



Research Paper

The Influence of Service Quality, Product Quality, and Store Atmosphere on Repurchase Decisions at Mie Gacoan in Banda Aceh

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Abstract

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The high level of competition in the fast food industry requires companies to be able to maintain customer loyalty through repeat purchase decisions. This condition highlights the importance of paying attention to factors that influence consumer behavior, particularly service quality, product quality, and store atmosphere. This study aims to examine and analyze the influence of service quality, product quality, and store atmosphere on consumer repeat purchase decisions at Mie Gacoan Banda Aceh. This study uses a quantitative approach with data collection through a Likert scale questionnaire. The research sample consisted of 96 respondents who were consumers who had made purchases at Mie Gacoan Banda Aceh. The data analysis technique used was multiple linear regression with a significance level of 95% ($\alpha = 0.05$). The results of the study indicate that product quality and store atmosphere have a positive and significant effect on consumer repurchase decisions. Meanwhile, service quality does not have a significant effect on repurchase decisions, although it shows a positive direction of influence. Simultaneously, service quality, product quality, and store atmosphere have a significant effect on repurchase decisions at Mie Gacoan Banda Aceh.

Keywords: Repurchase Decision; Service Quality; Product Quality; Store Atmosphere
Mie Gacoan

1. Introduction

In today's modern era, consumers are becoming increasingly selective when choosing restaurants or cafes that can provide a satisfying experience in terms of both food and service. Amid rapid economic growth, people are becoming more discerning in making choices based –



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on the quality offered by a business. Particularly in the food and beverage sector, restaurants and cafes are the top choices consumers consider satisfying their dining needs while also enjoying a pleasant experience [1].

One type of food that is very popular among people of all walks of life is noodles. Noodles have a unique appeal due to their delicious taste, convenient preparation, and relatively affordable price. In Indonesia, noodles are not only consumed as instant food but are also prepared into a variety of appealing dishes at restaurants and cafes. The ever-growing popularity of noodles has made them the top choice for many consumers, whether for a quick meal or to enjoy a dish with a distinctive flavor in a comfortable setting [2].

Mie Gacoan, Indonesia's leading spicy noodle restaurant, was founded by Harris Kristanto. The first Mie Gacoan outlet opened in 2016 in Malang, East Java. The business has grown rapidly, with branches in various cities and partnerships with delivery services such as GrabFood, GoFood, and Shopee Food. The business strategies implemented have successfully increased profits by 40–50 percent. Mie Gacoan's success is due to effective marketing strategies, such as offering affordable prices ranging from 10,000 to 20,000 rupiah per serving. Its strong branding as "Indonesia's No. 1 Spicy Noodles" attracts many customers [3].

Mie Mie Gacoan is a local restaurant chain that has received the "Indonesia Hotel, Restaurant & Cafe Industry Leader 2022" award at the Indonesia Industry Leadership Award (ILA) in the Local Restaurant Chain category. This award reflects the company's ability to meet consumer expectations and maintain competitiveness in the culinary industry, particularly in East Java, Central Java, West Java, Bali, and Sumatra. Through its concept of modern dining at affordable prices, Mie Gacoan has successfully reached various market segments and demonstrated significant customer growth [4].

Business expansion has also taken place in Banda Aceh, which will have two operational branches by 2025. The first branch is located on Jalan P. Nyak Makam, Ulee Kareng District, and began operations on June 30, 2024. The second branch is located on Jalan Dr. Mr. Mohd Hasan, Lueng Bata District, and officially opened on May 7, 2025. This study uses data collected in 2025 following the opening of the second branch. Therefore, the data scope of this study covers both Mie Gacoan branches in Banda Aceh, ensuring that the analysis results comprehensively represent the operational conditions in that region [5].

Since opening, both branches have received a positive response from the public, as evidenced by the high number of daily visitors. The high popularity and consumer interest in Mie Gacoan in Banda Aceh indicate significant potential for repeat purchases. This phenomenon also creates high expectations among consumers prior to their visit, regarding service quality, product quality, and the store atmosphere. However, to date, there has been limited research examining whether these expectations can be met to encourage repeat purchases, or whether they actually become a factor that hinders customer loyalty. In fact, in the culinary industry, successfully attracting a first visit does not always guarantee that consumers will return to make repeat purchases on subsequent visits [6].

Based on the collected data, some respondents rated the service at Mie Gacoan Banda Aceh as fairly good, particularly in terms of staff friendliness (60%) and order accuracy (66.6%). However, service speed was still considered suboptimal, as 60% of respondents disagreed that the service was fast. In terms of product quality, 56.6% of respondents rated the taste and cleanliness of the food as satisfactory, although 43% were not fully satisfied. Regarding the store

atmosphere, the majority of respondents gave positive ratings for interior design (66.6%), seating comfort (60%), and overall cleanliness of the area (73.3%) [7].

Furthermore, 63.4% of respondents indicated a potential for repeat purchases, while the remaining 36.6% did not yet have such intentions. These findings suggest that there are still certain aspects of service quality, product quality, and store atmosphere that do not fully meet customer expectations. Therefore, this study focuses on the influence of service quality, product quality, and store atmosphere on repurchase decisions at Mie Gacoan Banda Aceh, to provide a comprehensive understanding and strategic recommendations for management in improving the customer experience and consumer loyalty.

The repurchase decision is the stage at which consumers repeatedly purchase the same product or service over a certain period of time, driven by their positive attitudes and experiences with that product or service [1]. When consumers feel valued and satisfied with their experience, they are more likely to make repeat purchases [2]. Indicators of repurchase decisions can be observed across several stages experienced by consumers, ranging from the initial awareness to make a purchase, post-purchase evaluation, to the decision to repurchase—driven by the fulfillment of expectations regarding the product or service [3]. Service quality is the effort to meet customers' needs and desires by providing timely service that meets their expectations, thereby balancing consumer expectations regarding the products or services received. Service quality indicators can be measured across several key dimensions, namely tangible evidence, service reliability, responsiveness, assurance, and empathy, which reflect the service provider's ability to meet consumers' needs and expectations [4].

Product quality refers to a product's ability to perform its intended functions, including durability, reliability, and precision [5]. Product quality indicators can be assessed through various aspects that reflect a product's strengths and ability to meet consumer needs, such as form, features, customization, performance quality, conformance quality, durability, product reliability, repairability, style, and design [6]. Store atmosphere refers to the environment designed to create a sense of comfort for customers, so that they feel happy and at ease. A comfortable store atmosphere can enhance customer satisfaction and encourage repeat purchases. Indicators of store atmosphere can be observed through various elements that contribute to the ambiance and comfort within a store, such as store layout, lighting, music and sound, scent, cleanliness and organization, staff interaction, and room temperature [7].

2. Method

Type of research

This study employs a quantitative approach using an associative research design to examine the influence of service quality, product quality, and store atmosphere on consumers' repeat purchase decisions at Mie Gacoan in Banda Aceh. Quantitative data were collected through the distribution of a questionnaire using a 1–5 Likert scale to consumers who had previously made purchases at Mie Gacoan in Banda Aceh.

Sample population and sampling technique

The population of this study consists of all Mie Gacoan Banda Aceh customers who have made a purchase, with an unknown exact number. The sample was selected using purposive sampling, which involves selecting respondents based on specific criteria: residing in Banda Aceh or Aceh Besar and having made at least two purchases. The sample size was calculated using the unknown population formula, resulting in 96 respondents [8]. Primary data was collected via an online questionnaire distributed using Google Forms to measure consumer

perceptions regarding service quality, product quality, store atmosphere, and repurchase decisions. The questionnaire used a 1–5 Likert scale, ranging from strongly disagree to strongly agree, to describe respondents' attitudes or perceptions [9].

Data analysis techniques

After the data were collected, an analysis was conducted using a quantitative approach with multiple linear regression to test the influence of independent variables on the dependent variable. This analysis aims to predict the mean value of the dependent variable based on the independent variables under study, with data processing conducted using the SPSS (Statistical Package for the Social Sciences) program [10].

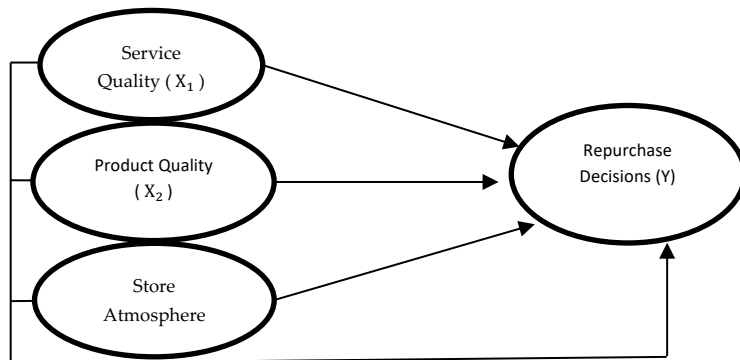


Figure 1. Research Framework

Research hypotheses:

H1: Service quality influences repeat purchase decisions at Mie Gacoan in Banda Aceh.

H2: Product quality influences repeat purchase decisions at Mie Gacoan in Banda Aceh.

H3: Store atmosphere influences repeat purchase decisions at Mie Gacoan in Banda Aceh.

H4: Service quality, product quality, and store atmosphere simultaneously influence repeat purchase decisions at Mie Gacoan in Banda Aceh.

3. Results and Discussion

Validity and reliability testing

Validity testing refers to the degree of agreement between the actual data on the research subject and the data presented or reported by the researcher [11]. Based on the results of the analysis, all statements were found to be valid because they had a significance level below 5%, and can therefore be used for further analysis, as shown in Table 1.

Table 1. Validity Test

Research Variables	Question	R value	R table	Description
Repurchase Decisions (Y)	A.1	0,906	0,202	Valid
	A.2	0,936	0,202	Valid
	A.3	0,925	0,202	Valid
	A.4	0,927	0,20	Valid
Service Quality (X1)	B.1	0,854	0,202	Valid
	B.2	0,928	0,202	Valid
	B.3	0,895	0,202	Valid

Research Variables	Question	R value	R table	Description
Product Quality (X2)	B.4	0,892	0,202	Valid
	B.5	0,872	0,202	Valid
	C.1	0,885	0,202	Valid
	C.2	0,854	0,202	Valid
	C.3	0,865	0,202	Valid
	C.4	0,902	0,202	Valid
	C.5	0,904	0,202	Valid
	C.6	0,793	0,202	Valid
	C.7	0,859	0,202	Valid
	C.8	0,805	0,202	Valid
Store Atmosphere (X3)	C.9	0,860	0,202	Valid
	C.10	0,738	0,202	Valid
	D.1	0,808	0,202	Valid
	D.2	0,808	0,202	Valid
	D.3	0,751	0,202	Valid
	D.4	0,805	0,202	Valid
	D.5	0,850	0,202	Valid
	D.6	0,830	0,202	Valid
	D.7	0,809	0,202	Valid

Source: primary data processing results (2025)

A reliability test is a process designed to ensure that the instrument used can produce consistent data when administered repeatedly to the same subjects [12]. Reliability is the degree of confidence in the results of a measurement. A measurement with high reliability—one that is capable of producing trustworthy results—is referred to as reliable. The results are summarized in Table 2 below:

Table 2. Reliability Test

Research Variables	Nilai Cronbach's Alpha	Critical Value	Description
Repurchase Decision (Y)	0,942	0,60	Reliable
Service Quality (X1)	0,933	0,60	Reliable
Product Quality (X2)	0,956	0,60	Reliable
Store Atmosphere (X3)	0,910	0,60	Reliable

Source: primary data processing results (2025)

Analysis results

Multiple linear regression was used to address the research questions in this study. This analysis was employed to examine the relationship between the independent variables and the dependent variable. The regression equation derived from the data analysis yielded the following values.

Normality Test

A normality test is conducted to ensure that, in a regression model, the error terms or residuals follow a normal distribution [13]. In this study, a normality test was conducted to determine whether the residuals in the regression model are normally distributed.

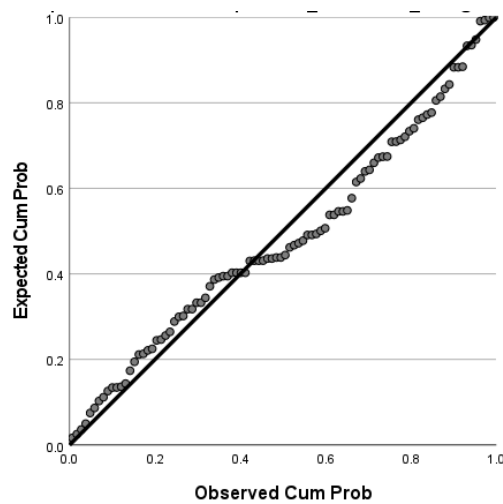


Figure 2. Normality Test

Source: primary data processing results (2025)

Based on figure 2, the points on the graph tend to follow a diagonal pattern, indicating that the residual distribution is normal. Thus, it can be concluded that the assumption of normality is met, making the regression model suitable for further analysis.

Multicollinearity Test

This multicollinearity test was conducted to determine whether there is any correlation among the independent variables in the regression model. The multicollinearity test in this study was conducted by examining the tolerance value and the Variance Inflation Factor (VIF). The criterion used was that if the VIF value is less than 10, it can be concluded that there is no multicollinearity among the independent variables.

Table 3. Multicollinearity Test Results

Model		Understandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,757	0,909		0,833	0,407		
	Service Quality (X1)	0,157	0,103	0,190	1,525	0,131	0,189	5,277
	Product Quality (X2)	0,157	0,054	0,355	2,921	0,004	0,198	5,053
	Store Atmosphere (X3)	0,229	0,070	0,355	3,277	0,001	0,249	4,018

a. Dependent Variable : Repurchase Decisions

Source: primary data processing results (2025)

Based on the results of the regression equation above, the findings of this study are as follows:

1. The constant value of 0.757 indicates that if service quality (X_1), product quality (X_2), and

store atmosphere (X_3) are all at zero, then consumers repurchase decisions are at a very low level.

2. The regression coefficient for service quality (X_1) of 0.157 indicates that a one-unit increase in service quality will increase the repurchase decision by 0.157 units, assuming all other variables remain constant.
3. The regression coefficient for product quality (X_2) of 0.157 indicates that a one-unit increase in product quality will increase the repurchase decision by 0.157 units, assuming all other variables remain constant.
4. The regression coefficient for store atmosphere (X_3) of 0.229 indicates that store atmosphere has the strongest positive influence, where a one-unit increase will increase the repurchase decision by 0.229 units.

Test for Heteroscedasticity

A test for heteroscedasticity is conducted to determine whether there is unequal variance in the residuals across observations in a regression model. The purpose of this test is to ensure that the variance of the error term is homogeneous or constant.

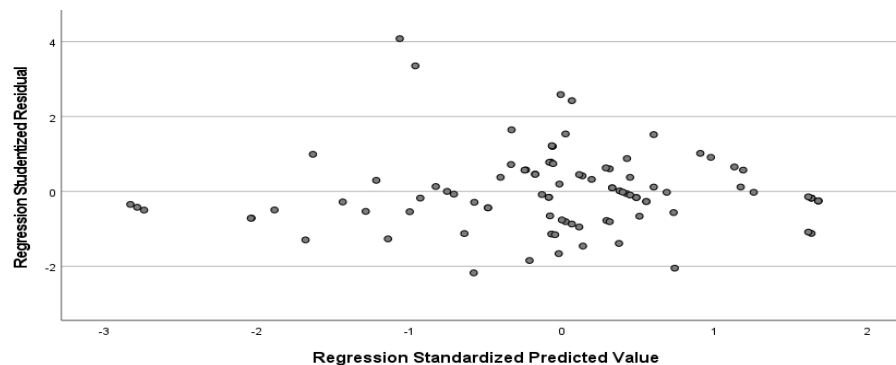


Figure 3. Heteroscedasticity Test

Source: primary data processing results (2025) Based on the results of the heteroscedasticity test shown in figure 3, the test was conducted using a scatterplot analysis of the standardized residuals against the predicted values. Observation of the graph indicates that there is no specific pattern or regular distribution in the scatter of the points; rather, they are randomly distributed. Therefore, it can be concluded that the regression model is free from heteroscedasticity, and the assumption of homoscedasticity is satisfied.

Hypothesis testing

Results (t-Test)

This test was conducted to determine the significance of the individual effects of the independent variables on the dependent variable (partially). The results of the t-test analysis are presented in the following table:

Table 4. Results of the Partial Test (t-Test)

Model		Understandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	0,757	0,909		0,833
	Service Quality (X1)	0,157	0,103	0,190	1,525
	Product Quality (X2)	0,157	0,054	0,355	2,921
	Store Atmosphere (X3)	0,229	0,070	0,355	3,277
a. Dependent Variable : Repurchase Decisions					

Source: primary data processing results (2025)

Based on Table 4, the results can be explained as follows:

- The service quality variable (X_1) has a calculated t-value of $1.525 <$ the critical t-value of 1.662, with a significance level of $0.131 > 0.05$; therefore, it does not have a significant partial effect on the decision to repurchase.
- The product quality variable (X_2) has a calculated t-value of $2.921 >$ the critical t-value of 1.662, with a significance level of $0.004 < 0.05$; therefore, it has a significant partial effect on the decision to repurchase.
- The store atmosphere variable (X_3) has a calculated t-value of $3.277 >$ the table t-value of 1.662 with a significance level of $0.001 < 0.05$, so it has a significant partial effect on the repurchase decision.

Results (F-Test)

An F-test was conducted to examine the combined (simultaneous) effect of the independent variables on the dependent variable. The results of the F-test analysis are presented in the following table:

Table 5. Results of the Simultaneous Test (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	1171,062	3	390,354	83,290	$<,001^b$
	Residual	431,177	92	4,687		
	Total	1602,240	95			
a. Dependent Variable : Repurchase Decisions						
b. Predictors : (Constant), Service Quality, Product Quality,Store Atmosphere.						

Source: primary data processing results (2025)

Based on the results of the F-test shown in Table 5, the calculated F-value is 83.290, while the critical F-value is 2.704. Since the calculated F-value is greater than the critical F-value, and the significance level is 0.001—which is smaller than the significance level of 0.05—it can be concluded that the independent variables, namely service quality (X_1), product quality (X_2), and store atmosphere (X_3), simultaneously have a significant effect on the dependent variable, namely the decision to repurchase (Y).

Correlation Test (R)

The purpose of this test is to determine the extent of the linear relationship between the independent variable and the dependent variable, and whether that relationship is positive, negative, or nonexistent.

Table 6. Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,855 ^a	0,731	0,722	2,165
a. Predictors : (Constant), Service Quality, Product Quality, Store Atmosphere.				

Source: primary data processing results (2025)

The results of the analysis in Table 6 with a correlation coefficient (R) of 0.855, indicate a very strong relationship between service quality, product quality, and store atmosphere and the decision to repurchase. These findings are consistent with the research by Muhammad Zulkarnain [14], which states that product quality and the servicescape have a significant influence and simultaneously contribute to repurchasing. Partially, service quality in this study had a positive but insignificant effect on the decision to repurchase. Nevertheless, the positive direction of the relationship still indicates a contribution, in line with the correlation results. This finding differs from the research by Listantia Valentine [15], which found a significant effect, likely due to differences in consumer characteristics and local conditions.

Meanwhile, product quality and store atmosphere were found to have a positive and significant influence on repurchase decisions. These findings are consistent with the research by Devy Monica Sijabat and Nelly Martini [16], which confirms that product quality and store atmosphere are key factors in driving repurchases. Furthermore, these findings are supported by Wijaya et al. [17], who demonstrated that product quality directly influences the intention to repurchase, while service quality and store atmosphere exert their influence through consumer satisfaction. Research by Aisyah Salsabila and Ali Maskur [18], Wisnu Aditya Istiyono and Alimuddin Rizal [19], and Joko Prasetyo et al. [20] also reinforces that product quality, service quality, and store atmosphere play a role in increasing satisfaction, which ultimately encourages repeat purchases.

Coefficient of Determination (R^2)

The coefficient of determination is a statistical measure used to assess the degree of fit or accuracy between predicted values or a regression line and the actual sample data. The coefficient of determination, denoted by the symbol R^2 , ranges from 0 to 1 ($0 < R^2 < 1$), where a value closer to 1 indicates that the regression model is better at explaining the variability in the data.

Table 7. Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,855 ^a	0,731	0,722	2,165
a. Predictors : (Constant), Service Quality, Product Quality, Store Atmosphere.				

Source: primary data processing results (2025)

Based on the results shown in Table 7, the Adjusted R-Square value is 0.722, or 72.2%, indicating that the variables of service quality, product quality, and store atmosphere collectively account for 72.2% of the variation in the repeat purchase decision variable. Meanwhile, the remaining 27.8% is explained by other factors outside the variables used in this research model.

4. Conclusion

The results of this study indicate that product quality and store atmosphere have a positive and significant effect on repeat purchase decisions at Mie Gacoan in Banda Aceh, meaning that the higher the product quality and the more comfortable the store atmosphere, the greater the likelihood that consumers will make repeat purchases. Meanwhile, service quality does not have a significant effect, although the direction of its influence is positive. Simultaneously, the three independent variables—service quality, product quality, and store atmosphere—collectively have a significant effect on repeat purchase decisions, with the regression model showing that 72.2% of the variation in repeat purchase decisions can be explained by these three variables, underscoring the importance of product quality and store atmosphere in fostering consumer loyalty.

Recommendations

Local governments are advised to improve the quality of the workforce through increased access to education, health services, and skills training. In addition, economic development policies need to be more focused on labor-intensive sectors that are able to absorb labor optimally. For future research researchers, it is advisable to add other variables such as investment and government spending to obtain a more comprehensive picture of the factors that affect economic growth.

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Authors' contributions and responsibilities

Ikhwanul Kiram: conceptualization, methodology, investigation, formal analysis, visualization, and writing – original draft. Erlinda: supervision and writing – review & editing. Fandi Bachtiar: supervision and writing – review & editing.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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