

Analysis Of The Influence Of Repurchase Intention On Gacoan Noodle Products In Indonesia

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Abstract

Repurchase intent: Repurchase intent is often a step that occurs naturally if a customer has emotions towards a particular product. This research examines the influence of service quality and perceived value on repurchase intentions and customer satisfaction, by considering satisfaction as an intervening variable in the context of Mie Gacoan products. The main objective of this research is to analyze the causal relationship between the independent variable and the dependent variable in the presence of intervening variables. The primary data source in this research is Mie Gacoan customers. Data was collected from a total of 145 customers throughout Indonesia who are Noodle Gacoan connoisseurs. Meanwhile the research method uses a purposive sampling method, while for statistical analysis the PLS 3.0 test tool is used. The majority of Mie Gacoan customers in the sample are women (69%), have a high school/vocational education (51%), are students (49%), and live around one million two hundred thousand rupiah to one million rupiah. Eight hundred thousand rupiah (46.9%). The results obtained from this research are as follows: First, perceived value does not contribute to customer satisfaction. Second, service quality contributes to customer satisfaction. Third, satisfaction contributes to repurchase intention. Fourth, service quality contributes to repurchase intention through satisfaction. Fifth, perceived value does not contribute to repurchase intention through satisfaction

Keywords: *perceived value, service quality, satisfaction, repurchase intention*

INTRODUCTION

In the last few years, the restaurant and restaurant business has grown very rapidly in the last five years, namely 2019-2023, the growth in GDP of the food and beverage provider industry, restaurants and the like according to industry research data in the third quarter of 2023 reached 226.734, an increase of 10,8% compared to the third quarter in 2022 amounting to 205.963 billion rupiah. In 2021 there will be growth, although not big. Meanwhile, in 2020 it experienced a decline. As seen in the following table:

Table 1

Industry Growth Data Trends
Food and Beverage Providers, Restaurants, and the like

Description	2019	2020	2021	2022	2023*
Food and Beverage Providing Industry GDP (Billion rupiah)	269.437	250.895	259.726	281.108	226.734
Annual Growth of the Food and Beverage Supply Industry	6,89%	-6,88%	3,52%	8,23%	10,08%

Source: Research industry data

Mie Gacoan was founded in 2006 with a vision of international standards of service, products and cleanliness, the first branch in the city of Malang (<https://miegacoan.co.id/>). A pleasant atmosphere for hanging out with various facilities such as: wifi, electrical outlets, music and a fairly large area which is suitable for group activities.

Mie Gacoan offers a variant of curly noodles or spicy noodles with a spicy sensation. Many content creators who take advantage of this phenomenon are competing to create interesting content because spicy noodles are not just food but also a challenge to segment the younger generation who understand technology so that the content created truly suits their interests and needs.

Mie Gacoan offers a modern concept at an affordable price. Halal certified since November 2022 valid at all outlets (<https://finance.detik.com/>). Mie Gacoan is a choice for millennials because apart from having a strategic location, the prices are affordable and the quality is also not random, which can be seen from the daily visitors at Mie Gacoan with a total turnover of one hundred million every day with 115 outlets (<https://kumparan.com/>). The best-selling menu is different in each region. There are areas that like sweets, so the best-selling menu is sweet in that area.

This phenomenon is confirmed by research by Mahendrayanti and Wardana (2021) that there is a positive and significant influence between the quality of the service provided on the repurchase intention of Kober Mie Satan customers in the city of Denpasar, thus the higher the service quality, the higher the repurchase intention. Different research results were found by Jasin et al. (2019) that service quality does not have a positive and significant influence on repurchase intentions, meaning that the level of service quality has no effect on repurchase intentions of SME consumers.

Service quality can also be measured through customer feedback, satisfaction level, number of complaints, and customer loyalty. Consistently good service quality can help create a positive experience for customers, increase satisfaction, and strengthen their relationship with the company or brand. It plays an important role in building a positive image of a company, retaining customers, and enhancing reputation. When a service is provided well, meets or even exceeds customer expectations, they tend to feel satisfied with the experience they get. Poor service quality can cause disappointment, which then results in decreased customer satisfaction levels.

Service quality as a determinant of customer satisfaction is in accordance with the results of previous research from Lestari and Safitri that there is a significant influence of service quality on passenger satisfaction on Garuda Indonesia aircraft. This research is supported by research by Ismail et al. (2021) that quality has a positive impact on customer satisfaction, that among the five dimensions in the SERVQUAL model, reliability plays an important role in determining customer satisfaction in the context of the life insurance business. The research results are different from Septiana's (2021) research that service quality has no effect on Customer Satisfaction at BRI Bank Prince Samudera Banjarmasin Branch, meaning that high or low service quality scores have no effect on customer satisfaction at BRI Bank Prince Samudera Banjarmasin Branch.

Repurchase intentions are often hampered by consumers' purchasing power because if consumers have limited purchasing power and consume products or services according to their purchasing power, without considering whether they are satisfied or not, therefore price is also a very important influence in micro, small and medium enterprises. (MSMEs) like Mie Gacoan, consumers will consider continuing to use the product or service continuously every time they want to eat and drink at a fast food restaurant or move to another brand with a lower price but the same service or product quality, then the pricing strategy what Mie Gacoan sets is the market price determined by the Malang head office (head office) taking into account consumer purchasing power. Tier is the setting of prices according to the purchasing power of consumers in that environment. There are three types of pricing (tiers), namely based on competitor prices (competitor based pricing), product value (value based pricing), operational costs (cost based pricing). The determination is determined by the environment where the Mie Gacoan restaurant

is located. In general, price still influences Indonesian consumer satisfaction, followed by taste and service. This research is in accordance with the results of research by Ananda et al. (2021) that perceived value has a positive effect on the intention to repurchase Matahari Department Store Mojokerto directly not directly or significantly. Perceived value is able to strengthen the influence of store image on repurchase intention as a partial mediating variable. There are differences in the results from the research of Nirwana et al. (2020) that perceived value does not have a significant effect on tourists' behavioral intentions to visit again, meaning that the value paid for existing facilities does not influence tourists' behavioral intentions to return to the Mandalika International Marathon Event to support the efforts of event organizers in developing tourism. halal and sport tourism events so that the image of halal tourist destinations in NTB is not only for religious tourism.

Perceived value is one of the determinants of customer satisfaction in accordance with the results of previous research by Rohman et al. (2023) research shows that consumer perceived value has a positive effect on customer satisfaction and purchase intention. The multidimensional perceived value of consumers is formed by 4 dimensions which include functional value, economic value, emotional value and social value. The perceived value of consumers is considered to influence customer satisfaction with organic food in Indonesia as an alternative for obtaining personal health, fitness and nutrition triggered by the Covid-19 pandemic. This is different from the results of Nguyen's (2021) research that customer perceived value does not have a significant impact on customer satisfaction in private health services for customers in Vietnam

So it is very natural to say that the variation in service systems and positive value felt by Mie Gacoan customers based on the purchase price and the benefits consumers obtain from using Mie Gacoan products compared to other restaurants is apparently unnatural. It is not only profitable in terms of monetary (price) but also in terms of economic benefits with the aim of influencing customer satisfaction because it has become a common belief in the business world that satisfying customers is one of the keys to success that really needs to be done. noticed. Because maintaining the intention to repurchase is more difficult than finding new consumers. This research is in accordance with research conducted by Putri and Sukowati (2020), customer satisfaction has a positive and significant influence on the repurchase intention of Chatime consumers in the city of Denpasar, meaning that the higher the satisfaction, the greater the repurchase intention will increase. The results of this research are in line with research conducted by Jasin and Firmansyah (2023) shows that customer satisfaction also has a significant effect on intention to repurchase SME products. The results of this research explain that there is a significant influence between the level of consumer satisfaction and product repurchase. Increasing consumer satisfaction has a significant effect on consumers who will make repeat purchases. What is different from the research results of Fiona and Hidayat (2020). This research shows that satisfaction is not necessarily a factor in whether consumers will use a product or service. Other research on Gopay customers in Jabodetabek shows that satisfaction has no relationship and has a negative effect on repurchase intention.

Based on a study of several theories and previous research literature, several gaps were found which will be studied in more depth through this research by adding a mediating variable, namely satisfaction. Based on the research phenomena and perceptions described above, the researchers analyzed "The influence of service quality and perceived value on repurchase intentions and customer satisfaction as mediating variables for Mie Gacoan customers"

RESEARCH METHODS

The type of research carried out by this researcher is hypothesis testing. Hypothesis testing is research that explains the relationship between variables (Sekaran, 2006: 124). This research is reviewed based on the type of relationship between variables, including in the category of establishing a causal or causal relationship, establishing a causal relationship because the researcher wants to find the cause of repurchase intentions (Rangkuti, 2002: 38)

Judging from the researcher's intervention in the study, this research is included in the category of minimal researcher intervention in the study, because the researcher did not manipulate the independent variables because this research did not create different levels of independent variables (Sekaran, 2006: 166).

Viewed based on the time horizon, this research is included in a one shot study and is still included in cross-sectional research because the data was obtained from various levels of development but data collection was carried out only once by taking several groups of different types of data at once (Sekaran, 2006 : 177).

RESULT AND DISCUSSION

Outer Model (Measurement Model and Validity Indicators)

Table 2.
 Outer Model Before Deletion

Indicator Items	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha
Perceived Value (X1)				
x.1.1	0,558	0,237	0,763	0,689
x.1.10	0,223			
x.1.11	0,293			
x.1.12	-0,025			
x.1.13	0,405			
x.1.14	0,081			
x.1.2	0,571			
x.1.3	0,800			
x.1.4	0,533			
x.1.5	0,445			
x.1.6	0,532			
x.1.7	0,594			
x.1.8	0,780			
x.1.9	0,080			
Service Quality (X2)				
x.2.1	0,742	0,442	0,825	0,750
x.2.2	0,704			
x.2.3	0,615			
x.2.4	0,543			

x.2.5	0,658			
x.2.6	0,709			
Repurchase Intention (Y)				
y.1.1	0,768	0,650	0,881	0,821
y.1.2	0,796			
y.1.3	0,862			
y.1.4	0,796			
Satisfaction (Z)				
z.1.1	0,733	0,499	0,798	0,665
z.1.2	0,677			
z.1.3	0,622			
z.1.4	0,783			

Based on the outer loading table above, Loading Factor (factor loading) (for example, for indicators on variable , and Z already has a loading factor > 0.5 (Hair et al., 2013), then the indicator meets convergent validity. An indicator is said to be reliable if the composite reliability and Cronbach alpha > 0.50 . As in the picture below:

Tabel 3.
Outer Model After Deletion

Indicator Items	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha
Perceived Value (X1)				
x.1.1	0,584	0,419	0,830	0,759
x.1.2	0,580			
x.1.3	0,811			
x.1.4	0,512			
x.1.6	0,580			
x.1.7	0,576			
x.1.8	0,816			
Service Quality (X2)				
x.2.1	0,742	0,442	0,825	0,750
x.2.2	0,704			
x.2.3	0,615			
x.2.4	0,543			
x.2.5	0,658			
x.2.6	0,709			
Repurchase Intention (Y)				
y.1.1	0,768	0,650	0,881	0,821
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y.1.4	0,796			
Satisfaction (Z)				
z.1.1	0,733	0,499	0,798	0,665

z.1.2	0,677		
z.1.3	0,622		
z.1.4	0,783		

Results of Inner Weight

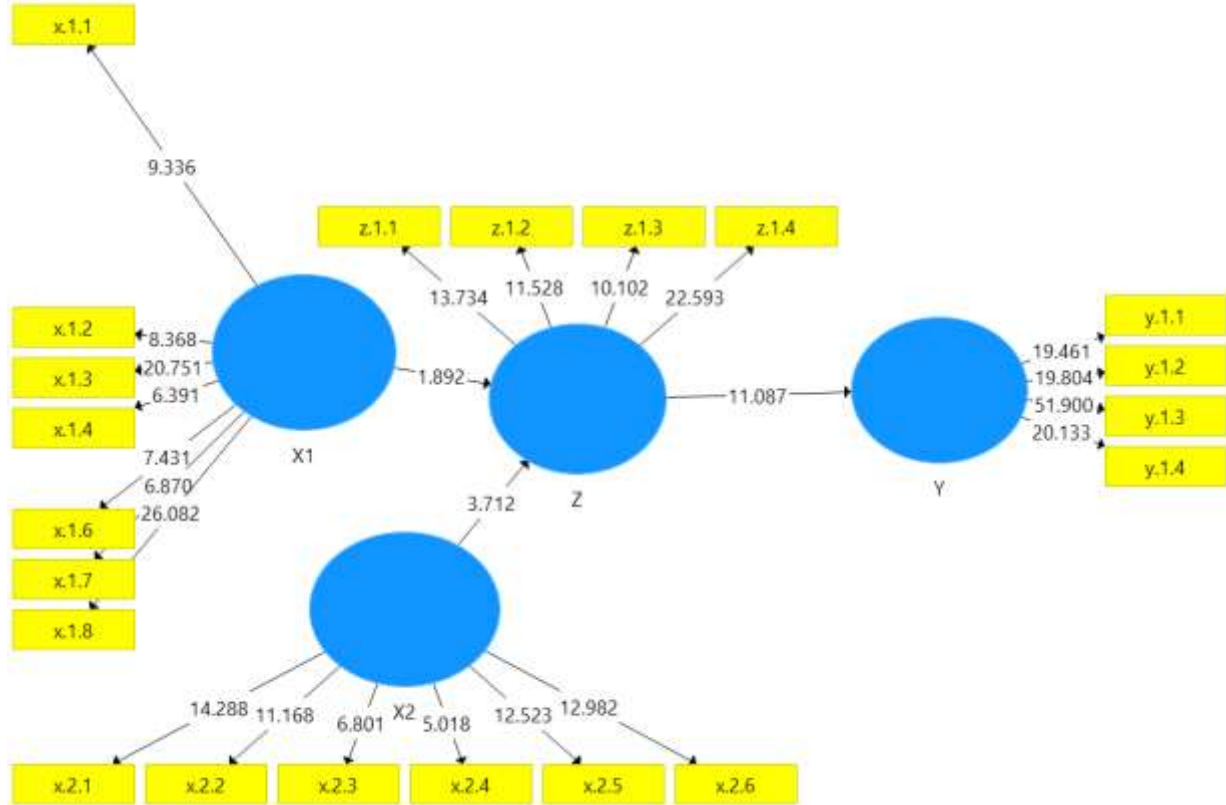


Figure 1. PLS models

Direct Effect Hypothesis Testing

Table 4
 Path Coefficients

Direct Influence	Coefficient	t statistics	P values	Information
Satisfaction -> Repurchase Intention	0,585	11,087	0,000	Significant
Service Quality -> Satisfaction	0,430	3,712	0,000	Significant
Perceived value -> Satisfaction	0,234	1,892	0,059	Not significant

It can be seen in the table above that Perceived Value (X1) has a positive and insignificant effect on Satisfaction (Z) with a path coefficient of 0.234 where the p-value = 0.059 is greater than the value $\alpha = 0.05$ (5%).

Meanwhile, Service Quality (X2) has a significant positive effect on Satisfaction (Z) with a path coefficient of 0.430 where the p-value = 0.000 is smaller than the value $\alpha = 0.05$ (5%)

Furthermore, Satisfaction (Z) has a positive and significant effect on Repurchase Intentions with a path coefficient of 0.585 where the p-value = 0.000 is smaller than the value $\alpha = 0.05$ (5%)

Indirect Effect Hypothesis Testing

Table 5
 Indirect Effects (Indirect Influence)

Indirect Influence	Coefficient	t statistics	P values	Information
Satisfaction -> Repurchase Intention				
Service Quality -> Satisfaction				
Service Quality -> Repurchase Intention	0,252	3,404	0,001	Significant
Perceived value -> Satisfaction				
Perceived value -> Repurchase Intention	0,137	1,849	0,065	Not significant

Based on the table above, it can be seen that Perceived Value (X1) has a positive and insignificant effect on Repurchase Intention (Y) through Satisfaction (Z) with a path coefficient of 0.137 where the p-value = 0.065 is greater than the value $\alpha = 0.05$ (5%)

Meanwhile, it can be seen that Service Quality (X2) has a Negative and Insignificant effect on Repurchase Intention (Y) through Satisfaction (Z) with a path coefficient of 0.252 where the p-value = 0.001 is smaller than the value of $\alpha = 0.05$ (5%)

CONCLUSION

Based on the results of data analysis tests that have been carried out and explained, the conclusion is drawn that:

1. The test results show that Perceived Value has no influence on customer satisfaction, this does not support research conducted by Nirwana et al. (2020) which states that the value perceived by customers does not have a significant impact on customer satisfaction, where if the value perceived by customers increases then customer satisfaction has no effect. Empirically, if consumers assess that the product (brand) used does not meet their needs and provide satisfaction, more attractive marketing programs are created with two objectives, namely promotion and sales. And it can also offer benefits that are more acceptable to customers, namely: to make it easier for consumers to order food and drinks in a short time with a call center 24 hours a week. This service is a delivery service provided by Mie Gacoan to make it easier for consumers to order food and drinks in a short time. No limit on the number of orders with a time of approximately thirty minutes. This service can be enjoyed

- by Mie Gacoan consumers within a certain radius and children are provided with a special place for children to play
2. The test results show that service quality has an influence on customer satisfaction, this does not support research conducted by Ismail et al. (2021) who say that service quality (quality of interactions, quality of the physical environment and quality of results) has a significant positive effect on customer satisfaction, where if service quality increases then customer satisfaction will increase.
 3. The results of this test show that satisfaction felt by customers has an influence on repurchase intentions. These results support research conducted by Putri and Sukowati (2020) that satisfaction influences repurchase intentions positively and significantly. Empirically, a customer's behavior and his actions result in happiness and satisfaction, so the customer tries to repeat it again. So the intention of repeat buyers is influenced by logical experiences in using the product and the product provides a feeling of satisfaction.
 4. In this study, the indirect influence of one latent variable on another variable as an endogenous construct and an exogenous construct was also examined. In research, it is proven that there is an indirect influence of service quality on repurchase intentions through the mediating variable satisfaction. Service quality contributes to repurchase intention through the mediating variable customer satisfaction. This means that the company provides good quality service that is able to satisfy customers and satisfied customers are able to ensure customers are loyal. So, the higher the quality of service, the higher the customer satisfaction will be, and will be able to generate repurchase intentions.
 5. In this study, the indirect influence of one latent variable on another variable as an endogenous construct and an exogenous construct was also examined. In this study, researchers did not find an indirect effect of partial or full mediation on customers' repurchase intentions through the mediating variable customer satisfaction. Customers' perceived value is unable to meet their needs and expectations

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