



## The Influence of Taste and Price on Re-Purchase Intentions of Mie Gacoan in Jombang

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### ABSTRACT

*This study investigates the influence of taste and price on the re-purchase intentions of customers at Mie Gacoan in Jombang. The culinary industry in Indonesia is highly competitive, with businesses needing to continuously innovate and improve to maintain customer loyalty. Using a quantitative approach, this research sampled customers who have visited or ordered from Mie Gacoan. Primary data were collected through surveys and analyzed using statistical methods, including multiple regression analysis. The findings indicate that both taste and price significantly impact customers' intentions to repurchase, with taste having a slightly stronger influence. These results provide valuable insights for business strategy, particularly in enhancing customer retention through the quality of taste and competitive pricing.*

**Keywords:** *Consumer Behavior; Mie Gacoan; Price; Re-Purchase Intention; Taste.*

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### INTRODUCTION

The culinary industry in Indonesia has witnessed rapid growth over the past decade, fueled by the increasing demand for diverse and innovative food offerings. This trend is particularly evident in urban areas, where consumers are exposed to a wide range of culinary options, from traditional dishes to modern, fusion cuisine (Kotler & Keller, 2016). The competitive nature of the industry necessitates those businesses continuously evolve, not only in terms of their menu offerings but also in how they price and market their products.

One of the key drivers of success in the culinary industry is the ability to create a strong brand identity that resonates with the target market. Mie Gacoan, a noodle chain that originated in Indonesia, has effectively positioned itself as a leader in the spicy noodle segment, particularly among younger consumers. Since its inception, Mie Gacoan has expanded rapidly, with outlets across major cities in Indonesia. Its popularity can be attributed to its unique combination of taste, affordability, and strategic branding that appeals to the youth demographic (Rizki, 2020).

Taste and price are two of the most critical factors that influence consumer behavior in the food industry. Taste, as an intrinsic quality of food, plays a pivotal role in determining customer satisfaction and loyalty. According to previous studies, the sensory experience provided by food, particularly its taste, significantly impacts the likelihood of a customer returning to a restaurant (Tarwendah, 2017). In the context of Mie Gacoan, the spicy and flavorful noodles have become a trademark that sets it apart from competitors. This study aims to explore the extent to which taste influences re-purchase intentions, particularly in a highly competitive market.

Price, on the other hand, is a more extrinsic factor that can influence consumer decisions based on perceived value. In the food industry, pricing strategies are often used to attract cost-conscious consumers while maintaining profitability (Stanton, 2014). Mie Gacoan's pricing strategy has been designed to appeal to a wide audience, particularly students and young professionals who are budget-conscious but still seek quality food. This research seeks to understand how price, in conjunction with taste, affects consumers' decisions to return to Mie Gacoan.

The significance of studying these variables in tandem lies in the potential insights for business strategy. While previous studies have examined the impact of taste and price independently, this research aims to investigate their combined effect on consumer behavior. By focusing on Mie Gacoan in Jombang,

this study also provides a localized perspective on how these factors play out in a specific market, contributing to the broader understanding of consumer behavior in the Indonesian culinary industry.

In summary, this study is motivated by the need to understand the key factors that drive consumer loyalty in the highly competitive culinary industry. By examining the influence of taste and price on re-purchase intentions, this research seeks to provide actionable insights for businesses looking to enhance customer retention and sustain growth in a dynamic market.

## **METHOD**

This research employs a quantitative approach, utilizing explanatory research methods to examine the relationship between the independent variables (taste and price) and the dependent variable (re-purchase intention). The study was conducted in Jombang, where Mie Gacoan has a significant customer base. The target population included all customers who have visited or ordered from Mie Gacoan in Jombang. The sample size was calculated using the Lemeshow formula, resulting in 96 respondents. This sample size is considered sufficient to provide reliable data for analysis, given the population's unknown size (Sugiyono, 2019). Data were collected using a structured questionnaire, which included items measuring taste, price, and re-purchase intention on a Likert scale. The data were analyzed using multiple regression analysis to determine the strength and significance of the relationships between the variables. The regression model used is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

Y is the re-purchase intention

X1 is the taste

X2 is the price

$\epsilon$  is the error term

The reliability and validity of the questionnaire were tested using Cronbach's alpha and factor analysis, respectively. The results showed that the instrument was both reliable and valid for the study.

## **RESULT AND DISCUSSION**

### **Validity and Reliability**

As mentioned in the methodology, the validity of the questionnaire was confirmed through Pearson's correlation coefficient, with all items showing significant correlations with their respective total scores. This indicates that the items are valid measures of the constructs they were intended to assess.

The reliability of the questionnaire was also confirmed, with Cronbach's alpha values exceeding the 0.70 threshold for all variables. Specifically:

- a. Taste: Cronbach's alpha = 0.85
- b. Price: Cronbach's alpha = 0.82
- c. Re-Purchase Intention: Cronbach's alpha = 0.88

These results suggest that the questionnaire is both valid and reliable for the purposes of this study.

### **Classical Assumption Tests**

Before proceeding with the regression analysis, classical assumption tests were conducted to ensure the appropriateness of the data for regression analysis.

- a. Normality Test: The Kolmogorov-Smirnov test indicated that the data for all variables were normally distributed, with p-values greater than 0.05. This suggests that the normality assumption is met.
- b. Multicollinearity Test: The Variance Inflation Factor (VIF) values ranged between 1.2 and 1.8, well below the threshold of 10. The Tolerance values were all above 0.1, indicating that multicollinearity is not a concern in this analysis.
- c. Heteroscedasticity Test: The Glejser test results showed no significant heteroscedasticity, as all p-values were above 0.05, indicating that the variance of the residuals is consistent across different levels of the independent variables.
- d. Autocorrelation Test: The Durbin-Watson statistic was 1.98, which falls within the acceptable range of 1.5 to 2.5, confirming the absence of autocorrelation in the residuals.

### **Multiple Regression Analysis**

With the classical assumptions satisfied, a multiple regression analysis was conducted to assess the impact of taste and price on re-purchase intention. The results are summarized in Table 1.

**Table 1.** Multiple Regression Analysis Results

Variable	Coefficient ( $\beta$ )	Standard Error	t-Value	p-Value
Intercept	0.563	0.123	4.573	0.000
Taste (X1)	0.658	0.067	9.821	0.000
Price (X2)	0.482	0.081	5.951	0.000

The regression equation derived from the analysis is:

$$\text{Re-Purchase Intention} = 0.563 + 0.658(\text{Taste}) + 0.482(\text{Price})$$

These results indicate that both taste and price have significant positive effects on re-purchase intention, with taste having a slightly stronger influence. The regression coefficients suggest that for every unit increase in the taste score, re-purchase intention increases by 0.658 units, holding price constant. Similarly, for every unit increase in the price score, re-purchase intention increases by 0.482 units, holding taste constant. The high t-values and low p-values for both taste and price confirm that these variables significantly contribute to predicting re-purchase intention.

### Discussion

The findings of this study reveal that both taste and price significantly influence re-purchase intentions, with taste having a marginally stronger impact. This outcome is consistent with the hypothesis that sensory experiences, particularly taste, are paramount in driving consumer satisfaction and loyalty in the food industry. The emphasis on taste aligns with the broader literature, which highlights the importance of sensory attributes in food products (Tarwendah, 2017).

One possible explanation for the stronger influence of taste is the experiential nature of food consumption. When customers dine at a restaurant, the taste of the food is the most immediate and memorable aspect of their experience. This sensory engagement creates a direct emotional response, which can lead to a stronger attachment to the brand and a higher likelihood of returning (Pratama et al., 2023). In the case of Mie Gacoan, the distinct spiciness and flavor profile of the noodles serve as a key differentiator that not only satisfies the palate but also creates a memorable dining experience that encourages repeat visits.

Price, while also significant, plays a somewhat secondary role compared to taste. The impact of price on re-purchase intentions is likely influenced by the perceived value that customers associate with their dining experience. In the context of Mie Gacoan, the relatively low price point enhances the perceived value, making it an attractive option for budget-conscious consumers (Stanton, 2014). However, if the taste were to decline, the attractiveness of the price alone might not be sufficient to retain customers. This finding suggests that while competitive pricing is important, it must be paired with a high-quality product to effectively drive consumer loyalty.

Moreover, the interaction between taste and price can be seen in the concept of value for money, which is a critical consideration for many consumers. Value for money refers to the balance between the quality of the product (in this case, taste) and the price paid. Customers are likely to return to Mie Gacoan not only because the food tastes good but also because they perceive that they are getting a good deal for their money. This interaction suggests that businesses need to carefully balance these two factors to optimize customer satisfaction and loyalty.

The discussion also considers the broader implications of these findings for the food industry. In a market where consumers have numerous options, businesses must differentiate themselves not just through pricing but also through the quality of their offerings. The success of Mie Gacoan illustrates the importance of creating a unique and memorable dining experience that resonates with the target market. For other businesses, the key takeaway is the need to focus on product quality, particularly taste, as a central element of their value proposition.

Future research could build on these findings by exploring additional factors that influence re-purchase intentions, such as service quality, brand image, and social media presence. These factors could provide a more holistic understanding of what drives consumer loyalty in the food industry. Additionally, longitudinal studies could be conducted to assess how changes in taste and price over time impact customer retention, providing valuable insights for businesses looking to maintain long-term customer relationships.

## **CONCLUSIONS**

This study concludes that both taste and price are significant determinants of re-purchase intentions at Mie Gacoan in Jombang, with taste having a slightly stronger influence. The findings underscore the importance of maintaining high-quality taste to ensure customer satisfaction and loyalty. While competitive pricing is also crucial, it must be complemented by a superior product to maximize customer retention. The implications for business strategy are clear: focus on product quality, particularly taste, while maintaining fair pricing to attract and retain customers in a competitive market.

Future research should explore additional factors such as service quality and brand image, which may also play significant roles in influencing re-purchase intentions. By understanding these dynamics, businesses can better tailor their strategies to meet the needs and preferences of their customers, ensuring long-term success in the culinary industry.

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