUSSION

The goal of this study is to identify and analyze all hypotheses based on previous theories. The results of testing the first hypothesis prove that product quality has a positive effect on customer satisfaction. Therefore, we have proven the proposed hypothesis to be correct. Therefore, the better the product quality provided by the Mie Gacoan restaurant, the more customer satisfaction will increase. Customers will be satisfied if the taste of the food provided by Mie Gacoan is excellent. This means that the quality of the product or food served by Mie Gacoan is able to meet customer expectations. These results are in line with the findings of previous studies that emphasize product quality as the main determinant of customer satisfaction (Abdullah et al., 2018; Majid et al., 2021; Mubarak et al., 2023).

The results of the second hypothesis test show that product quality has a positive effect on customer loyalty. This means that the better the quality of the food and taste provided by Mie Gacoan, the more customer loyalty will increase. Customers feel that the quality of the taste of the mie gacoan food or drink is very delicious and has its own characteristics compared to other spicy noodle restaurants, by having these characteristics it can be the target of customers who make customers continue to repurchase mie gacoan, so that if customers are loyal to the mie gacoan restaurant they will also recommend mie gacoan to people around them. These findings are in line with previous researchers who have shown that product quality has a positive effect on customer loyalty (Rahman Rahim et al., 2022; Mubarak et al., 2023).

Furthermore, the results of the third test indicated that service quality has a positive effect on customer satisfaction. Customers feel that the service they receive, especially in terms of speed and timeliness of food serving, is satisfactory. This means that aspects such as speed of service and accuracy of presentation can make a significant contribution to the level of customer satisfaction. This study is also in accordance with the findings of previous researchers, namely that service quality has a positive effect on customer satisfaction (Nafisa & Sukresna, 2018; Tjahjaningsih et al., 2021; Puspasari et al., 2022; Mubarak et al., 2023).

The results of the fourth test show that service quality has a positive effect on customer loyalty. This means that the higher the level of service quality received by customers, the higher customer loyalty will be. Based on the service provided by Mie Gacoan employees, customers will be satisfied and loyal when they get rapid and timely service. Because based on customer experience regarding the service received, when customers eat at the place, it will determine the customer's attitude to continue visiting the Mie Gacoan restaurant. The service provided by Mie Gacoan employees is good enough, so with the service provided, it will make customers continue to visit again and

recommend it to those closest to them. This study is in line with previous studies that state that service quality has a positive effect on customer loyalty (Saulina & Syah, 2018; Supriyanto et al., 2021).

Furthermore, the results of the fifth test prove that brand image does not have a positive effect on customer satisfaction. Although Mie Gacoan has a widely known brand image, customer perceptions of the brand are more related to characteristics such as fast food or affordable places to eat. This is because customer satisfaction is more influenced by other factors that are more relevant to their direct experience. Factors such as reasonable prices, unique tastes, and speed of service play a bigger role in determining the level of customer satisfaction than brand image. If customers are satisfied with low prices and good tastes, as well as fast service, then brand image becomes a secondary factor in customer satisfaction. This result is not in line with the hypothesis proposed and is contrary to the research of Diputra & Yasa (2021) and Mubarok et al. (2023), which found a positive relationship between brand image and customer satisfaction. However, several previous studies are in line with the results of the study, which found that brand image has no effect on customer satisfaction (Rivai & Zulfitri, 2021; Singh et al., 2021).

The results of the sixth test prove that brand image has a positive effect on customer loyalty. Therefore, this aligns with the proposed hypothesis. In other words, customers are more likely to remain loyal, make repeat purchases, and recommend the Mie Gacoan restaurant to others if they have a better brand image of it. Therefore, the favorite noodle restaurant needs to maintain a positive reputation to increase customer loyalty. Research conducted by Espinosa et al. (2018), Hussein (2018), and Nastiti et al. (2023) proves that brand image has a positive influence on customer loyalty.

The results of the seventh test show that promotion has a positive effect on customer satisfaction. According to the study's findings, one element in reaching customer satisfaction is promotion. Mie Gacoan restaurants often provide discounts and cashback compared to other restaurants. This promotion has a big impact on customer satisfaction. Effective implementation of each promotion indicator will lead to an increase in customer satisfaction. This finding is in line with previous studies by Kurniawan & Hildayanti (2019), Nastiti et al. (2023), and Pramesti et al. (2021), which stated that promotion has a positive effect on customer satisfaction.

The results of the eighth test show that promotion has no effect on customer loyalty. The evidence shows that promotion is not a determining factor in customer loyalty, but rather there are other factors that have a more dominant influence on customer loyalty, such as food quality, service quality, reasonable prices, direct experience, and consumer habits. Mie Gacoan customers exhibit greater loyalty not due to promotions, but due to consistently affordable prices and high-quality products. Customers return because they feel consistent satisfaction, not just interest in discounts or other attractive offers. So promotions are only temporary and may not be enough to build long-term loyalty if not supported by positive experiences and consistent value for customers. This result is inconsistent with the hypothesis proposed and contradicts the research (Hatta et al., 2018) and (Permono & Pasharibu, 2021), which states that there is a positive influence between promotion and customer loyalty. However, several previous studies have proven that promotion does not affect customer loyalty (Cerina & Cuandra, 2022; Khanifah & Budiono, 2022; Nastiti et al., 2023).

Furthermore, the results of the ninth test show that price fairness has a positive effect on customer satisfaction. This means that the more reasonable the price given by the noodle restaurant, the more customer satisfaction can increase. Therefore, the proposed hypothesis aligns with the study's results. Customers are satisfied because the prices on the noodle restaurant menu are more reasonable compared to other spicy noodle restaurants. When customers pay the price and get food quality that is in accordance with customer expectations, then customers can be satisfied with the experience when eating at the noodle restaurant. This study is in line with the research of Dhisasmito & Kumar (2020) and Singh et al. (2021), which proves that price fairness has a positive impact on customer satisfaction.

The tenth result shows that customer satisfaction has a positive influence on customer loyalty. Therefore, the proposed hypothesis aligns with the findings of this study. Overall, customers feel satisfied with their experience when eating at the Mie Gacoan restaurant, due to good service, food quality meeting expectations for the price paid, and a comfortable restaurant layout and decoration. The mie gacoan restaurant competes with other spicy noodle restaurants to provide optimal satisfaction to increase customer loyalty and trust in the brand. When reality is in accordance with customer expectations and they feel satisfied, they are more likely to return to buy the product, recommend it to people around them and become loyal customers. These results are in line with previous studies that prove that customer satisfaction has a positive effect on customer loyalty (Suhendar & Ruswanti, 2019; Gill et al., 2021; Mubarok et al., 2023).

## **CONCLUSION**

This study has succeeded in achieving its objectives, namely to understand and evaluate the influence of product quality, service quality, brand image, promotion, and price fairness on customer satisfaction and customer loyalty, as well as the relationship between customer satisfaction and customer loyalty at the Mie Gacoan restaurant. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was used in this study to figure out how all of these variables were connected. Of the ten hypotheses proposed, eight were accepted; namely, the results of this study indicate that product quality has a positive influence on customer satisfaction and loyalty. Furthermore, service quality has a very significant effect on customer satisfaction and customer loyalty. The loyalty of customers is also positively impacted by brand image. Promotion also influences customer satisfaction, price fairness has a positive influence on customer satisfaction, and customer satisfaction has a positive influence on customer loyalty. Furthermore, there are two rejected hypotheses, namely, brand image has no effect on customer satisfaction and promotion also has no effect on customer loyalty.

An important finding of this study is that Mie Gacoan customers prioritize product and service quality over brand image or promotion. This finding emphasizes how important it is for management to focus on improving quality as a primary strategy to build customer satisfaction and loyalty. The results of this study provide valuable contributions to Mie Gacoan management in formulating more effective and efficient strategies. In addition, this research is also useful for other culinary industry players and academics in understanding the dynamics of customer satisfaction and loyalty, especially in the context of the fast food industry in Indonesia.

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