



*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

**Artikel Info** 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.

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

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



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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.

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.

Mie Gacoan has been honored with the title of "Indonesia Hotel, Restaurant & Cafe Industry Leader 2022" in the Local Restaurant Chain category at the Indonesia Industry Leadership Award (ILA). This award serves as proof that Mie Gacoan is able to meet consumer expectations and maintain its position as a leader in the culinary industry, particularly in the regions of East Java, Central Java, West Java, Bali, and Sumatra. By offering a modern dining concept combined with affordable prices, Mie Gacoan has been well-received by various market segments and attracts tens of thousands of customers every month. This success is also evident in Banda Aceh, which now has two Mie Gacoan branches. The first branch is located on Jalan P. Nyak Makam, Gampong Doi, Ulee Kareng District, and officially began operations on Sunday, June 30, 2024. Meanwhile, the second branch is located on Jalan Dr. Mr. Mohd Hasan, Gampong Lamdom, Lueng Bata District, and opened on Wednesday, May 7, 2025.

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.

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%).

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.

Furthermore, 63.4% of respondents indicated a potential for repurchasing, while the remaining 36.6% did not yet have such an intention. These findings indicate that there are still several 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 repeat purchase decisions at Mie Gacoan in Banda Aceh, to provide a comprehensive understanding and strategic recommendations for management in improving the

customer experience and consumer loyalty.

## 2. Method

### 2.1 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.

### 2.2 Sample population and sampling technique

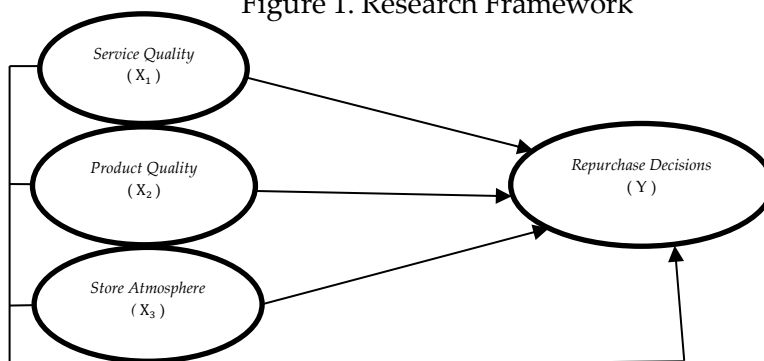
The population of this study consists of all Mie Gacoan Banda Aceh customers who have made a purchase, with an unknown exact number [11]. The sample was selected using purposive sampling, which involves selecting respondents based on specific criteria: residing in Banda Aceh or Aceh Besar and having made at least two purchases [12]. The sample size was calculated using the unknown population formula, resulting in 96 respondents. 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.

### 2.3 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 (Sugiyono, 2017:112).

#### Framework

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

#### 3.1 Validity and reliability testing

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       |
|                          | B.4      | 0,892   | 0,202   | Valid       |
|                          | B.5      | 0,872   | 0,202   | Valid       |
| Product Quality (X2)     | 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       |
|                          | C.9      | 0,860   | 0,202   | Valid       |
|                          | C.10     | 0,738   | 0,202   | Valid       |
| Store Atmosphere (X3)    | 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)

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)

### 3.2 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:

Table 3. Multicollinearity Test

| Coefficients <sup>a</sup> |                             |            |      |                                |       |      |                         |       |
|---------------------------|-----------------------------|------------|------|--------------------------------|-------|------|-------------------------|-------|
| Model                     | Unstandardized Coefficients |            |      | Standardized Coefficients Beta | t     | Sig. | Collinearity Statistics |       |
|                           | B                           | Std. Error |      |                                |       |      | Tolerance               | VIF   |
| 1                         | (Constant)                  | .757       | .909 |                                | .833  | .407 |                         |       |
|                           | X1                          | .157       | .103 | .190                           | 1.525 | .131 | .189                    | 5.277 |
|                           | X2                          | .157       | .054 | .355                           | 2.921 | .004 | .198                    | 5.053 |
|                           | X3                          | .229       | .070 | .355                           | 3.277 | .001 | .249                    | 4.018 |

a. Dependent Variable: Keputusan\_Pembelian\_Ulang

Source: primary data processing results (2025)

The above equation explains the following:

1. Based on the results of the regression equation above, the findings of this study are as follows:
2. 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.
3. 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.
4. 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.
5. 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.

### 3.3 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)

| Coefficients <sup>a</sup> |                    |                             |            |                           |       |      |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|                           |                    | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model                     |                    | B                           | Std. Error | Beta                      | t     | Sig. |
| 1                         | (Constant)         | .757                        | .909       |                           | .833  | .407 |
|                           | Kualitas Pelayanan | .157                        | .103       | .190                      | 1.525 | .131 |
|                           | Kualitas Produk    | .157                        | .054       | .355                      | 2.921 | .004 |
|                           | Store Atmosphere   | .229                        | .070       | .355                      | 3.277 | .001 |

a. Dependent Variable: Keputusan Pembelian Ulang

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)

| ANOVA <sup>a</sup> |            |                |    |             |        |                    |
|--------------------|------------|----------------|----|-------------|--------|--------------------|
|                    |            | Sum of Squares | df | Mean Square | F      | Sig.               |
| 1                  | Regression | 1171.062       | 3  | 390.354     | 83.290 | <.001 <sup>b</sup> |
|                    | Residual   | 431.177        | 92 | 4.687       |        |                    |
|                    | Total      | 1602.240       | 95 |             |        |                    |

a. Dependent Variable: Keputusan Pembelian Ulang

b. Predictors: (Constant), Store Atmosphere, Kualitas Produk, Kualitas Pelayanan

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 (X1), product quality (X2), and store atmosphere (X3), simultaneously have a significant effect on the dependent variable, namely the decision to repurchase (Y).

#### **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.

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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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