

The Superiority of Mie Gacoan in Terms of Price Perception and Product Quality

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Abstract

The global era, life can be associated with new things. The business conditions very competitive between companies and other SME`s where the level of competition eventually becomes very high. Regarding the price, customers will of course look for the lowest possible price but demand good quality from a product. Customer satisfaction is an important concern at this time because it will form customer loyalty. Research related to Price Perception, Product Quality, Consumer Satisfaction, and Customer Loyalty conducted on customers of gacoan noodle outlets in the city of Semarang consisting of students and workers in the age range of 15 to 40 years. This study uses confirmatory factor analysis and maximum likelihood estimation in SEM from the AMOS 24.0. The data collection technique uses a questionnaire with incidental sampling. The parameter estimation results are following the hypothesis that Price Perception and Product Quality significantly affect Consumer Satisfaction and have an impact on Customer Loyalty. From this research, it concluded that after the current Covid-19 pandemic, consumers are increasingly enthusiastic about dining with friends and family outside the home or ordering online by looking for dishes that fit their budget and looking for good product quality.

Keywords: Price Perception, Product Quality, Consumer Satisfaction, Customer Loyalty



INTRODUCTION

Post the Covid-19 pandemic made economic growth in Indonesia stronger and uphill, many new food and beverage outlets emerged as well as SME`s activities began to grow and move even though all sectors were very affected by the covid-19 pandemic which began in March 2020 until now During this time, many companies engaged in retail went out of business or went bankrupt (Nanang Adie Setyawan, Utami, & Nugroho, 2022). The retail business requires a reliable retail marketing strategy for long-term business development, namely being able to generate maximum profits and create customer satisfaction. Retailing includes all the activities involved in the sale of goods or services directly to final consumers for personal and non-business use, while a retailer or retailer is any business venture whose sales volume comes mainly from retail (Park, Lee, Lee, Lee, & Chung, 2022). The business conditions very competitive between companies and other companies where the level of competition becomes very high. One business that has spread widely in Indonesia is fast food. Fast food is a restaurant that serves food and drinks in relatively short customer presentation orders (Nugraha, Chen, & Yang, 2022).

Mie Gacoan is a retail company form of outlets that sells products in the form of processed noodles, dim sum, and various kinds of drinks. There are 3 noodle variants served by gacoan noodle outlets, namely angel noodles, devil noodles, and devil noodles. The dim sum preparations themselves include claws, dumplings, cheese shrimp, rambutan prawns, prawn spring rolls, and the drink variant that is very popular with buyers, namely ice genderuwo, es pocong, es tuyul, and es sundel perforated, mie gacoan takes the concept of the characteristics of the Indonesian version of ghosts which are adapted to their menus. Reviews of Mie Gacoan is a trademark of the number 1 spicy noodle restaurant chain in Indonesia, which is a subsidiary of PT Pesta Pora Abadi. Established in early 2016, currently, the Mie Gacoan brand has grown to become a market leader, especially in the provinces of East Java, Central Java, West Java, and the Bali Islands, and is on a strong path to expand to become the number 1 biggest brand nationally. Carrying the concept of modern dining at affordable prices, the presence of "Mie Gacoan" has received extraordinary appreciation in every market where "Mie Gacoan" is present to serve tens of thousands of customers every month (Ayuwardani, Yunianto, & Adie, 2021). The right strategy for modern retail outlets is through an understanding of oriented marketing in a market that requires a good understanding of consumer behavior, the presence of Mie Gacoan which was welcomed positively by the people of Indonesia gave rise to many new competitors offering similar products, and also



revived the sensation of eating cheap noodles in a cozy place that was popular several years ago (Lagerkvist, Edenbrandt, Bolos, & Nayga, 2023).

(Tiganis, Grigoroudis, & Chrysochou, 2023) Various ways can be done to retain customers, either by paying attention to the quality of the products provided. In addition, the price setting must also be considered, not too high and not too low so that it suits consumers in all circles. Price is one of the elements in marketing that generates sales. Prices affect the level of sales and the level of market share gains that can be achieved by the company. Based on (Molinillo, Aguilar-Illescas, Anaya-Sánchez, & Carvajal-Trujillo, 2022) price is the amount of money expected to get several combinations of origins of products and services.

A product is anything that can be offered to satisfy a need or want of a consumer. Based on (Rossetti, Yoon, & Daziano, 2022) customer satisfaction means feelings of joy or frustration in a person after comparing expectations with reality received. Satisfaction or liking may create an emotional relationship with the brand or company that has an interest. According to (Taufik, Winter, & Reinders, 2023) loyalty is a deep-rooted obligation to order or contribute to a priority product or service in the future, regardless of changes in customer circumstances and the impact of marketing activities. Many factors affect customer satisfaction and loyalty including price perceptions and product quality. Customers will certainly look for the lowest possible price but demand good quality from a product. Customer satisfaction is an important concern at this time because it will form customer loyalty (Molinillo et al., 2022).

(Jiménez-Barreto, Correia Loureiro, Rubio, & Romero, 2022) Consumers will have a distinct impression of their shopping experience when they feel they are in a store, The phenomenon of the Covid-19 pandemic has made retail entrepreneurs suffer huge losses, and people are haunted by the fear of just leaving the house to buy food, almost one year since this pandemic has lasted, things are starting to get better for retailers because people are starting to be active again, this has made Mie Gacoan a retail outlet which is already well-known are starting to get crowded again, but with so many competitors in the same type of product, Mie Gacoan has to innovate more to retain its customers. Even though it was hit by various problems with consumers and online-based food delivery, gacoan noodles still exist in the market (Heshmatisafa, 2023).

This study aims to determine Customer Loyalty Perceptions of Visitors to Mie Gacoan Outlets in the city of Semarang through Price Perception, Product Quality with the mediation variable of Consumer Satisfaction, this research is believed to contribute



to the development of science, useful for retail entrepreneurs to find out deficiencies that need to be improved according to consumers.

LITERATURE REVIEW

(Tiganis et al., 2023) Generally, satisfaction is a person's feelings of joy or frustration that exist because of comparing the perceived performance of a product (or result) to expectations. If performance does not meet expectations then the customer will not be relieved. The customer's evaluation of product performance depends on many factors, especially the classification of the customer's loyalty bond. Companies will act wisely by measuring customer satisfaction regularly because one of the keys to retaining customers is customer satisfaction.

(Rossetti et al., 2022) Measuring Customer Satisfaction can be done in several ways, namely, a cyclical survey can track satisfaction directly and also ask additional questions to measure repurchase intentions and likelihood of others. There are several methods that every company can use to measure and monitor the satisfaction of its customers and competitors' customers Identified four methods for measuring customer satisfaction: (a) Any complaints and suggestions: All customer-oriented organizations need to provide practical and convenient choices and accessibility for customers to submit suggestions, criticisms, opinions, and complaints. (b) Ghost shopping: Thanks to the use of some ghost shopping who see or claim to be potential customers of the company's products and competitors. They are then invited to interact or claim to be potential customers of the company's products and competitors. With staff providing services and using the company's products or services. Usually, ghost shopping is invited to observe and evaluate how the company and its competitors serve customers special requests, answer customer questions, and handle any complaints (c) Lost customer analysis: Whenever possible, companies should contact customers who have ended shopping or moving suppliers so that they can interpret why this incident occurred and take further improvement strategies. It is important to monitor the degree of customer loss if not only are exit interviews required, but an increase in the rate of customer loss indicates that the company is not satisfying customers. (d) Customer satisfaction survey: Through investigation, the company will receive direct responses and responses from customers and will also present the actual impression that the company pays special attention to its customers (Dunn, Munoz, & Hossein, 2023).

(Aoki & Akai, 2022) Consumer loyalty it is known that the original goal of a business is to make customers feel satisfied, creating satisfaction can provide several benefits,

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including bonds around the company through customers becoming compatible to provide a good basis for reducing and creating loyalty to them and making recommendations from verbal to verbal (word of mouth) which is profitable for the company. According to (Lagerkvist et al., 2023) Customer loyalty means customer loyalty to a brand, as well as suppliers based on very positive traits in long-term purchases. In interpretation, it can be interpreted that adherence to the brand is obtained because of a combination of origins of satisfaction and objection. Meanwhile, consumer satisfaction comes from a large part of the company's performance to generate this satisfaction by minimizing complaints as a result of long-term purchases made by consumers (Park et al., 2022).

According to (Veflen, Velasco, & Kraggerud, 2023) there are six reasons why companies must protect and retain consumers:

1. Existing customers have more prospects to benefit from the company.
2. The budget spent for the company in maintaining existing customers is much smaller than finding new customers.
3. Customers who believe in institutions in business tend to believe in other cases.
4. If an old company has many existing customers, the company will benefit due to efficiency. The old customers have felt of course there is no more demand, the company maintains and makes enough of them. Generally servicing new hires is used to training them, so service costs are therefore cheaper.
5. Old customers certainly have many positive experiences with the company, to reduce psychological and socialization costs.
6. Older customers will try to defend the company from their friends and neighbors.

According to (Jiménez-Barreto et al., 2022) price is the amount of money responsible for a product and service or the amount of value exchanged by the client to get the initial benefits of having or using a product or service. Whereas (Morsetto, 2023) interprets price as one component of a marketing unit that generates income, other elements form a portfolio. Price is the easiest element in a marketing program to adjust, product features, channels, and even communication take time. Experts can conclude that a price is several money values that are influenced by the seller of goods/services and paid by the buyer of a product/service to meet the needs and dreams of the buyer (Taufik et al., 2023).

Factors Influencing Pricing according to (Molinillo et al., 2022) conveys that these factors exist in a product/service, These factors include: Economic Conditions, Offers and



Requests, Demand Elasticity, Competition, Cost, Manager's Goals, Government Oversight. Price indicators in this study are price indicators, there are some superior activity components with prices. These indicators include: Price List, Discount, Terms of Payment, Credit, Payment Period.

Quality can be interpreted to be the capacity of a product to perform its function which includes sustainability, reliability or advancement, strength, convenience in product repair packaging, and other characteristics according to (Tiganis et al., 2023) Each manufacturer must be able to improve the product it produces to help or support or improve or maintain the product within the target. Given the quality of the product, the connection of consumer satisfaction is the aim of the marketing activities manufacturers. According to (Heubeck, 2023) product quality is the ability of the corporate body to provide identity or functionality to each product so that consumers can recognize the product. Product Quality Indicators that can be used to measure product quality are: Various types of product variations, Permanent product, Product quality according to consumer specifications, Product package view, The best product quality compared to other brands (Nanang Adie Setyawan, Wibowo, & Ayuwardani, 2021).

RESEARCH METHOD

Respondents to this study were 115 customers of garcon noodle outlets consisting of students and workers aged 15 to 40 years. The sampling method used is incidental sampling and snowball sampling. The sample criteria used in this study were respondents who bought gacoan noodles at outlets or purchased online. That is, anyone who accidentally met the researcher and then the respondent forwarded the questionnaire to a friend he knew or the community he joined. Methods of data collection with interviews, literature, and questionnaires. The questionnaire distributed to respondents contained statements about the variables Price Perception, Product Quality, Consumer Satisfaction, and Customer Loyalty which were reflected in each variable indicator. Analysis of the research data used confirmatory factor analysis techniques and maximum likelihood estimation in SEM (Structural Equations Modeling) from the AMOS 24.0 statistical package (Structural Analysis of Moments). The steps that must be carried out include: (1) Developing a model based on theory, (2) Arranging path diagrams and structural equations, (3) Selecting the type of input matrix and estimating the proposed model, (4) Assessing the identification of structural models (5) Assessing the Goodness of fit Criteria, (6) Interpreting and modifying the model. In testing the assumptions of structural model evaluation that must be considered to determine the goodness of fit criteria are

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univariate outlier evaluation, multivariate outlier evaluation, data normality evaluation, and multicollinearity evaluation (Shah, Zala, & Desai, 2022).

RESULTS AND DISCUSSIONS

Validity and Reliability Test

(N A Setyawan, 2021) explains that the indicator of the variable is called valid if the estimated value in Standardized Regression Weights or better known as the loading factor is greater than 0.05. The calculation results show that the Product Quality variable has a construct reliability value of 0.852, Price Perception is 0.804, Consumer Satisfaction is 0.810, and Customer Loyalty is an off value of 0.7, so the indicators have good internal consistency. Then for the variance extracted value, the Product Quality variable is 0.590, Price Perception is 0.611, Consumer Satisfaction is 0.588, and. Customer Loyalty 0.638. The variance extracted value will be smaller than the construct reliability value. Because the four variables obtained variance extracted values > 0.50 , all indicators were reliable.

Normality Test

(Shah et al., 2022) Conclusion The normality test in this study which is presented above in Table 2 shows that the data were normally distributed univariately and multivariate with no critical ratio value of kurtosis at ± 2.58 and a multivariate value of 2.312. Processed data can be said to be normal if it has a critical value (cr) which is at ± 2.58 and the results of the univariate and multivariate data normality tests show that the value is still at the vulnerable value of ± 2.58 .

Table 1. Data Normality Test

Variables	min	max	skew	cr	kurtosis	cr
CL5	1,000	5,000	-.275	-1.202	-,673	-1.473
PP6	2,000	5,000	, 174	,763	-,730	-1.598
PP5	1,000	5,000	-,129	-,564	-,401	-,878
PQ1	1,000	5,000	-,321	-1.406	-,290	-,634
CS1	1,000	5,000	-.035	-,153	-,572	-1.253
CS2	1,000	5,000	-,108	-,473	-,455	-,997
CS3	1,000	5,000	-,171	-,747	-,591	-1,294
CL4	1,000	5,000	-.385	-1,683	-,229	-,500
CL3	2,000	5,000	-.072	-,316	-,690	-1,511

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Variables	min	max	skew	cr	kurtosis	cr
CL2	1,000	5,000	,008	.033	-.656	-1,437
CL1	1,000	5,000	-,013	-.056	-,528	-1.156
PP1	1,000	5,000	-,309	-1.354	-,230	-,504
PP2	2,000	5,000	,134	,587	-,628	-1.374
PP3	2,000	5,000	,077	,337	-,750	-1,642
PP4	1,000	5,000	-,199	-,872	-,398	-,870
PQ2	2,000	5,000	,210	,918	-,790	-1,729
PQ3	1,000	5,000	-.037	-,162	-,541	-1.185
PQ4	1,000	5,000	-.010	-.045	-,483	-1.057
Multivariate					12,433	2,484

Source: Data Processed by Researcher, 2022.

Outlier Univariate & Multivariate Test

Mahalanobis Distance is used to measure the presence or absence of outlier data (damaging data), namely by looking at the observation scores that are very different from the centroid scores for 115 cases. In Table 4 it can be seen that the minimum distance for the Mahalanobis listed is 12,741 and the maximum distance is 37,237. The outlier data is perceived from the Mahalanobis value which exceeds the chi-square value. In this study, the chi-square of degrees of freedom is 18 (number of variable indicators) at a significant level of 0.01, namely 42.315, meaning that there are no outliers (Shah et al., 2022) as presented in Table 2.

Table 2. Mahalanobis Distance

observation number	Mahalanobis d-squared	p1	p2
90	37,237	,005	,430
37	36,686	,006	,142
5	36,403	,006	.036
36	34,813	,010	,029
61	34,718	,010	,007
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Source: Data Processed by Researcher, 2022



Measurement Model Test

In this study, it can be seen that the chi-square value (χ^2) and the degree of freedom (df) value. Based on the results of the writing model test, it can be seen that the chi-square (χ^2) has a value of 140.711 and the degree of freedom (df) has a value of 93 (Shah et al., 2022) as presented in Table 4 & Figure 1.

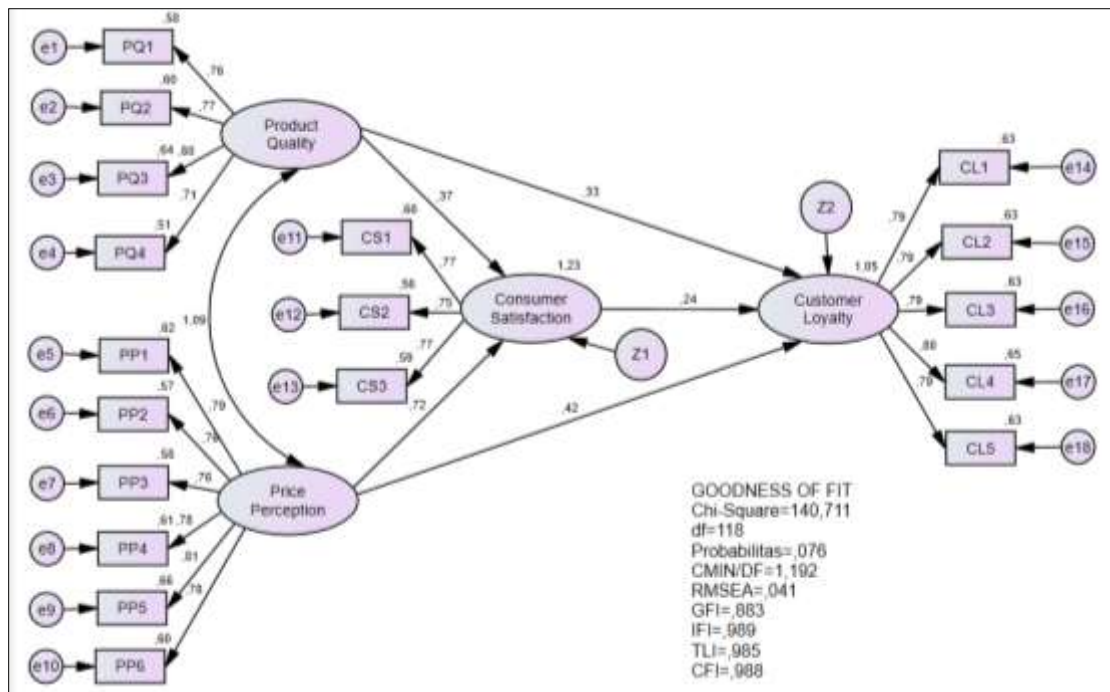
Table 4. Evaluation Results Cut of Value Criteria

Goodness-of-fit index	Cut of Value	Analysis Results	Model Evaluation
Chi-Square	≤ 156.648	140.711	Fit
Probability	≥ 0.05	0.076	Fit
GFI	≥ 0.90	0.883	Marginal
IFI	≥ 0.90	0.989	Fit
TLI	≥ 0.90	0.989	Fit
CFI	≥ 0.90	0.988	Fit
DF	≤ 2.00	1.192	Fit
RMSEA	≤ 0.08	0.041	Fit

Source: Data Processed by Researcher, 2022

The results of the model test depicted in Figure 1 show the goodness of fit criteria in the AMOS 24 program. It shows that the structural equation modeling analysis in this study is acceptable according to the fit model with a Chi-square value = 140.711, Probability = 0.076, DF = 1.192, GFI = 0.883, IFI = 0.989, CFI = 0.988, TLI = 0.985 and RSMEA = 0.041. Based on this fit model, it concluded that the model meets the goodness of fit criteria. Therefore, the structural equation model in this study is suitable and feasible to use so that it can be interpreted for further discussion (N A Setyawan, 2021).





Source: Data Processed by Researcher, 2022

Figure 1. Research Structural Model Test Results

Hypothesis Test

In the stage of testing the hypothesis of a causal relationship that is not significant, the value of the critical ratio (cr) has a critical T value of ≥ 1.966 . in facilitating decision-making, the authors can see from the probability figure (P) where $(P) \leq 0.05$. If the value is $P \leq 0.05$ then H_0 is accepted, and if vice versa if the value is $P \geq 0.05$ then H_0 is rejected (Shah et al., 2022), in the Amos package the results of the hypothesis testing can be seen through the output regression weights which are presented in table 5.

Table 5. Hypothesis Test Results (Regression Weights)

		Estimates	SE	CR	P
Consumer_Satisfaction	<-- Price_Perception	,683	.089	7,648	**
Consumer_Satisfaction	<-- Product_Quality	,381	,077	4,917	**

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			Estimates	SE	CR	P
Customer_Loyalty	<--	Consumer_Satisfaction	,245	.046	5,275	** *
Customer_Loyalty	<--	Price_Perception	,405	.068	5,967	** *
Customer_Loyalty	<--	Product_Quality	,342	.058	5,896	** *
PP4	<--	Price_Perception	,934	.095	9,830	** *
PP2	<--	Price_Perception	,866	.091	9,500	** *
PP1	<--	Price_Perception	1,000			
CS3	<--	Consumer_Satisfaction	1.004	.100	10,001	** *
CS2	<--	Consumer_Satisfaction	,981	.100	9,769	** *
CS1	<--	Consumer_Satisfaction	1,000			
PQ2	<--	Product_Quality	1.025	.106	9,708	** *
PQ3	<--	Product_Quality	1,054	.105	10.020	** *
CL4	<--	Customer_Loyalty	1,041	.104	10.006	** *
CL3	<--	Customer_Loyalty	,953	.097	9,802	** *
CL1	<--	Customer_Loyalty	1,000			
CL2	<--	Customer_Loyalty	1.020	.124	8,237	** *



			Estimates	SE	CR	P
PP3	<-- -	Price_Perception	,901	.09 5	9,501	** *
PP5	<-- -	Price_Perception	1.021	,09 9	10.27 1	** *
PP6	<-- -	Price_Perception	,931	.08 5	10,99 2	** *
CL5	<-- -	Customer_Loyalty	1,062	,10 8	9,806	** *
PQ1	<-- -	Product_Quality	1,000			
PQ4	<-- -	Product_Quality	,893	,10 2	8,785	** *

Source: Data Processed by Researcher, 2022.

The results of this study indicate that product quality affects Consumer Satisfaction in line with the opinion (Erjavec & Manfreda, 2022) which considers product quality as a potential strategy for a business strategy. Furthermore, the opinion (Veflen et al., 2023) suggests that consumers view holistically all the benefits received from product quality compared to other products. This related to the definition (Tiganis et al., 2023) which states that product variations are based on trust or expectations derived from competence related to reliability, good service behavior, and the type of variation displayed. This is why obtaining consumer satisfaction is so important when implementing a product quality strategy. Because consumers rely on products when their expectations of quality, reliability, and goodness are met and desired.

The second hypothesis that Price Perception affects Consumer Satisfaction is in line with (Morseletto, 2023) relevant price lists and discounts that consumers get when consuming products or services that consumers hope will satisfy their needs. Furthermore, the results of this study are in line with research (Erjavec & Manfreda, 2022) which found that Price Perception is the variable that most influences Consumer Satisfaction on shoes selling fashion products.

This study accepts the third hypothesis that Consumer Satisfaction affects customer loyalty, consistent and consistent with (Lagerkvist et al., 2023) that several



behaviors including psychological factors influence consumer loyalty. Types of psychological factors include motivation, cognition, learning, beliefs, or beliefs. The same thing was expressed in research (Taufik et al., 2023) which found that the reliability, convenience, and quality of information had a positive and significant effect on customer loyalty. The results of this study are also in line with (Fedoseeva & Herrmann, 2023) finding that Consumer Satisfaction which consists of the variables of complaint fulfillment, seller response, and seller responsiveness affects customer loyalty.

The fourth hypothesis which confirms that product quality has a direct effect on customer loyalty is in line with the results of research conducted by (Tiganis et al., 2023) which found that product quality can have a significant effect on customer loyalty.

The fifth hypothesis that Price Perception affects customer loyalty is that the perception of price is the easiest element in marketing management to adjust to product features, supply channels, and communications that do not require time for customers so that the higher the price the customer perceives with the goods/services obtained the higher the customer loyalty (Heshmatisafa, 2023).

CONCLUSION

The findings of this study are also in line with research (Tiganis et al., 2023) which shows that high-quality products have a strong correlation with customer loyalty, indicating that when companies create high-quality products, consumers tend to buy these products. This is also related to research (Lagerkvist et al., 2023) on price perception which states that customer price perceptions refer to the services, products, and brands they perceive based on trust or expectations that come from competence related to product reliability, and good service behavior. , and satisfactory product results. This is why gaining consumer trust is so important when implementing a price perception strategy. Because consumers rely on products when their expectations of quality, reliability, and goodness are met according to their wishes without any gaps.

This research contributes to business actors of gacoan noodle outlets and other food entrepreneurs always pay attention to service, product quality, and customer price perceptions based on consumer trust and expectations, and to the local government, it is suggested to foster MSMEs that are still unable to survive in world competition, so they can compete and excel in their business.

The research implication for gacoan noodle outlets and other SMEs is that business actors must be careful and precise in carrying out the strategies implemented, of course by always prioritizing the customer satisfaction aspect. The goal is that



consumers can easily find out and understand what the company is doing with the products it produces, especially in matters relating to food products.

Some limitations in this study can be taken into consideration for further research, for example, data collected through a survey method to measure consumer perceptions of all variables that influence purchasing decisions, and suggestions for further research to use a qualitative approach or longitudinal method. It is suggested that this research then replicate the model with different contexts to gain broader insights.

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