

## PRICE, PROMOTION, AND PRODUCT QUALITY: THEIR INFLUENCE ON CUSTOMER SATISFACTION (CASE STUDY OF 'MIE GACOAN' IN BEKASI)

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### Abstract

This study aims to determine how the influence of Price, Promotion, and Product Quality affects customer satisfaction in the case study of Mie Gacoan in Bekasi. Using quantitative methods, data from this study were collected from 100 respondents. using the Likert scale model assessment as the measurement model, which is filled in by the respondent on the questionnaire to be distributed. The preparation of the questionnaire uses a Likert scale, a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena with the help of SmartPLS 4 software as a tool for analysis. The results of this study indicate that the Price variable (X1) has a significant effect on Customer Satisfaction (Y) the t-statistic result for the Price variable is 4.913 and is declared significant because the t-statistic value  $> 1.66$  ( $4.913 > 1.66$ ). Promotion (X2) variables have a significant effect on customer satisfaction (Y), t-statistic  $> 1.66$  ( $5,287 > 1.66$ ). Product Quality (X3) variables have a significant effect on customer satisfaction (Y), t-statistic  $> 1.66$  ( $3,258 > 1.66$ ). variable Price (X1). Promotion (X2), Product Quality (X3) has a significant effect on Customer Satisfaction (Y), the F-statistic for the Price, Promotion, Product Quality variable is 195.109 and is declared significant because the F-statistic value  $> 2.70$  ( $195.109 > 2.70$ ).

**Keyword:** Price, Promotion, Product Quality, Customer Satisfaction

## INTRODUCTION

Business development in Indonesia is growing rapidly, especially in the culinary field. The culinary business is currently a business with a great chance of success, but since the COVID-19 pandemic, competition in the culinary field has also become immeasurable. Therefore, culinary business people must continue to innovate and adapt along with the times. The Internet is one of the platforms for business people to innovate, and many consumers use the Internet (Dewi Andriani, 2023).

Internet usage in Indonesia in 2023 reached 215 million people, out of a total Indonesian population of 275 million. The Internet has entered all aspects of people's lives including sales, transportation, payments, and many other aspects (APJII Survey of Internet Users in Indonesia Reached 215 Million People, 2023). The internet facilitates everything that people need and can be accessed easily, especially with the rise of young people or millennials currently playing with gadgets more dominantly in their daily lives. Millennials or Generation Z today find it easier to find viral things such as Mie Gacoan, the fame of the Mie Gacoan brand originated from branding and interesting marketing methods, where Mie Gacoan creates content on social media that shows a large queue of consumers when they want to buy Mie Gacoan, this of course makes the public curious about the products offered by Mie Gacoan, thus attracting the attention of customers and attracting the attention of potential consumers to make purchasing decisions on Mie Gacoan products (Kumparan BUSINESS, 2023).

Mie Gacoan is the No. 1 Spicy Noodle Restaurant in Indonesia, which is a subsidiary of PT Pesta Pora Abadi. Established since early 2016, founded by Harris Kristanto with his wife Fiony Lie. Currently, Mie Gacoan has grown to become the main market leader in the provinces of East Java, Central Java, West Java, Bali islands, and North Sumatra and is trying to develop into the number 1 largest brand nationally and has many franchises spread across several cities in Indonesia (Mie Gacoan, 2023). Based on sales data, Mie Gacoan's turnover can reach IDR 99 million per day assuming there are 150 seats with 30 menu turnover and the price of Mie Gacoan is IDR 22 thousand. So, it can be estimated that the sales turnover of Mie Gacoan is IDR 99 million per day. If a year can reach Rp 356.4 billion (Kumparan BISNIS, 2023). Mie Gacoan has a strategic location that makes it easier for consumers to

find the location of the Mie Gacoan Restaurant. Not only that, Mie Gacoan also provides a comfortable place and uses a unique and contemporary restaurant concept. This makes many consumers willing to wait in a long queue, which may be one of the factors that influence consumer purchasing decisions for Mie Gacoan products. Of course, many factors make Mie Gacoan's revenue swell and have not a few branches, of course, this certainly does not escape the existence of consumer satisfaction.

Satisfaction refers to the feelings of pleasure or disappointment that arise in a person after comparing the actual product results or performance with the expectations he has. If the product performance is less than expectations, the customer is dissatisfied. If the performance is in line with expectations, the customer is satisfied. If the performance exceeds expectations, the customer feels very satisfied or happy (Kotler, 2013) in (Hayani, 2020). Customer satisfaction is a success factor in achieving business competition advantage, which depends on the ability to build customer satisfaction. Consumer satisfaction is an important key factor in overcoming this problem and supporting business success (Retnowati et al., 2021).

Price is a part of marketing where Price has several special aspects such as providing revenue, increasing consumer loyalty, and creating consumer satisfaction (Rianto et al., 2022). Price is also the only marketing mix activity that generates profits for the company (Setyawati et al., 2022). The main factor that consumers consider when choosing goods or services is price (Supranto & Nandan, 2011) in (Perdana Siregar et al., 2022). Price has a significant impact on customer satisfaction because of their views on price, both high and low, price also affects purchasing decisions and customer satisfaction (Fitria Sari et al., 2023). Price is also the only marketing mix activity that generates profit for the company (Setyawati et al., 2022). The price at the Gacoan Noodle Restaurant is indeed relatively cheaper than competitors who sell the same product, the price offered by Mie Gacoan is fairly cheap ranging from 4,000 to 12,000. To create this satisfaction, the company must pay attention to several factors of customer satisfaction including promotion and product quality.

Promotion is an activity to improve product quality and attract consumers to use or buy these products (Dewa Gede Wahyu Santosa & I.A Mashyuni, 2021). Promotion is a very important strategy in attracting consumer attention and interest. This involves the

dissemination of information or persuasive messages designed to encourage certain people or organizations to make exchanges in a marketing context (Marques et al., 2018) in (Bata Ilyas & Mustafa, 2022).

Product Quality is everything that can be offered to the market so that it can be consumed and create a sense of satisfaction for the needs and desires of consumers (Gunawan Wibowo, 2021). Product quality describes the extent to which the product can meet and satisfy consumer needs properly (Kotler & Armstrong, 2014) in (Hakim, 2021). Quality is a word that contains many different definitions and meanings for each individual, where these meanings refer to everything that meets expectations and makes people happy (Tjiptono, 2005) in (Tamon et al., 2021). The main focus of customers when buying is Product Quality. A good product will create a result that affects the consumer's view, making consumers feel that the product is superior to others (Santika et al., 2023). From the results of the description above the Price, Promotion and Product Quality provided by the Company can provide added value from the use of products or services.

## **REVIEW OF LITERATURE**

### **Customer Satisfaction**

Satisfaction refers to the feelings of pleasure or disappointment that arise in a person after comparing the actual product results or performance with the expectations he has. If the product performance is less than expectations, the customer is dissatisfied. If the performance is in line with expectations, the customer is satisfied. If the performance exceeds expectations, the customer feels very satisfied or happy (Kotler, 2013) in (Hayani, 2020). Consumer satisfaction is a sense of pride that consumers experience after doing or using a product (Irawan, 2010) in (Nurlia & Mahmud, 2021).

### **Price**

Price is a part of marketing where Price has several special aspects such as providing revenue, increasing consumer loyalty, and creating consumer satisfaction (Rianto et al., 2022). Price is also the only marketing mix activity that generates profits for the company (Setyawati et al., 2022).

## **Promotion**

Promotion is an activity to improve product quality and attract consumers to use or buy these products (Santosa & Mashyuni, 2021). Sales promotion is one of the important factors to be able to support the successful sale of a product (Fandy Tjiptono, 2015) in (Nurlia & Mahmud, 2021).

## **RESEARCH METHOD**

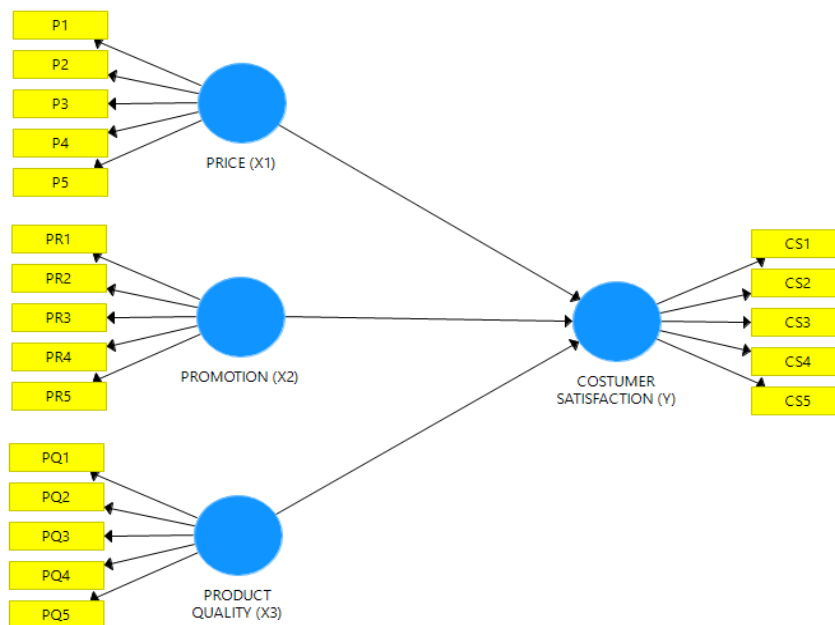
The approach used is a quantitative research method, where this research involves data collection in the form of numbers and analysis using statistical formulas (Imam Ghazali, 2016a) in (Fika Maghdalia Ramadana et al., 2022). This is based on the theme to be studied, namely "Price, Promotion and Product Quality: Their Influence on Customer Satisfaction in the Case Study 'Mie Gacoan' in Bekasi". This study is to determine whether the price, promotion, and product quality carried out by Mie Gacoan have a significant positive effect on customer satisfaction.

The population to be used in this study are all people. The sample size that is feasible to use in this study is at least 30 to 100 respondents (Imam Ghazali, 2021). The type of data used in this study uses primary and secondary data. Responses are measured using a Likert scale. The modeling used in this research is Structural Equation Modeling (SEM) to test the relationship between independent and dependent variables. This research uses SEM modeling because it allows confirmatory factor analysis and path analysis. SEM modeling in this study uses Partial Least Squares (PLS) analysis with the Wrap PLS version 7 application. PLS analysis is used to analyze the relationship between several variables simultaneously and evaluate the structural model.

## **RESULTS AND DISCUSSION**

### **Designing the Path Outer Model**

The Path Outer Model design serves to connect independent, mediating, and dependent variables. The design of the Path Outer Model in this study can be described in the following figure:



**Figure 1**  
**Path Outer Model**

Source: SmartPLS 3.0 output primary data processed, 2024

### Validity Test

#### Convergent Validity

A research indicator will be considered valid if it has an outer loading value above 0.7 in each instrument. However, an outer loading value of 0.5 is still considered sufficient (Ghozali, 2015 in Laksono and Wardoyo, 2019). If the outer loading value is  $< 0.5$  then the question item must be eliminated.

**Table 1**  
**Outer Loading**

Variable	Indicator	Outer Loading	Validity
Price X1	HG 1	0,786	Valid
	HG 2	0,810	Valid
	HG 3	0,735	Valid
	HG 4	0,826	Valid
	HG 5	0,833	Valid
Promotion X2	PR 1	0,783	Valid
	PR 2	0,809	Valid
	PR 3	0,879	Valid
	PR 4	0,745	Valid
	PR 5	0,811	Valid

Product Quality X3	KP 1	0,881	Valid
	KP 2	0,830	Valid
	KP 3	0,718	Valid
	KP 4	0,794	Valid
	KP 5	0,855	Valid
Costumer Satisfaction Y	KK 1	0,794	Valid
	KK 2	0,817	Valid
	KK 3	0,848	Valid
	KK 4	0,864	Valid
	KK 5	0,873	Valid

Source: SmartPLS 3.0 output Primary data processed by researchers, 2024

Based on the data in Table 1 above, it can be seen that all indicators already have an outer loading value  $> 0.5$  so they can be declared valid for use in further research and analysis.

### Discriminant Validity

Discriminant Validity value is a cross loading value that serves to determine whether a construct has adequate discriminant. Discriminant Validity can be seen in the square value of Average Variance Extracted (AVE). Discriminant Validity or correlation value is said to be achieved or valid if the AVE value is  $> 0.5$  and the correlation value is declared invalid if the AVE value is  $< 0.5$  (Ghozali, 2015 in Laksono and Wardoyo, 2019).

**Table 2**  
**Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Price	<b>0,638</b>
Promotion	<b>0,650</b>
Product Quality	<b>0,705</b>
Customer Satisfaction	<b>0,668</b>

Source: SmartPLS 3.2 output, primary data processed, 2024

Based on Table 2 above, the Discriminant Validity value or the Average Variance Extracted (AVE) correlation value is said to be achieved or valid if the AVE value is  $> 0.5$ .

### Reliability Test

The reliability test is assessed through 2 (two) methods, namely Composite Reliability and Cronbach's Alpha. A variable can be said to have good reliability if the Composite Reliability value has a value  $> 0.7$  and Cronbach's Alpha value  $> 0.6$  (Ghozali, 2015 in Laksono and Wardoyo, 2019).

**Table 3**  
**Composite Reliability**

Variable	Composite Reliability	Description
Price	<b>0,898</b>	Reliable
Promosi	<b>0,903</b>	Reliable
Product Quality	<b>0,923</b>	Reliable
Customer Satisfaction	<b>0,909</b>	Reliable

Source: SmartPLS 3.2 output, primary data processed, 2024

Based on Table 3 above, it can be concluded that the composite reliability value of all constructs is  $> 0.7$ .

**R-Square Test**

The coefficient of determination ( $R^2$ ) shows the extent of the relationship between the dependent variable and the independent variable or the extent to which the contribution of the independent variable affects the dependent variable. The test results ( $R^2$ ) are as follows:

**Table 4**  
**R-Square Test**

Variable	R Square	R Square Adjusted
Customer Satisfaction	0,859	0,855

Source: SmartPLS 3.2 output, primary data processed, 2024

Based on Table 4 above, the resulting R-Square value is 0.859, it can be explained that the variable effect of Price (X1), Promotion (X2), and Product Quality (X3) on Customer Satisfaction (Y) gives a value of 0.859, with a percentage of 85.9 While the remaining 14.1% is explained by other variables outside this study.

**Hypothesis Analysis**

Hypothesis testing in this study can be seen in the Path Coefficient table which serves to test whether a hypothesis can be accepted or rejected. The Summary Coefficient criterion is 5%,  $t = 1.66$ . If the t-statistic value is greater ( $> 1.66$ ), then the hypothesis is significant or  $H_0$  is rejected and  $H_a$  is accepted. The Path Coefficient table for this study is as follows:

**Table 5**  
**Summary Coefficient**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
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Price (X1) -> Costumer Satisfaction (Y)	0,410	0,401	0,083	4,913	0,000
Promotion (X2) -> Costumer Satisfaction (Y)	0,420	0,390	0,080	5,287	0,000
Product Quality (X3) -> Job Satisfaction (Y)	0,166	0,202	0,051	3,258	0,002

Source: SmartPLS 3.2 output, primary data processed, 2024

Hypothesis 1: The magnitude of the t-statistic parameter coefficient for the Price (X1) -> Customer Satisfaction (Y) variable has a value of 4.913, so it is declared significant (t table significance 5% = 1.66) or it can be stated that Ho1 is rejected and Ha1 is accepted.

Hypothesis 2: The magnitude of the t-statistic parameter coefficient for the Promotion (X2) -> Customer Satisfaction (Y) variable has a value of 5.287, it is declared significant (t table of significance 5% = 1.66) or it can be stated that Ho2 is rejected and Ha2 is accepted.

Hypothesis 3: The t-statistic parameter coefficient for the Product Quality (X3) -> Customer Satisfaction (Y) variable has a value of 3.258, it is declared significant (t table of significance 5% = 1.66) or it can be stated that Ho3 is rejected and Ha3 is accepted.

**Table 6**  
**Summary Anova**

Variable	Sum Square	Df	Mean Square	F Statistics	P Values
Price (X1), Promotion (X2), Product Quality (X3) -> Costumer Satisfaction (Y)	40,613	3	13,538	195,109	0,000

Source: SmartPLS 3.2 output, primary data processed, 2024

Hypothesis testing in Path Coefficient research in the Summary Anova table serves to test whether the hypothesis of the variables tested simultaneously can be accepted or rejected. Summary Anova criteria are 5%, F = 2.70. If the F-statistic value is greater (> 2.70),

then the hypothesis is significant or  $H_0$  is rejected and  $H_a$  is accepted. The Summary Anova table for this study is as follows:

Hypothesis 4: The coefficient of the overall test parameter F-statistic for the variable Price (X1), Promotion (X2), Product Quality (X3)  $\rightarrow$  Customer Satisfaction (Y) has a value of 195.109, it is declared significant (F table significance 5% = 2.70) or it can be stated that  $H_{04}$  is rejected and  $H_{a4}$  is accepted.

Based on the results of testing and data processing conducted by the author using the SmartPLS 3.2 application, the following are the conclusions obtained for each hypothesis in this study:

1) The results in this study indicate that the Price (X1) variable has a significant effect on Customer Satisfaction (Y) for Mie Gacoan customers in Bekasi. The results based on path coefficient testing on the inner model show the t-statistic results for the Price variable, which is 4.913 and is declared significant because the t-statistic value  $> 1.66$  ( $4.913 > 1.66$ ), so hypothesis test 1 states that  $H_{01}$  is rejected and  $H_{a1}$  is accepted. It can be interpreted that the increasing Price affects customer satisfaction (Y) on Mie Gacoan customers in Bekasi. The results of this study are in line with the research conducted by Riri Fitria Sari and Doni Marlius in an article entitled "The Effect of Service Quality and Price on Customer Satisfaction at D'sruput Lapai Padang". The results of the research show that Price (Price) has a positive and significant effect on Customer Satisfaction at D'sruput Lapai Padang;

2) The results in this study indicate that the Promotion variable (X2) has a significant effect on customer satisfaction (Y) for Mie Gacoan customers in Bekasi. Results based on path coefficient testing on the inner model show the t-statistic results for the Promotion variable, which is 5.287 and is declared significant because the t-statistic value  $> 1.66$  ( $5.287 > 1.66$ ), then hypothesis test 2 states that  $H_{02}$  is rejected and  $H_{a2}$  is accepted. The results of this study are in line with the research conducted by Rico Ilham Sutrisno and Didit Darmawan in an article entitled "The Effect of Sales Promotion, Product Diversification and Price on Customer Satisfaction" with the results of research showing that there is a relevant influence between sales promotion on products and customer satisfaction;

3)The results in this study indicate that the Product Quality variable (X3) has a significant effect on Customer Satisfaction (Y) for Mie Gacoan customers in Bekasi. The results based on path coefficient testing on the inner model show the t-statistic results for the Product Quality variable, which is 3.258 and is declared significant because the t-statistic value  $> 1.66$  ( $3.258 > 1.66$ ), so hypothesis test 3 states that  $H_{03}$  is rejected and  $H_{a3}$  is accepted. The results of this study are in line with the research conducted by Innes Hernikasari, Hapzi Ali, and Hadita in an article entitled "Brand Image Model Through Customer Satisfaction Bear Brand: Price and Product Quality" With the results of research showing that Product Quality has a positive and significant effect on customer satisfaction. This shows that the better the product quality, the more satisfied consumers consume the product;

4)The results in this study indicate that the variable Price (X1). Promotion (X2) and product Quality (X3) have a significant effect on customer satisfaction (Y) for Mie Gacoan customers in Bekasi. Results based on path coefficient testing on Summary Anova which shows the results of the F-statistic for the Price, Promotion, Product Quality variable, which is 195.109 and is declared significant because the F-statistic value  $> 2.70$  ( $195.109 > 2.70$ ), then hypothesis test 4 states that  $H_{04}$  is rejected and  $H_{a4}$  is accepted. The results of this study are in line with the research conducted by Dicky Saputra and Irwan Septayuda in an article entitled "The Effect of Product Quality, Promotion and Price on Customer Satisfaction CV. Lingga Jati Palembang" With the results of research stating that Product Quality, Promotion, and Price simultaneously have a positive effect on customer satisfaction, this shows that increasing Product Quality, Promotion and Price simultaneously carried out by the company will increase customer satisfaction.

## CONCLUSION

Based on the formulation of the problem, literature review, and data analysis that has been interpreted in this study, the conclusions that can be drawn are as follows:

The results in this study indicate that the Price (X1) variable has a significant effect on Customer Satisfaction (Y) for Mie Gacoan customers in Bekasi. The results based on path coefficient testing on the inner model show the t-statistic results for the Price variable which

is 4.913 and is declared significant because the t-statistic value  $> 1.66$  ( $4.913 > 1.66$ ), so hypothesis test 1 states that  $H_01$  is rejected and  $H_{a1}$  is accepted. It can be interpreted that the increasing Price affects customer satisfaction (Y) on Mie Gacoan customers in Bekasi.

The results in this study indicate that the Promotion variable (X2) has a significant effect on customer satisfaction (Y) for Mie Gacoan customers in Bekasi. The results based on path coefficient testing on the inner model show the t-statistic results for the Promotion variable, which is 5.287 and is declared significant because the t-statistic value  $> 1.66$  ( $5.287 > 1.66$ ), so hypothesis test 2 states that  $H_02$  is rejected and  $H_{a2}$  is accepted.

The results in this study indicate that the Product Quality variable (X3) has a significant effect on Customer Satisfaction (Y) for Mie Gacoan customers in Bekasi. The results based on path coefficient testing on the inner model show the t-statistic results for the Product Quality variable, which is 3.258 and is declared significant because the t-statistic value  $> 1.66$  ( $3.258 > 1.66$ ), so hypothesis test 3 states that  $H_03$  is rejected and  $H_{a3}$  is accepted.

The results in this study indicate that the variable Price (X1), Promotion (X2) and product Quality (X3) have a significant effect on customer satisfaction (Y) for Mie Gacoan customers in Bekasi. Results based on path coefficient testing on Summary Anova which shows the results of the F-statistic for the Price, Promotion, Product Quality variable, which is 195.109 and is declared significant because the F-statistic value  $> 2.70$  ( $195.109 > 2.70$ ), then hypothesis test 4 states that  $H_04$  is rejected and  $H_{a4}$  is accepted.

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