

# Evaluating Customer Satisfaction Through Customer Value: The Role Of Food Quality, Service Quality, And Physical Environment (Case Study In Mie Gacoan Indonesia Restaurant In South Tangerang City)

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**Abstract:** *This study investigates the relationship between customer satisfaction and customer value, focusing on the significance of food quality, service, and physical environment in Mie Gacoan Indonesia Restaurant located in South Tangerang City. By employing a case study approach, data was collected from customers to assess their perceptions and satisfaction levels regarding the mentioned factors. Statistical analysis techniques were applied to analyze the data and determine the impact of food quality, service, and physical environment on customer satisfaction. The findings reveal important insights into the dynamics of customer satisfaction in the restaurant industry and emphasize the critical role of customer value in enhancing overall satisfaction. This study contributes to the existing literature by providing empirical evidence and practical implications for restaurant management aiming to improve customer satisfaction and loyalty.*

**Keywords:** *Customer Satisfaction, Customer Value, Food Quality, Service, Physical Environment, Restaurant Industry, Mie Gacoan Indonesia.*

**Abstrak:** Penelitian ini menyelidiki hubungan antara kepuasan pelanggan dan nilai pelanggan, dengan fokus pada pentingnya kualitas makanan, pelayanan, dan lingkungan fisik di Restoran Mie Gacoan Indonesia yang berlokasi di Kota Tangerang Selatan. Dengan menggunakan pendekatan studi kasus, data dikumpulkan dari pelanggan untuk menilai persepsi dan tingkat kepuasan mereka mengenai faktor-faktor yang disebutkan. Teknik analisis statistik diterapkan untuk menganalisis data dan menentukan dampak kualitas makanan, layanan, dan lingkungan fisik terhadap kepuasan pelanggan. Temuan ini mengungkapkan wawasan penting mengenai dinamika kepuasan pelanggan di industri restoran dan menekankan peran penting nilai pelanggan dalam meningkatkan kepuasan secara keseluruhan. Penelitian ini berkontribusi terhadap literatur yang ada dengan memberikan bukti empiris dan implikasi praktis bagi manajemen restoran yang bertujuan untuk meningkatkan kepuasan dan loyalitas pelanggan.

**Kata Kunci:** *Kepuasan Pelanggan, Nilai Pelanggan, Kualitas Makanan, Pelayanan, Lingkungan Fisik, Industri Restoran, Mie Gacoan Indonesia, Kota Tangsel.*

## **Introduction**

Mie Gacoan has become one of the most popular noodle restaurants in Indonesia. Its immense popularity is evident from reports by Detik Food, which has dubbed it "The Nuruls" (Detik Food, n.d.). "The Nuruls" is depicted on social media platforms as the go-to spot for gatherings, particularly among women. It's no surprise that the majority of Mie Gacoan's customers are women, drawn by the attraction of its spicy noodles – a long-awaited delicacy for consumers. The spiciness of the noodles is often regarded by consumers as a social media challenge, contributing to its viral content.

Consequently, Mie Gacoan has gained widespread recognition through consumer-generated content. Moreover, Mie Gacoan's popularity stems from its provision of spicy noodles, filling a niche once dominated by Samyang. Unlike Samyang, which requires cooking, Mie Gacoan offers a hassle-free experience with its ready-to-eat noodles, attracting customers seeking convenience. With branches across Java and some in Bali, not all branches receive favorable reviews from customers. This is due to several undesirable incidents, such as the viral case at the Gresik branch, where plastic was found in their fried wontons. Prompt action by Mie Gacoan's management was taken to address this issue (Purwodianto, n.d., as cited in Detik Jaktim). Additionally, an altercation between staff and a ride-hailing driver occurred at the Surabaya branch, causing panic among diners (Rinanda, n.d., as cited in Detik Jaktim). These viral incidents may potentially affect overall customer satisfaction across all Mie Gacoan branches in Indonesia. Customer satisfaction is crucial as it is determined by customers' perceptions of the restaurant. Various studies have examined the factors contributing to customer satisfaction, focusing on perceived value.

The primary challenge for marketers is to create value for customers and ensure customer satisfaction. Therefore, identifying the factors that contribute to customer satisfaction becomes a primary focus for restaurant owners and managers (Mannan et al., 2019). Researchers identify various factors that influence customer satisfaction and perceived value. Nevertheless, researchers

clearly recommend focusing on factors such as food quality, service quality, and physical environment quality (Slack et al., 2021).

In a restaurant, food quality is the most important attribute in customer consideration. Previous research studies emphasize that food elements consisting of freshness, presentation, taste, and food healthiness are indicators of food quality (Suhartanto et al., 2019). Some previous studies also show that the benefits of food quality are used as a basis for consumer segmentation (Heide & Olsen, 2018). Research conducted by (Adrian Ivan, 2022) shows that food quality can influence customer satisfaction.

Customer perceptions of service quality can be observed after customers use the purchased products or avail the provided services (Zameer et al., 2015). In restaurants, service not only leaves an impression on customers but also influences customer perceptions of restaurant quality. Therefore, some experts suggest that restaurant service measurement should include aspects of friendliness, service speed, attentiveness, cleanliness, and food consistency with the menu (Liu et al., 2015).

The physical environment consists of decoration, layout, music, safety, and cleanliness. For Njite et al. (2015), the quality atmosphere of the physical environment affects consumer intentions to dine in upscale settings with a significant amount of payment (Shahzadi, 2018). Improving physical environment quality can also be associated with work quality, stress, and productivity outcomes (Zamani & Gum, 2019).

Food quality is a key factor in customer decision-making when choosing a restaurant. Factors that customers assess from food quality include physical factors such as composition, nutritional value, handling, and food safety. In fast-food research, customers know that this food has less nutritional value. However, fast food has sensory appeal in taste, smell, and appearance, resulting in significant perceived value. This occurs because fast food has attractive food appearance and consistency in taste (Slack et al., 2021). Customer value perceptions need to be enhanced, as with organic food in restaurants if stated food

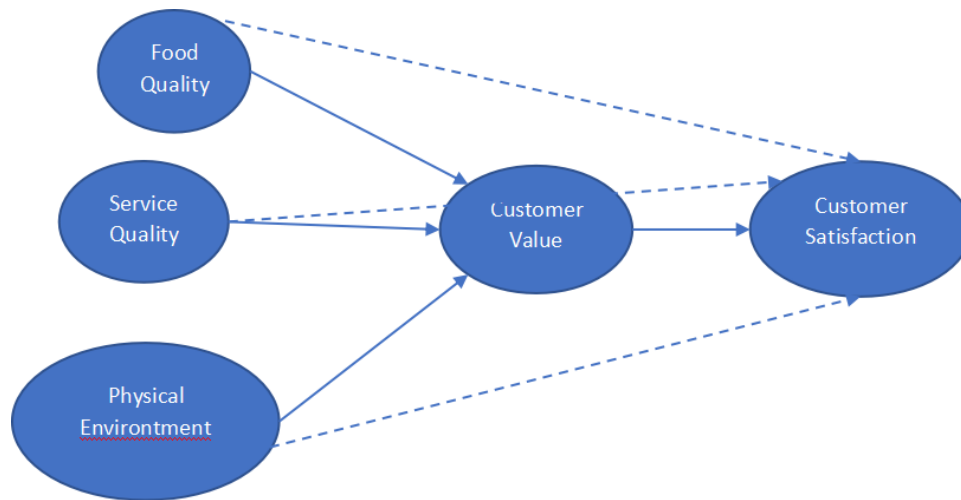
quality is evaluated for health, then customers can evaluate the price to be reasonable and acceptable (Konuk, 2019). Customer value provides willingness to pay for innovative food products based on perceived value (Perrea et al., 2023). Also, premium-priced food can be paid if the food is reliable/guaranteed (Bååth, 2022). Consumer behavior attitudes can also trigger positive responses from Norwegian society when experiencing the ease of consuming seaweed food products with natural uniqueness and authenticity (Govaerts & Ottar Olsen, 2023).

## **Methods**

The type of research design employed in this study is quantitative research. Quantitative research is utilized to measure something precisely. Typically, quantitative research is conducted when measuring consumer behavior, knowledge, or opinions/attitudes. In quantitative research, surveys are commonly employed and considered the most dominant method. (Donald R Cooper, 2014 p. 146). Therefore, surveys are conducted in this research to gather structured data through questions related to variables to determine their responses.

In this study, the population consists of all customer experiences who have visited Mie Gacoan restaurants in the South Tangerang area. The sample will be drawn from this population. Since the exact number of customers visiting Mie Gacoan restaurants is unknown, a non-probability sampling technique will be used. In non-probability sampling, there are two methods: convenience and quota sampling. In convenience sampling, the researcher is free to choose from any member of the population. Quota sampling involves selecting a sample that matches its characteristics, representing the population in relation to other uncontrollable variables (Donald R. Cooper, 2014, p. 359). The sample size will be determined using the HAIR formula, which is the number of indicators multiplied by 5-10. In this research we use 20 indicators and 100 respondents.

## Research Framework



**Figure 1. Research Framework**

Source : Author

## Hypotesis

**H1: There Is An Influence Of Food Quality On The Perceived Value That Customers Can Use At The Mie Gacoan Restaurant.**

Food quality is a major factor in customer decisions when choosing a restaurant. Factors that customers assess the quality of food are physical factors in the form of composition, nutritional value, management and food safety. In fast-food research, customers know that these foods have less nutritional value. However, fast foods have a sensory interest in taste, smell and appearance that results in their significant perceived value. This happens because fast food has an attractive food appearance and consistency in taste (Slack et al., 2021) . Customers' perception of value needs to be increased, because like organic food in restaurants, if it is stated that the quality of the food is assessed for health, then customers can evaluate the price so that it is reasonable and acceptable (Konuk, 2019) . Customer value provides a willingness to pay as a result of the perceived value of innovative food products (Perrea et al., 2023) . And also food that has a premium price can be paid if the food is trustworthy/guaranteed (Bååth, 2022) . Consumer behavioral attitudes can also trigger positive things from Norwegian

society, when they feel the ease of consuming seaweed food products which have unique and natural authenticity (Govaerts & Ottar Olsen, 2023) .

## **H2: There Is An Influence Of Service Quality On The Perceived Value That Customers Can Use At Gacoan Noodle Restaurants.**

Service quality influences customers' decisions when they want to visit a restaurant based on their level of satisfaction (Richardson et al., 2019) . Customer satisfaction is the result of the value that customers feel when the service provided provides excellence and comfort (Nguyen et al., 2018) . Like e-commerce which provides home delivery services. If the service delivery capabilities are superior, high quality and effective, then customer perceptions will produce positive value and can increase their satisfaction from the services provided (Uzir et al., 2021) . The use of masks by employees in hotel services will also have a positive impact, to increase service performance, employee and hotel trust, and the perceived value of customers. Because employees who wear face masks can reduce the spread of viruses when interacting with customers and maintain cleanliness during the service process (Liang & Wu, 2022) . Research on the influence of fast food on service quality provides results that are in line with other research, that customers utilize quality in restaurant service and it has a significant effect on customer perceived value (Slack et al., 2021) .

## **H3: There Is An Influence Of The Quality Of The Physical Environment On The Value Perceived By Customers That Can Be Used In Gacoan Noodle Restaurants.**

The quality of the physical environment has a significant influence on customers' perceptions of service delivery and the characteristics of the restaurant dining experience. If the dining experience at the restaurant is pleasant and comfortable, then the value perceived by customers will provide a competitive advantage (Slack et al., 2021) . In research on culinary experiences, the physical and social aspects of the interior can be used to show the authenticity of local cuisine. Territory itself is discussed in the context of wine research which describes environmental characteristics influencing the quality and taste of wine. This

research shows that the physical environment is very important in a culinary experience because it produces new value and can appeal to all of the customer's senses (Prayag et al., 2020) .

#### **H4: There Is An Influence Of Food Quality On Customer Satisfaction Which Can Be Used In Gacoan Noodle Restaurants.**

Food quality influences customer satisfaction in understanding restaurant choices (Erkmen & Hancer, 2019) . The relationship between food quality and satisfaction is well established, therefore food must be taken seriously because it can cause controversial issues (Mannan et al., 2019) . In food truck research, the cuisine in ethnic trucks has authentic characteristics so that customers can appreciate the quality and have a positive effect on their dining satisfaction (Shafieizadeh et al., 2021) . In analyzing how FFRs (Fast Food Restaurants) service affects satisfaction, food quality is the most important and significant thing in customer satisfaction (Carranza et al., 2018) . High quality food can also satisfy customers in luxury hotel restaurants and increase their intention to repurchase products in the same hotel restaurant (Han & Hyun, 2017) .

#### **H5: There Is An Influence Of Service Quality On Customer Satisfaction That Can Be Used In Gacoan Noodle Restaurants.**

The quality of a restaurant can be influenced by the quality of service there (Liu et al., 2015) . Service quality is usually seen from employee service behavior during interactions with customers (Mannan et al., 2019) . Satisfaction from service quality influences customer satisfaction through positive/negative emotions. When testing the research in fine dining restaurants, service quality results helped customer satisfaction and dining behavioral intentions and created positive word of mouth. (Shahzadi et al., 2018) . Not only in restaurants, when improving the quality of transit services and the use of services, customer satisfaction will also increase and then the intention to use Light Rail Transit (LRT) in Spain will return (De Oña et al., 2016) . In banks, service quality is a strategic tool for customer satisfaction, so that if the service quality is good,

customers will be happy to pay high prices and produce better perceptions (Li et al., 2021) .

**H6: There Is An Influence Of The Quality Of The Physical Environment On Customer Satisfaction Which Can Be Used In Gacoan Noodle Restaurants.**

One of the factors for the success of fine dining restaurants in Pakistan is the quality of the environment. This environmental quality includes cleanliness in the restaurant environment, comfortable room temperature, appropriate design and decoration. The results of this environmental quality become a performance factor in customer satisfaction ( Shahzadi., 2018) . Just like fine dining restaurants in Istanbul, environmental quality determines customer satisfaction when dining at luxury restaurants (Erkmen & Hancer, 2019) . When tourists choose local cuisine in Pakistan, the quality of the physical environment becomes a positive and significant influence, to attract more customers to taste the cuisine and increase customer satisfaction (Ali et al., 2019) . Not only in restaurants, the quality of the physical environment also has a positive and significant effect on satisfaction with green environmental friendliness (Wu et al., 2018) . When observing young people considering Hybrid Electric Bus Service (HEB) to be an environmentally friendly bus, environmental performance becomes a positive relationship to customer satisfaction from this transportation service (Munim & Noor, 2020) .

**H7: There is an influence of food quality, service quality and physical environment quality on customer satisfaction mediated by perceived value.**

Consumer purchasing decisions are sometimes indicated by the results of customer satisfaction which is assessed from their experience. However, factors (food quality, service and physical environment) have different influences on customer satisfaction in restaurants (Liu et al., 2015) . From previous research, the customer's dining experience is an advantage in the future for the restaurant to revisit and recommend to others. The taste, freshness of the food will be assessed positively by customers, and staff service, environmental atmosphere will be the



level of their dining satisfaction (Richardson et al., 2019) . Not only in restaurants, such as airline services, the level of customer satisfaction occurs when the service provided has high value. This level of satisfaction plays a mediating role in trade between what customers give and what they receive (Hapsari et al., 2016) .

## Results and Discussion

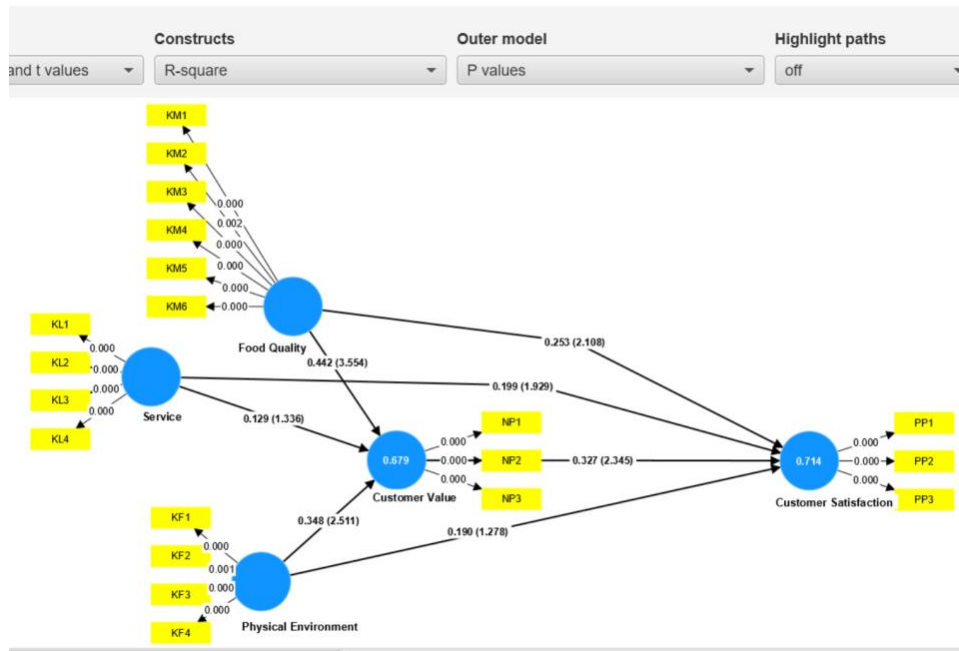


Figure 2. Research Framework

Source : The Results Of The Author's Data Processing With Samrtpls 4.0 Software

Table 1. Results Of Processed Path Coefficient Data And Statistical Tests

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Customer Value -> Customer Satisfaction	0.327	0.309	0.139	2.345	0.019
Food Quality -> Customer Satisfaction	0.253	0.266	0.120	2.108	0.035
Food Quality -> Customer Value	0.442	0.462	0.124	3.554	0.000
Physical Environment -> Customer Satisfaction	0.190	0.176	0.149	1.278	0.201
Physical Environment -> Customer Value	0.348	0.333	0.139	2.511	0.012
Service -> Customer Satisfaction	0.199	0.212	0.103	1.929	0.054
Service -> Customer Value	0.129	0.122	0.096	1.336	0.181

Total Indirect Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Food Quality -> Customer Satisfaction	0.144	0.139	0.069	2.089	0.037
Physical Environment -> Customer Satisfaction	0.114	0.111	0.075	1.516	0.130
Service -> Customer Satisfaction	0.042	0.037	0.036	1.183	0.237

Specific Indirect Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Physical Environment -> Customer Value -> Customer Satisfaction	0.114	0.111	0.075	1.516	0.130
Food Quality -> Customer Value -> Customer Satisfaction	0.144	0.139	0.069	2.089	0.037
Service -> Customer Value -> Customer Satisfaction	0.042	0.037	0.036	1.183	0.237

Source : The Results Of The Author's Data Processing With Samrtpls 4.0 Software

From the results of the first Path Test, it can be seen that according to the Statistical T Test (3.554), it shows that the Food Quality Variable can have a positive influence, namely 0.442 (path coefficient value/reliability test) or 44.20% from the Customer Value Variable. This influence has a significant impact, as can be seen from the P value (Significance) of 0.000, which means there are clearly no deviations or exceptions there.

The second Path Test shows that the Statistical T Test (1.336) shows that the Service Quality Variable has no influence on the Customer Value Variable, namely 0.129 or 12.9%, for the path coefficient value. This influence also has an insignificant impact, as can be seen from the P value (Significance) of 0.181, which means there is clearly a deviation in service quality.

Furthermore, in the third Path Test, the Statistical T Test (2.511) shows that the physical environmental quality variable has a positive influence of 3.48% with a path coefficient value of 0.348 on the Customer Value Variable. This influence has a significant impact, as seen from the P value (Significance) of 0.012.

In the fourth Path Test of the Food Quality Variable on the Customer Satisfaction Variable, the Statistical T Test (2.108) can have a positive influence, the path coefficient value is 0.253 or 25.3%.

This influence has a significant impact, as seen from the P value (Significance) of 0.035. In accordance with theory and previous research findings, food quality greatly influences customer satisfaction.

For this research, the fifth Path Test for the Service Quality Variable, Statistical T Test (1.929) can have a positive influence, the path coefficient value is 0.199 or 19.9% on the Customer Satisfaction Variable. However, this influence has an insignificant value, as can be seen from the P value (Significance) of 0.054. Shows that the Service Quality Variable has a Strong, Positive, but not significant influence on the Customer Satisfaction Variable.

Physical Environmental Quality Variable on Customer Satisfaction Variable, sixth Path Test Statistical T Test (1.278) does not have a strong influence

but is positive, shown in the path coefficient value of 0.190 or 19%. This influence has a significant value, as seen from the P value (Significance) of 0.201.

Finally, the variables Food Quality, Service Quality, and Physical Environment influence Customer Satisfaction through Customer Value, seen by The variables Food Quality, Service Quality and Physical Environment can influence Customer Satisfaction through Customer Value, with an R-square value of 0.714, indicating that these three variables can influence Customer Satisfaction through Customer Value by 71.40%.

The ttable value in this study is equal to the t-values (1.920) at the 5% significance level (0.05). By referring to these two values, the analysis of the hypothesis in this study can be taken as follows.

- 1) **Hypotesis 1** : The impact of Food Quality on Customer Value is significant, as evidenced by a calculated t-value of 3.554, surpassing the critical t-table value of 1.920 at a significance level of 0.000.
- 2) **Hypotesis 2** : The effect of Service Quality on Customer Value is not significant, as indicated by a calculated t-value of 1.336, which falls below the critical t-table value of 1.920 at a significance level of 0.181, this leading to rejection.
- 3) **Hypotesis 3** : The impact of Physical Environment on Customer Value is significant, as evidenced by a calculated t-value of 2.511, surpassing the critical t-table value of 1.920 at a significance level of 0.012.
- 4) **Hypotesis 4** : The impact of Food Quality on Customer Satisfaction is significant, as evidenced by a calculated t-value of 2.108, surpassing the critical t-table value of 1.920 at a significance level of 0.035.
- 5) **Hypotesis 5** : The impact of Service Quality on Customer Satisfaction is significant, as evidenced by a calculated t-value of 1.929, surpassing the critical t-table value of 1.920 at a significance level of 0.054.
- 6) **Hypotesis 6** : The effect of Physical Environment on Customer Satisfaction is not significant, as indicated by a calculated t-value of 1.278, which falls below

the critical t-table value of 1.920 at a significance level of 0.201, this leading to rejection.

- 7) **Hypotesis 7** : The variables of Food Quality, Service Quality, and Physical Environment can influence Customer Satisfaction through Customer Value, with a Path Coefficient (R-square) value of 0.714, indicating that the contribution of these three variables can influence Customer Satisfaction through Customer Value by 71.40%. This indicates that the hypothesis is accepted.

## **Conclusion**

The findings of this study underscore the pivotal role of consumer-perceived value in shaping customer satisfaction within the context of a restaurant. Despite the absence of direct effects observed when considering the partial impact of each independent variable individually, a comprehensive approach to all three independent variables is paramount. Thus, it is imperative to afford equal attention to all elements. For instance, in the case of Mie Gacoan restaurant, ensuring the provision of high-quality food is essential. This entails offering dishes that are not only fresh and nutritious but also delicious. Moreover, complementing this culinary excellence with excellent service characterized by promptness and friendliness is imperative. Additionally, attention to the physical ambiance and environment of the restaurant is crucial for creating a welcoming and conducive dining atmosphere for patrons.

In essence, for restaurants like Mie Gacoan to thrive, it is imperative to adopt a holistic approach that encompasses the quality of food, the standard of service, and the ambiance of the dining environment. By focusing on these key areas, restaurants can enhance the overall dining experience for customers, thereby fostering greater satisfaction and loyalty among patrons.

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