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The Influence of Product Quality, Promotion, and Price on Consumer Purchasing Decisions of Mie Gacoan Food

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Abstract: This study aims to analyze the Influence of Product Quality, Promotion, and Price on Consumer Purchase Decisions of Gacoan Noodles. Using quantitative methods with questionnaires as research instruments. The research sample consisted of 103 Mie Gacoan consumers living in North Jakarta. The data collection technique used is the Likert Scale. Questionnaires are used as a data collection technique. The structural equation model analysis method was used in this study. The research design is causal and aims to test the direct influence and moderation effect between variables. The software used is SmartPLS 4 (Partial Least Square). The results in this study are that product quality and promotion have a positive and significant influence on consumer purchase decisions. Promotions have the most influence on consumer purchasing decisions, followed by product quality. Price has no significant influence on consumer purchasing decisions. The results of the coefficient of determination of the promotion variable have the highest score, so this study provides a reference for readers and food sellers to optimize the promotion of their products through various channels, such as social media, advertising, and relevant events. Effective promotion increases consumer awareness and interest in the company's products. In addition to promotion, product quality needs to be improved so that this research provides benefits to Mie Gacoan company owners and other entrepreneurs to improve the quality of their products to meet consumer needs and expectations.

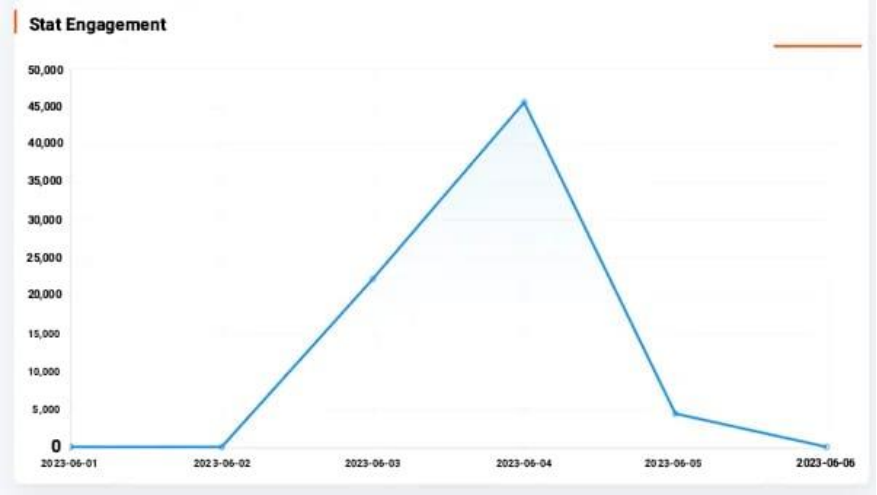
Keywords: Product Quality, Promotion, Price, Consumer Purchase Decision.

INTRODUCTION

The culinary industry in Indonesia is currently experiencing very rapid development. The large number of food options available makes consumers have many options to choose products that suit their tastes and needs (Balimema, 2025). One of the popular food brands in Indonesia is Mie Gacoan. Mie Gacoan is a food brand founded in 2016 in Yogyakarta by a young entrepreneur who has a passion in the culinary world. Since its inception, Gacoan Noodles have been known for their high product quality and delicious taste. Mie Gacoan was established in 2016 in Yogyakarta with one branch and grew rapidly by opening several branches in Yogyakarta and its surroundings in 2017. In 2018, Mie Gacoan began to expand to other cities

in Indonesia, such as Jakarta and Bandung, and by 2020 it already had more than 100 branches throughout Indonesia (Mawardy et al., 2023). In a highly competitive culinary industry, Mie Gacoan competes with brands such as Wizzmie, but has managed to distinguish itself by its high product quality and good se rvice. Mie Gacoan has had a significant influence on the culinary industry in Indonesia, creating jobs and boosting the local economy, as well as becoming one of the most popular brands among young consumers with a modern and dynamic brand image.

Figure 1. Twitter Engagement Timeline related to Mie Gacoan for the period 1–6 June 2023



Source : *Socindex*

Mie Gacoan are one of the popular instant noodle food brands in Indonesia. With increasing competition in the food industry, Mie Gacoan company needs to improve product quality and marketing strategies to maintain its market position (Kotler & Keller, 2020). Product quality and marketing strategy are two very important factors in increasing consumer satisfaction (Parasuraman, 2020). Good product quality can increase consumer trust in the brand (Aaker, 2020). While an effective marketing strategy can increase consumer awareness and interest (Smith, 2022).

Mie Gacoan was established in 2016 in Malang with the main target of young people, students, and college students, offering spicy noodles at low prices and abundant portions (Devi et al., 2025). Business and Marketing Strategy: Mie Gacoan's success is supported by a smart business strategy, including affordable prices (an average of IDR 11,000-IDR 20,000 per serving), an engaging dining experience, and strong marketing through social media such as Instagram and Tik Tok to reach the younger generation. Mie Gacoan has proven its ability to compete and continue to expand nationally, even planning for international expansion. Impact of Social Media: The virality of Mie Gacoan on social media, although sometimes accompanied by negative issues, has helped to encourage word-of-mouth marketing and increase awareness among consumers.

Although there is no specific information regarding the growth of Mie Gacoan in North Jakarta separately, the presence of outlets in various cities, including possibly in North Jakarta, suggests that Mie Gacoan has managed to expand its reach to large urban areas such as Jakarta. General growth phenomena, such as affordable prices, in-demand spicy flavors, and effective marketing strategies, are also expected to be key factors in the success of Mie Gacoan in North Jakarta. With this, a research framework for current research was formed.

Based on the above, the research gap can be obtained, namely Research Taryono (2022) found that product quality and service quality have a significant effect on Mie Gacoan's customer satisfaction. However, promotions have no significant effect on consumer decisions. This study uses a quantitative analysis method with a sample of approximately 150 respondents. Research Asmawati (2022) analyze consumer satisfaction with product quality and service quality at Mie Gacoan in Jimbaran Bali. This study found that product quality and service quality have a significant effect on consumer satisfaction

This research is to provide valuable information for the Mie Gacoan company, to increase sales and maintain customer loyalty. The results of this research can also be used as a reference for the Mie Gacoan company to develop a more effective marketing strategy and increase consumer satisfaction. Therefore, this study aims to determine the influence of product quality, promotion, and price on consumer purchasing decisions of Mie Gacoan food in North Jakarta, so that it can provide benefits for companies and consumers. With this, a research framework for current research was formed.

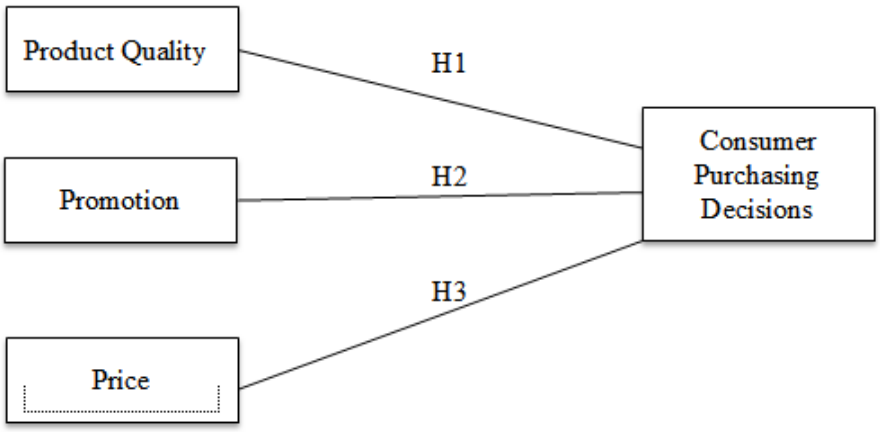


Figure 2. Research Thinking Framework

Market Segmentation

Market segmentation is the process of dividing the market into smaller groups based on certain characteristics Kotler & Keller, (2020) and Zhang, (2020).

Marketing Mix

Marketing mix is a concept consisting of 4Ps (Product, Price, Place, Promotion) that are used to promote products or services Armstrong & Cunningham, (2020) and Lee et al. (2020).

Digital Marketing

Digital marketing is a marketing strategy that uses digital technology to promote products or services Kotler et al., (2020) and Kim et al. (2020).

According to Sugiyono (2013) A hypothesis is the initial answer to the formulation of a research problem, where the formulation of a research problem is presented as a question sentence. Based on the background and limitations of the problem, previous research, and frame of mind, this study can propose several hypotheses as follows:

H1: Product Quality Affects Consumer Decisions of Mie Gacoan

H2: Promotion affects Mie Gacoan Consumer Decisions

H3: Price Affects Mie Gacoan Consumer Decisions

METHODS

Data Collection Techniques

The data collection technique in the study is the way taken by the researcher to collect data objectively. In the data collection technique, it can be done by observation, test or evaluation, and documentary Sugiyono (2013). The data collection technique in this study is a questionnaire. This method is carried out by distributing questionnaires to the research subjects. According to Siyoto & Sodik (2015), Questionnaire or questionnaire is a method of collecting data in the form of written questions to obtain information and data needed by the research topic and the instrument is in accordance with the name of the method which is in the form of a questionnaire sheet in the form of a number of written questions to obtain information from respondents about what is experienced. In this study, the questionnaire given to respondents was an open questionnaire through google form.

Sample and population determination techniques

A sample is a fraction of the number and characteristics possessed by the population. According to Arikunto (2010:174)**:** If the subjects are more than 100 people, they can be taken between 10–15% or 20–25% of the total population, depending on the size of the population, the size of the area, and the ability of the researcher. While Population is a whole object or subject that has certain characteristics that are set by researchers to study and draw conclusions. According to Sugiyono (2017:117). Population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics that are set by the researcher to be studied and then drawn conclusions. The method of sampling and population determination techniques uses the Slovin Formula, this formula is used to determine the size of the sample if the population number is known and wants to establish a certain level of precision Umar (2003).

This study uses a quantitative method. The population in this study is Mie Gacoan customers who live in North Jakarta with an age range of < 25 – > 40 years. The Likert scale is used to measure respondents' attitudes or opinions by using an ordinal scale consisting of several answer choices, such as Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The data collection technique used is the Likert Scale. Questionnaires are used as a data collection technique. Questionnaire is a method of data collection that is carried out by providing written questions to respondents to answer. The collected data can then be analyzed to understand respondents' opinions and behaviors. This study raised 3 independent variables, namely the Influence of Product Quality, Promotion and Price, and 1 dependent variable, namely Consumer Purchase Decision. First. The influence of Product Quality is the ability of the product to carry out its function, including reliability, durability, accuracy, convenience, and so on Kotler & Keller, (2020). Second, Promotion is an activity carried out to increase public awareness and interest in a product or service. The purpose of the promotion is to increase sales, increase brand awareness, and build relationships with customers Kotler & Keller, (2020). Third, Price is the value given to a product or service that is determined by the seller and negotiated with the buyer. The price can be affected by several factors, such as production cost, market demand, competition, and perceived value by customers, the right price can increase the company's profits and sales Nagle & Hogan, (2020). Fourth, Consumer Purchase Decisions are a complex process that involves several stages, ranging from the introduction of needs to the purchase of products or services, there are 2 factors that affect Consumer Purchase Decisions Internal Factors such as perception, motivation, according to Schiffman dan Wisenblit (2019) also emphasizing the importance of understanding consumer behavior in making purchasing decisions.

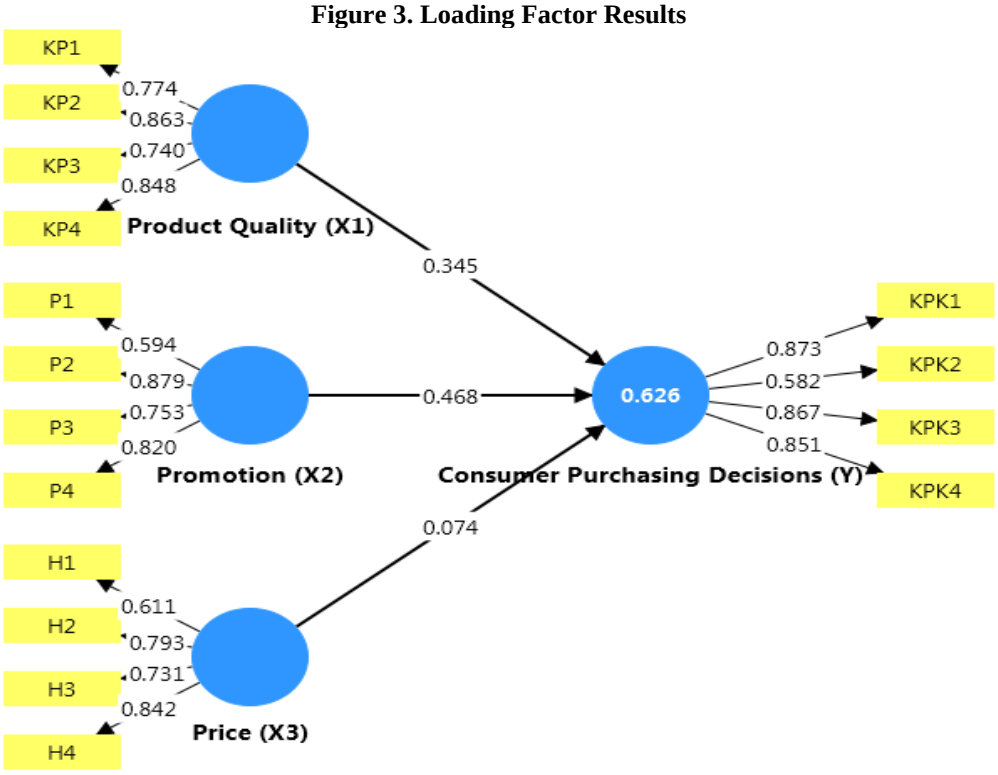
Data Analysis Techniques

Data analysis is also called data processing and data interpretation. Analysis is a series of activities to study, classify, systematize, interpret and validate data so that phenomena have social, academic, and scientific value Hikmawati (2020). The data obtained through the distribution of questionnaires will be analyzed with the help of statistical software such as smartPLS 4 SEM (Partial Least Square – Structural Equation Modeling) in processing data and proving hypotheses. There are two sub-chapters of models in PLS-SEM analysis, namely the measurement model can also be called the outer model and the structural model (structural model) can also be called the inner model. To test questions or statements made through questionnaires, validity tests were used, while reliability tests were used to measure the accuracy of respondents who filled out questionnaires in this study. The reliability test is carried out in two ways, namely Cronbach's Alpha and Composite Reliability. Furthermore, it will be measured using 3 criteria, namely R-Square, F-Square, Estimate For Path Coefficients. R-Square, which is a goodness-fit test model, in a variable must have a value greater than 0.500. F-Square values of 0.02, 0.15 and 0.35 can be interpreted as whether the predictor of a latent variable has a weak, medium, or large influence on the structural level. Estimate For Path Coefficients looks at the significance of the influence between variables by looking at the value of the parameter coefficient and the value of the statistical significance T, namely through the bootstrapping method. The hypothesis is accepted if the significant value of the result P value is < 0.05 or the statistical T value is more than 1.96.

RESULTS AND DISCUSSION

This study uses a sample, namely as many as 103 respondents have been sampled in this study. The sample used is an Indonesian Mie Gacoan customer who lives around North Jakarta. Respondents consisted of 68 women (66.02%) and 35 men (33.98%). The age of the respondents in this study was 20-50 years old, with 40 people who were < 25 years old (38.83%), 9 people who were 25-30 years old (8.74%), and 27 people who were 30-40 years old (26.21%) and 27 people who were > 40 years old (26.21%).

Figure 3. Loading Factor Results



Based on the results of the loading factor above, the loading factor is the level of correlation between the total score and the measurement indicator. The indicator of a variable is declared valid if it has a loading factor value above 0.5. Figure 3 shows that the loading factor value in this study has all reached a number above 0.5, meaning that the indicators in this study are declared valid or meet convergent validity.

Validation and Reliability Tests

The processing of research data begins with testing the validity of the research reliability data. The validity test is to see the research instrument, especially the statement of the question in the research questionnaire whether it is feasible or not to represent the variable being studied, while the reliability test is to see the consistency of the answers from the respondents, serious or not in answering the research questionnaire.

A reality test is a measurement that shows the extent to which the measurement is unbiased (error-free) and therefore ensures consistent measurement across time and across various items in the indicator. In PLS this test can be done using the following methods, namely:

1. Cronch's Alpha: measures the lower limit of a variable's reliability and is acceptable if the tilapia is >0.6
2. Composite Realiability: measures the true value of a variable's reliability and is acceptable if it is >0.7
3. Average Variance Extracted (AVE) is acceptable if the value is above 0.5

Table 1. Validation and Reliability

Variabel	Cronbach's alpha	rho_a	Composite reliability	AVE
(X1)	0.823	0.846	0.882	0.652
(X2)	0.765	0.824	0.850	0.591
(X3)	0.768	0.905	0.835	0.561
(Y)	0.811	0.851	0.876	0.644
X1->Y	1.000	1.000	1.000	1.000
X2->Y	1.000	1.000	1.000	1.000
X3->Y	1.000	1.000	1.000	1.000

Description: Product Quality, Promotion, Price, Purchase Decision

Based on the data above, the validity test results were carried out by testing the comparison of the square root of AVE with an AVE value greater than 0.5 and the validation test passed correctly. Therefore, the indicators used must be valid and show adequate convergent validity. The results obtained also showed an rho-A score and composite reliability greater than 0.7, which means that the reliability test met the criteria. It is concluded that the variables in this study are reliable or have met the existing requirements.

Uji Hypothesis

Testing the three hypotheses in the study in the table below, based on the data processing carried out, the results can be used to answer the hypothesis in this study. The hypothesis test

in this study was carried out by looking at the T-statistics value and the P-value value. The research hypothesis can be declared acceptable if the T-statictics value > 1.96 and the P-Value < 0.05. The following are pictures and tables of research results that have been tested using PLS so that significant data and insignificant data can be seen.

Table 2. Hypothesis testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Decision
(X1) -> (Y)	0.345	0.345	0.115	2.992	0.003	Accepted
(X2) -> (Y)	0.468	0.468	0.112	4.167	0.000	Accepted
(X3) -> (Y)	0.074	0.081	0.093	0.795	0.427	Rejected

Source: SmartPLS Data Processing Results, 2025

Based on the results of the data above, it can be concluded that the hypothesis test obtained is that of the 3 hypotheses proposed in this study, 2 hypotheses and variables were accepted, 1 was rejected.

Proving the first hypothesis (H1), the quality of the product has an original sample of 0.345 with a statistical T value of 2.992 > 1.96 and a P value of 0.003. This means that product quality variables have a positive and significant effect on consumer purchase decisions. can improve Product Quality by 34.5%. The results of this study are in line with the research conducted by (Kuswoyo, 2024), (Susanti. 2024), and (Wibowo, 2023) which states that Product Quality has a positive and significant effect on Product Quality. Thus, the first hypothesis (H1) in this study was accepted.

Proving the second hypothesis (H2), the promotion has an original sample of 0.648 with a statistical T value of 4.167 > 1.96 and a P value of 0.000. This means that the promotion variable has a positive and significant effect on consumer purchase decisions can increase promotions by 64.8%. The results of this study are in line with the research conducted by (Kuswoyo, 2024) and (Irsyada, 2024), which states that product quality has a positive and significant effect on promotion. Thus, the second hypothesis (H2) in this study is accepted.

Proving the third hypothesis (H3), price moderation on the influence of consumer purchase decisions received an original sample of -0.074 with a statistical T value of 0.795 < 1.96 and a P value of 0.427. This means that the third hypothesis (H3) about price moderation on the influence of consumer purchasing decisions is not supported by data. Price has no significant influence on consumer purchasing decisions. In conclusion, product quality and promotions have a positive and significant influence on consumers' purchasing decisions, while price has no significant influence. The results of this study are in line with the research conducted by (Prabowo, 2023). Thus, the third hypothesis (H3) was rejected.

CONCLUSION

This study shows that product quality and promotion have a positive and significant influence on consumer purchasing decisions of Mie Gacoan. Promotions have the most influence on consumer purchasing decisions, followed by product quality. Meanwhile, prices do not have a significant influence on consumer purchasing decisions.

Advice for Academics and Subsequent Researchers

This research provides advice to the owners of Mie Gacoan, companies must maintain product quality and promotion so that consumers can make interest in buying again. Prices also

need to be improved because they are not significant to consumers' purchasing decisions. The following must be fixed by the Mie Gacoan company regarding prices:

1. Price Evaluation: Evaluate the price of Mie Gacoan to ensure that the price offered is in accordance with the value given to consumers.
2. Price Adjustment: If necessary, make price adjustments to make it more competitive with other products in the market.
3. Focus on Added Value: Focus on the added value provided by Mie Gacoan, such as high product quality, delicious taste, and good service, to justify the price offered.
4. Price Promotion: Conduct price promotions, such as discounts or promo packages, to increase customer awareness and increase sales.

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