

## Influence of Product Quality, Price, and Promotion on Gacoan Noodle Consumers' Purchase Decisions (Ngagel Surabaya)

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**Abstract.** *This study investigates the impact of product quality, price, and promotion on consumer purchasing decisions at Mie Gacoan, Ngagel branch, Surabaya. A quantitative research design was adopted, utilizing a survey method with purposive sampling targeting consumers who had made at least one purchase within the previous three months. Following Hair et al.'s recommendation of using ten times the number of measurement indicators, a total of 150 respondents were selected. Data were collected using structured questionnaires encompassing variables related to product quality, price, promotion, and purchasing decisions, and were analyzed using multiple linear regression with SPSS software. The findings reveal that product quality, price, and promotion all exert significant individual and simultaneous effects on purchasing decisions, with a coefficient of determination ( $R^2$ ) of 0.911. Among these factors, promotion demonstrated the strongest influence, followed by product quality and price. These results underscore the critical role of innovative promotional strategies, particularly those leveraging digital and social media platforms, in shaping the purchasing behavior of young consumers, who represent the predominant customer segment. Additionally, maintaining consistent product quality and ensuring competitive pricing remain key to fostering consumer trust and encouraging repeat purchases. The study recommends that Mie Gacoan enhance promotional innovation, sustain product quality standards, and implement competitive pricing strategies to strengthen its market position. Future research should integrate customer satisfaction and loyalty as additional variables and adopt advanced analytical approaches, such as Structural Equation Modeling (SEM), to capture the complexity of consumer behavior dynamics in the fast-food industry more comprehensively.*

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

### 1. INTRODUCTION

The fast food industry in Indonesia has experienced development in recent decades. The growth of this sector reflects not only economic dynamics, but also profound changes in people's consumption patterns. Based on data from the Central Statistics Agency (BPS), in the second quarter of 2024, the business field of providing accommodation and food and beverages will grow by 10.17%, with the contribution to Gross Domestic Product (GDP) reaching IDR 145,865.6 billion or around 2.63% of the total national GDP of IDR 5,536,495.2 billion. This fact indicates that the fast food industry is not only experiencing rapid development, but has also become one of the key sectors in supporting the Indonesian economy (Badan Pusat Statistik Indonesia, 2024). According to O-sot et al. (2025), research on people with busy lifestyles tends to choose fast food because of its ease and speed in its presentation. In addition, advances in information technology and the digitization of food delivery services through applications have also made it easier for people to access fast food, making it an integral part of the modern lifestyle. Thus, the fast food industry not only plays a role in meeting consumption needs, but also reflects society's adaptation to changing times.

Along with the increasing consumer demand for fast food, the restaurant and café industry in Indonesia is growing. According to data from the Central Statistics Agency (BPS), in 2023 there will be around 4.85 million food and beverage supply businesses in Indonesia, an increase of around 21.13 percent compared to 2016 which was recorded as many as 4.01 million businesses. This growth reflects the dynamics of the growing market, with the emergence of various local brands that offer high-quality food products at affordable prices. These local brands not only compete with international brands, but also manage to attract consumer interest through product innovation and effective marketing strategies. In an effort to increase sales, promotion plays a very important role. An effective promotional strategy can capture consumers' attention and influence purchasing decisions. According to research conducted (Puspita et al., 2023) the right promotional strategy can increase restaurant sales, especially during the post-COVID-19 pandemic recovery. Various forms of promotion, such as discounts, product bundling, and the use of social media, have been shown to be effective in attracting consumer interest and increasing the frequency of visits to restaurants.

In the world of the restaurant industry, various promotional strategies have proven effective in increasing consumer interest and frequency of visits to restaurants. Promotions through discounts, product bundling, and the use of social media play a significant role in shaping consumer value perceptions, as well as driving repeat purchase decisions.

First, discounts play an important role in attracting consumers' attention. Research shows that discount schemes and exclusive offers, such as loyalty cards, help increase the frequency of visits to restaurants as consumers feel they are getting more value from each visit Ladhari et al. (2008) These discounts can increase consumers' affective commitment to restaurants, which explains the importance of emotions in influencing future buying behaviors Clemes et al. (2013) Research indicates that satisfied consumers are more likely to return and recommend the restaurant to others, reinforcing the cycle of repeat visits Clemes et al. (2013).

In addition, product bundling strategies also show strong potential in improving purchasing decisions. Bundling can create additional value in the eyes of consumers by presenting complementary combinations of products at more attractive prices, Herrmann et al. (1997) The study noted that when bundling was combined with discounts, consumers' preference for these offers increased, providing more incentive for them to choose the packages offered by Saini et al. (2019).

Social media as a promotional platform is also important in reaching a wider range of consumers. With social media, restaurants can interact directly with consumers, share promotions, and exciting menu updates, all of which can create a positive experience and

increase customer loyalty (Vargas & Hanandeh, 2018) Research shows that a fun and interactive dining experience through social media can increase the hedonic value that consumers feel, further encouraging them to return Lu & Christina (2018)

Based on the perspective of consumer behavior, a successful promotional strategy relies not only on economic incentives, but also on the emotional experience that consumers get during the buying and consuming process of Zheng et al. (2023) When consumers feel emotionally engaged and in line with their values and preferences, the decision to return becomes stronger, creating a positive cycle of visits.

Overall, the combination of discounts, bundling, and social media use creates a promotional ecosystem that not only attracts new consumers but also retains existing customers by building deeper and more sustainable relationships.

In the business world, especially in the fast food industry such as Mie Gacoan, there is a debate around the priority of the study between product quality and other factors such as customer satisfaction and loyalty. Based on a number of studies, it has been found that customer loyalty and satisfaction play a crucial role in establishing long-term relationships between companies and consumers. For example, research by Silva et al. shows that customer satisfaction resulting from service quality directly has a positive impact on customer loyalty (Silva et al., 2024) This is in line with research by Ambarita et al., which states that product quality is not always the main factor in building loyalty, but rather customer satisfaction is more dominant (Ambarita et al., 2023).

Interestingly, although many studies have focused on the relationship between product quality and loyalty, such as the one conducted by Ichsan et al., where they found that customer satisfaction is a significant mediator in the relationship between product quality and loyalty (Ichsan et al., 2023) there are studies that emphasize satisfaction as a more influential variable. For example, in a study by Pohan and Cokki, it was stated that service quality and trust affect customer loyalty indirectly through customer satisfaction (Pohan & Cokki, 2020)

Although the aspect of product quality remains important, especially in terms of consumers' initial purchase decisions, as revealed by Haryeni et al., good quality products along with a strong brand image will support consumer satisfaction (Haryeni et al., 2022) However, there is also a perspective that states that a focus on product quality may not be entirely appropriate if the main goal is to create long-term loyalty. According to research by Nofirda and Susanto, success in building loyalty is more influenced by the satisfaction that comes from brand engagement and value perception than the quality of the product itself (Nofirda & Susanto, 2024).

Thus, while product quality is an important starting point in the fast food industry, it is undeniable that customer satisfaction and loyalty have a much greater contribution to building long-term relationships. This leads to methodological questions about why there is still an excessive focus on product quality in research development. As revealed by Ramadan and Fikriah, reliance on service quality and customer relationship management is key to driving satisfaction which in turn increases loyalty (Ramadhan & Fikriah, 2024). Therefore, the industry should explore and prioritize the satisfaction and loyalty aspects more in research and development strategies.

Chasanah and Murwanti (2025) added that based on the Stimulus-Organism-Response (S-O-R) approach, product quality acts as an initial stimulus that can affect the psychological state of consumers to produce a response in the form of satisfaction or purchase decisions. However, a number of previous studies have emphasized more on the relationship between product quality and satisfaction or intention to make a repeat visit, rather than directly on the purchase decision (Hariadi et al., 2021). This raises the follow-up question, why the satisfaction and revisit aspects are not also used as variables in the study, even though both have an important role in shaping sustainable purchases.

Purchasing decisions within the food industry are significantly shaped by factors such as product quality, competitive pricing, and appealing promotional approaches. Among these, product quality emerges as a critical determinant for consumers when selecting food items. Previous studies highlight that consumers closely evaluate the performance, reliability, and consistency of food quality, particularly for unique seasonal products such as Ramadan specialties (Nuphanudin et al., 2023). Furthermore, product quality exerts a substantial influence on consumer decision-making in the restaurant industry, implying that restaurant managers must prioritize delivering high-quality products to effectively attract and retain customers (H. Iskandar, 2022).

Competitive prices also play an important role in purchasing decision-making. Research at Ma'e Fried Chicken shows that not only the quality of the product, but also the corresponding price greatly influences the purchase decision. Therefore, companies need to consider price, location, and quality holistically to attract more customers in the fast food market (Maulida, 2024). This is in line with other research that has explored the influence of price and promotion perceptions on purchasing decisions, which suggests that this combination is an important factor in attracting consumers (Ferdyanto, 2021).

Effective promotion is necessary to reinforce the influence of quality and price in purchasing decisions. For example, marketing strategies that use social media and word of mouth can increase the appeal of food products among modern consumers, especially among young people who tend to look for information about food online (Kusumadewi & Sopiyan, 2023). Research also shows that engaging advertising can influence the perception of product quality and have a positive impact on purchasing decisions (Damar & Kristiawan, 2023).

Finally, the importance of these three factors—quality, price, and promotion—can be seen in the company's overall efforts to create a competitive advantage in the food market. Good product quality must be supported by fair pricing and effective marketing strategies to attract and maintain customer loyalty in this increasingly competitive industry (Hati et al., 2023).

In the fast-food sector, implementing an effective pricing strategy is crucial for attracting various market segments and accommodating consumers' purchasing power. Gunawan (2020) emphasizes that pricing significantly influences consumer purchasing decisions at the Chicken Day fast-food restaurant in Kemang District, Bogor, indicating that an appropriate pricing approach can serve as a key factor driving purchase behavior. Supporting this, Amin and Indrawati (2025) report that price contributes 55% to purchasing decisions, demonstrating a very strong relationship. These findings underscore the importance of consumers' consideration of price suitability relative to perceived value before committing to a purchase. Additionally, Ramahdani and Fairliantina (2022) note that price, in conjunction with product quality, exerts a positive and significant impact on purchasing decisions in the fast-food restaurant context.

Promotion is a critical factor influencing consumer decision-making, particularly within the fast-food industry. Various promotional techniques—such as discounts, product bundling, and social media campaigns—have been shown to enhance consumer interest, ultimately leading to purchase decisions. Susilo and Rizqi (2023) found that social media promotions significantly affect consumer purchasing behavior at KFC, with a coefficient value of 1.039. This indicates that a 1% increase in the intensity or budget allocation for social media promotion can boost purchase decisions by 103.9%, highlighting the effectiveness of digital marketing strategies in converting interest into actual purchases. Moreover, social media promotions can stimulate word-of-mouth communication, further amplifying their impact on consumer decisions.

Social media platforms have thus become central to fast-food promotional strategies, as evidenced by their use by brands such as Mie Gacoan, which target predominantly young, digitally active consumers on Instagram, TikTok, and Facebook. Effective promotional approaches on these platforms include engaging visual content, interactive communication with followers, and influencer collaborations that enhance brand awareness and prompt immediate purchase actions. For instance, Ghianti and Sukmono (2023) demonstrate that incorporating humor and distinctive brand personality in social media messaging can increase audience engagement. Importantly, beyond simply building a favorable brand image, these strategies foster emotional connections and provide convincing product information, thereby encouraging consumers to proceed with purchase decisions.

The consumer base of Mie Gacoan in the Ngagel area of Surabaya primarily consists of young individuals, particularly students and early-career professionals aged 18–30 years, representing the restaurant's core market segment. Their preference for Mie Gacoan is largely driven by affordable pricing, consistent product taste, and extensive promotional activities on social media. Taryono (2022) found that food quality and perceived value significantly influence customer satisfaction and behavioral intentions at Mie Gacoan Tangerang. Similarly, Supraptiningsih et al. (2021) reported that product quality, service quality, brand image, promotion, and fair pricing have positive effects on customer satisfaction and loyalty.

While prior studies have primarily emphasized customer satisfaction and loyalty, this research adopts purchase decision as a more suitable indicator within the context of Mie Gacoan consumers in Ngagel, Surabaya. Purchase decisions capture tangible consumer behavior in selecting products, which is directly affected by factors such as product quality, pricing, and promotional strategies. Although the restaurant's physical atmosphere serves as an additional appeal for younger consumers, it is excluded from the primary focus of this study, which aims to examine key determinants that directly influence purchasing behavior rather than secondary aspects like ambience or interior aesthetics.

The primary objective of this research is to empirically examine the impact of product quality, pricing, and promotional activities on consumer purchasing decisions, particularly in selecting Gacoan Noodles as a dining option at the Ngagel branch, Surabaya. The study seeks to determine the extent to which these three variables influence consumer preferences when choosing Gacoan Noodles over competing alternatives. Chasanah and Murwanti (2025) demonstrated that product quality, price, and promotion collectively exert a positive and significant influence on purchasing decisions among Gacoan Noodles consumers, yielding an F-value of 501.705 with a significance level of 0.000. These results indicate that the regression

model effectively explains the factors shaping consumer purchasing behavior at Mie Gacoan, Ngagel Branch.

The contribution of this study lies in identifying the primary factors driving consumer decision-making in the fast-food context. From a practical perspective, the findings are expected to assist Mie Gacoan Ngagel management in formulating strategies aimed at enhancing product quality, aligning pricing with consumer purchasing power, and implementing more effective promotional campaigns to increase consumer purchase decisions at the branch.

## **2. LITERATURE REVIEW**

### **Product Quality**

Kotler and Keller, as cited in Marselia et al. (2023), describe product quality as the attributes and characteristics of a product or service that determine its ability to satisfy either expressed or implied consumer needs. Similarly, Kotler and Armstrong, as referenced by Gunawan (2020), define product quality as the capacity of a product to perform its intended functions, encompassing durability, reliability, precision, ease of operation, ease of maintenance, and other essential attributes. Furthermore, Putri et al. (2025) emphasize that product quality represents a synthesis of characteristics derived from marketing, engineering, production, and maintenance processes, ensuring that the product meets or exceeds customer expectations.

Product quality plays a role in consumers' purchasing decisions. The products offered must be proven to be of good quality. Consumers tend to choose and like products that have better quality than other similar products that can meet their needs and desires. In other words, even if the product has been produced with good procedures according to the manufacturer, it is still considered low quality if it is not able to meet the standards desired by the consumer. In addition, the quality of a product can also be seen from consistency in meeting the expectations and needs of the community in a sustainable manner. Therefore, the quality of the product needs to be assessed periodically to ensure conformity with the expected standards.

### **Price**

Within the field of marketing, price serves as a critical determinant of how consumers perceive the value of products or services. According to Fandy Tjiptono, price represents the value assigned by consumers to gain benefits from a product or service, which may be established either through negotiation between buyers and sellers or through a fixed rate determined by the seller (Nurazizah et al., 2023) Moreover, price is the only component of the

marketing mix that directly generates revenue for the company, making it a pivotal factor in profit determination (Rosita et al., 2020) Previous research also highlights the interplay between price and other elements of the marketing mix—such as product and promotion—which collectively influence purchasing decisions and customer satisfaction (Nasution et al., 2024; Raflis et al., 2023; Wahyundari et al., 2015).

For instance, Raflis et al. (2023) demonstrate that all components of the marketing mix, including pricing, have a significant impact on consumer satisfaction. Research that includes an analysis of coffee purchase decisions shows that the price element is one of the important factors although it is not always the only dominant variable in the consumer experience (Rosita et al., 2020) Therefore, prices must be managed effectively to increase customer satisfaction and loyalty. For example, Wahyundari and colleagues observed that customer satisfaction can be greatly influenced by how pricing and other elements in the marketing mix are managed simultaneously (Wahyundari et al., 2015).

Furthermore, in the context of marketing strategies, research conducted on small and medium-sized industries shows that sophisticated marketing mix strategies, which include proper pricing, can improve sales performance (A. N. Hidayat et al., 2022) This shows that price not only functions as a transaction value but can also strategically affect a competitive position in the market (Triyawan et al., 2023) Ultimately, the success of this pricing is closely tied to a deep understanding of consumer behavior and market dynamics (Sari et al., 2018; Wulandari, 2023).

Overall, Tjiptono's answer about price as a monetary measure of efficiency and effectiveness in marketing illustrates the importance of price in influencing purchasing decisions, satisfaction, and ultimately, company profitability. Therefore, price management and understanding of the various factors that affect it should be a priority for marketers who want to succeed in different market segments.

Al Aziz & Istikomah (2024) state that price is one of the main factors in marketing that can influence consumers' decision to buy products, based on various reasons. Economic factors, such as affordable prices or competitive prices, are the main drivers in improving marketing performance. In addition, according to Kotler and Armstrong in S. I. Putri et al. (2023) is the amount of money paid to acquire a product or service. Further, price is the total amount of value that consumers exchange to benefit from owning or using those goods and services.



## **Promotion**

Promotion refers to activities undertaken to deliver specific information about products—whether goods, services, brands, or companies—to consumers with the primary objective of stimulating sales. Philip Kotler, as cited in Apriliansyah and Putriwarganegara (2024), defines promotion as a corporate effort to communicate product benefits and persuade consumers to make a purchase. Similarly, Amin and Indrawat (2025) describe promotion as a set of techniques designed to achieve sales or marketing objectives efficiently, while simultaneously providing added value to products or services for both intermediaries and end consumers. Promotional activities are typically continuous and are not restricted to a specific time frame.

Hidayat (2021) stated that promotion is an action that aims to increase sales as well as a strategy to attract prospects to make transactions. From these three definitions, it can be concluded that promotion not only serves as a means of communication between companies and consumers, but also as a means to influence consumers' purchasing decisions according to their wants and needs. This goal can be achieved through the use of various promotional tools available.

## **Purchase Decision**

Decision-making is the process of choosing between two or more alternatives, which is very important in management and becomes the main task of the individual. Consumers' purchasing decisions are the process of integrating knowledge to evaluate alternative options and choose the best one according to their needs and desires (Safitri et al., 2022) The process of making a purchase decision is a series of stages that consumers go through to choose and buy products or services that suit their needs. According to Hidayat (2017) at the evaluation stage, consumers compare the various available brand options before deciding to buy the most suitable one. This is in line with the view of Han et al. (R. Hidayat, 2017) which explains that the purchase decision is a cycle in which consumers integrate knowledge to evaluate various alternatives and make the right choice.

One of the important factors in this process is the influence of the information obtained by consumers, both from internal and external sources. Han et al. (R. Hidayat, 2017) stated that research shows that the purchase decision process involves searching for information and in-depth evaluation of existing options. Likewise, Diawati et al. (2021) explains that marketing methods used by companies, such as brand ambassadors and viral marketing, can greatly influence consumer decisions when evaluating brands.

Moreover, shifts in social dynamics and the widespread use of social media have become significant factors in shaping consumer purchasing decisions. Amini (2023) highlights that social media exerts a considerable influence on consumer behavior, as access to reviews and recommendations on these platforms enables consumers to make more informed purchasing decisions that align with their individual preferences. This is consistent with the results of research by Tando and Oktavianti (2021) who stated that marketing communication through word of mouth or recommendations from friends and family has become one of the main drivers in purchasing decisions.

The brand evaluation process also often includes fundamental emotional and psychological aspects. According to Iskandar and Nio (2023) consumers' confusion in choosing a brand amid the many choices in the market can affect the way they evaluate and ultimately make decisions. In addition, Muliadi et al. (2024) argues that trust is a very important variable in the evaluation of alternatives when shopping online, indicating that consumers should not only consider product information but should also feel safe and confident when choosing products.

Overall, the purchasing decision-making process involves a complex evaluation of various brands and choices, where consumers leverage information, experience, and social influence to reach a decision that best meets their needs. A more factual approach supported by multi-factor analysis can help companies understand and improve the effectiveness of their marketing strategies.

Purchasing decisions are influenced by psychological and situational factors, which play a role in how consumers choose products. According to Akbar & Levyda (2022) these decisions are influenced by the act of choosing alternatives to meet needs, which often involves processing information to produce a final decision. This reflects how consumers process information to determine which products to buy, either directly, delay, or even not buy at all. The purchase decision is the result of an alternative selection process to meet the needs by considering various relevant factors.

### **Factors Influencing Consumer Purchasing Decisions**

Consumers' decision-making processes are influenced by various internal and external factors. According to Pradana et al. (2023) internal factors include individual psychological aspects such as perception, motivation, learning, and attitude. Meanwhile, external factors include the company's marketing activities which include products, promotions, prices, and distribution channels, as well as sociocultural factors such as family, reference groups, social class, culture, and sub-cultures. Hawkins (Sihombing, 2022) emphasized that the interaction

between internal and external factors contributes to shaping consumers' self-concept and lifestyle, which ultimately influences the purchasing decision-making process.

Fandy Tjiptono (Anwar & Mujito, 2021) groups the factors that influence purchasing decisions into two main categories, namely:

- a. Personal factors, which include age, gender, income, occupation, lifestyle, and personality, and are often used as the basis for market segmentation.
- b. Psychological factors, including perception, motivation, learning, as well as consumer attitudes and beliefs.

However, in this study, the researcher focused on three main factors, namely product quality, price, and promotion, as these three are considered key elements in marketing strategies that are most evidently felt by consumers, especially in the fast-food industry such as Mie Gacoan. Mie Gacoan Ngagel branch, Surabaya, is one of the locations that has a high level of competition among local and international fast food brands. Therefore, the quality of the products presented, the prices offered, and the intensity and creativity of the promotions carried out are the dominant factors that can directly influence consumers' purchasing decisions. The focus on these three variables is also based on the initial observation that these aspects are the main considerations of consumers in choosing food products at the study site.

### **3. RESEARCH METHODS**

This research adopts a quantitative approach utilizing a survey method, with questionnaires serving as the primary data collection instrument. The study population consists of all consumers who visit and make purchases at the Mie Gacoan Ngagel outlet in Surabaya. Determination of the sample size follows the formula proposed by Hair et al. (as cited in Kock & Hadaya, 2018), which recommends a sample size of at least five to ten times the number of indicators in the research instrument. Given a total of 15 indicators across all variables, the minimum required sample size is  $15 \times 10 = 150$  respondents. A purposive sampling technique was employed, selecting respondents based on specific criteria, namely consumers who had purchased Mie Gacoan products at least once within the previous three months. This criterion ensures that participants possess relevant and recent experience with the products, pricing, and promotional activities of Mie Gacoan, thus enabling them to provide valid and contextually accurate assessments.

The questionnaire was structured to measure three independent variables—Product Quality, Price, and Promotion—and one dependent variable, Purchase Decision. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The analytical

procedures included descriptive statistics to outline respondent characteristics and multiple linear regression analysis to examine both simultaneous and partial effects of product quality, price, and promotion on consumer purchasing decisions at Mie Gacoan Ngagel. Hypothesis testing was carried out to determine the significance levels of the relationships among these variables.

H1: It is suspected that the quality of the product has a positive effect on the purchase decision of consumers of Gacoan Noodles in Ngagel Surabaya.

H2: It is suspected that the price has a positive effect on the purchase decision of consumers of Gacoan Noodles in Ngagel Surabaya.

H3: It is suspected that the promotion has a positive effect on the purchase decision of consumers of Gacoan Noodles in Ngagel Surabaya.

H4: It is suspected that product quality, price, and promotion simultaneously have a positive effect on consumer purchasing decisions of Gacoan Noodles in Ngagel Surabaya.

#### **4. RESULTS AND DISCUSSION**

##### **The Influence of Product Quality on Purchase Decisions**

The regression analysis results indicate that the Product Quality variable (X1) has a beta coefficient of 0.088 with a significance value of 0.011 ( $< 0.05$ ), signifying a positive and statistically significant effect on Purchase Decisions (Y). This suggests that the higher the perceived quality of Mie Gacoan products, the greater the likelihood of consumers making a purchase. Examination of respondent characteristics shows that the majority were students (76.7%) under the age of 25, a demographic segment that appears particularly sensitive to straightforward yet satisfactory aspects of product quality. These findings are consistent with those of Maryamis et al. (2024), who reported a significant influence of product quality on purchasing decisions for Gacoan Noodles at the Merr Surabaya branch. Quality evaluation in this context encompasses factors such as taste, food presentation, cleanliness, and menu consistency, as reflected in questionnaire indicators like "Food is served with consistent taste" and "Quality of food ingredients is maintained."

##### **The Influence of Price on Purchase Decisions**

The Price variable (X2) obtained a beta coefficient of 0.055 with a significance level of 0.043 ( $< 0.05$ ), indicating a positive and statistically significant influence on Purchase Decisions. Although its coefficient value is lower compared to other variables, price remains an important factor considered by consumers. Most respondents in this study reported incomes below Rp 2,000,000, demonstrating that purchasing power plays a role in shaping price

considerations. These findings align with the research of Permatasari et al. (2024) in Solo, which confirmed that price perception significantly affects purchasing decisions for Gacoan Noodles. Price-related indicators such as “Affordable food prices” and “Prices consistent with quality” were shown to be relevant in attracting consumer interest.

### **The Influence of Promotions on Purchase Decisions**

The Promotion variable (X3) demonstrated the strongest influence on Purchase Decisions, with a beta coefficient of 0.868 and a significance level of 0.000 ( $< 0.05$ ). These findings indicate that Mie Gacoan’s promotional strategies are highly effective in shaping consumer purchasing behavior. Given that the majority of respondents were from younger age groups, particularly students, promotional efforts through social media, discounts, and customer testimonials were found to have a substantial impact on their purchase decisions. This is consistent with the findings of Novitasari and Sari (2025), who reported that promotional activities significantly affect consumer decisions at McDonald’s Ciceri. In this study, indicators such as “Promotional information is easily accessible” and “Attractive promotions encourage purchases” served as important measures of promotional effectiveness.

### **The Simultaneous Influence of Product Quality, Price, and Promotion on Purchase Decisions**

The F-test results revealed that Product Quality, Price, and Promotion simultaneously exerted a significant influence on Purchase Decisions, as indicated by an F-value of 496.658 and a significance level of 0.000 ( $< 0.05$ ). Furthermore, the R-square value of 0.911 suggests that 91.1% of the variance in purchase decisions can be explained by these three variables collectively. These findings are consistent with the study by Telaumbanua et al. (2025), which reported that product quality and promotion together have a significant effect on consumer purchasing decisions.

## **5. CONCLUSION**

The findings of this study conclude that product quality, price, and promotion significantly influence consumer purchasing decisions for Gacoan Noodles at the Ngagel branch in Surabaya. Among these variables, promotion exerts the strongest influence on purchasing decisions, followed by product quality and price. Regression analysis results indicate that these three factors collectively shape consumer decision-making, with promotional strategies serving as the most dominant determinant. This outcome highlights that consumers place considerable emphasis on promotional offers and marketing strategies when deciding to purchase Mie Gacoan products.

Therefore, it is recommended that Mie Gacoan further optimize its promotional efforts, given their substantial impact on consumer purchasing behavior. Additionally, maintaining and continuously improving product quality remains essential to meet consumer expectations, despite its relatively smaller influence compared to promotion. Price, while having the least impact, should still be set at competitive and affordable levels, particularly for consumers with lower purchasing power. By focusing simultaneously on these three key elements—promotion, product quality, and pricing—Mie Gacoan can enhance purchasing decisions and further strengthen its position in the market.

### Suggestions

**Table 1.** Recommended Actions

| No | Focus Area                         | Recommended Actions   |
|----|------------------------------------|---|
| 1  | <b>Promotion Strategy</b>          | <ul style="list-style-type: none"> <li>- Develop more interactive social media campaigns (e.g., <i>user-generated content</i> campaigns, influencer collaborations).</li> <li>- Expand promotion types such as loyalty points, limited-time offers, and product bundling.</li> <li>- Utilize social media analytics to monitor campaign effectiveness and adjust promotional messages in real-time.</li> </ul>  |
| 2  | <b>Product Quality Improvement</b> | <ul style="list-style-type: none"> <li>- Ensure consistent quality through strict implementation of standard operating procedures (SOP) in product preparation and service.</li> <li>- Introduce new flavors and menu variations periodically to prevent consumer boredom.</li> <li>- Use simple customer feedback surveys (e.g., via QR code) to track satisfaction regarding taste, cleanliness, and presentation.</li> </ul>   |
| 3  | <b>Pricing Policy</b>              | <ul style="list-style-type: none"> <li>- Maintain competitive pricing by regularly monitoring market price trends and competitors.</li> <li>- Offer discounts or value meal packages during off-peak hours to attract students and young workers with lower income levels.</li> </ul>   |
| 4  | <b>Further Research Approach</b>   | <ul style="list-style-type: none"> <li>- Future studies are encouraged to incorporate additional variables, such as customer satisfaction and loyalty, to develop a more comprehensive understanding of consumer behavior in the context of fast-food purchasing decisions.</li> <li>- Furthermore, the application of advanced analytical techniques, such as Structural Equation Modeling (SEM), is recommended to explore complex interrelationships among variables and provide deeper insights into the factors influencing consumer decision-making processes.</li> </ul> |

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