The Level of Consumer Satisfaction with the Purchase of Gacoan Noodle Food Merr Surabaya Branch through E- Commerce

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ABSTRACT: The presence of Mie Gacoan is driven by the growth of culinary business that continues to grow in the city of Surabaya. The marketing concept has begun to focus on providing satisfaction to consumers so as to generate high profits. Research on consumer satisfaction plays an important role in helping companies to know what consumers want. The purpose of this study is to identify the decision-making process of gacoan noodle consumers through e-commerce and analyze the level of consumer satisfaction with the purchase of gacoan noodle through e-commerce. Determination of the number of samples using non-probability sampling, namely accidental sampling with the number of respondents as many as 96. The analysis methods used in this study are descriptive analysis, Customer Satisfaction Index (CSI) and Important Performance Analysis (IPA). The results showed that consumers were satisfied with the purchase of gacoan noodle food through e-commerce with a CSI value of 73.91%. The attributes that need to be considered and improved to increase consumer satisfaction through e-commerce can be seen through the cartesian diagram in the IPA analysis in quadrant I (top priority).

KEYWORDS: culinary business, customer satisfaction, decision making process, Customer Satisfaction Index, Important Performance Analysis

I. INTRODUCTION

The culinary business is one of the many service businesses that are currently growing rapidly that arise along with creative and innovative ideas, thus having an impact on improving the marketing concept of a culinary business that is developing and right on target. The marketing concept has begun to focus on providing satisfaction to consumers to generate high profits.

Table 1.1. Number of Restaurants in Surabaya City.

No.	Year	Quantity (units)
1	2014	383
2	2015	731
3	2016	790
4	2017	1083
5	2018	1341

Source: BPS Surabaya City, (2019)

Based on Table 1.1 it can be seen that from 2014 to 2018 the number of restaurants / restaurants in the city of Surabaya continues to increase. So it can be concluded that the city of Surabaya is a market place that is targeted by many domestic and foreign entrepreneurs to develop culinary businesses because people in big cities are considered more consumptive.

Online services that are currently developing are Gojek, Grab, and Shopee. Business development and services at relatively affordable prices make it easier for consumers to order through transportation service applications so that it can be a reason for consumers to download and use the application according to consumer needs. This is used by Mie Gacoan Restaurant to expand its culinary reach and reach the highest profit by offering shopping opportunities through several online services such as Gofood, GrabFood and ShopeeFood.

Mie Gacoan is a trademark subsidiary of PT Pesta Pora Abadi which serves the number one spicy noodles in Indonesia. The existence of offline stores that develop and go hand in hand with the development of online stores makes Mie Gacoan faced with a new problem, namely the difficulty of maintaining the same quality of service and quality of food quality. Online consumer

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satisfaction needs to be considered because online purchases are prone to errors in ordering. The most reviews experienced by consumers are often errors in ordering such as the level of spiciness that is not in accordance with what was ordered, errors and vagueness in writing product order information that reaches consumers. Therefore, it is important to pay attention to the quality of products and services in order to ensure consumers are always satisfied. Research on consumer satisfaction plays an important role in helping companies to know what consumers want.

II. LITERATURE REVIEW

A. CUSTOMER SATISFACTION

According to Huang et.al (2014) states that consumer satisfaction is a satisfaction that arises after comparing what is paid with what consumers have obtained. In accordance with the opinion expressed by Mowen and Minor (2005) that consumer satisfaction is an attitude that arises when consumers have obtained and used goods or services

B. FACTORS THAT INFLUENCE SATISFACTION

According to (Lupiyoadi, 2013) five main factors must be considered by companies in relation to consumer satisfaction, including product quality, service quality, emotional, price, and cost.

C. PURCHASING DECISION-MAKING PROCESS

The purchase decision process is a five-step process involving consumers. It starts with problem recognition, information retrieval, assessment of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior (Kotler, 2013).

D. QUALITY OF SERVICE

Service quality is a desired level of excellence and control over that level of excellence to meet consumer desires. Service quality can be measured through tangible, reliability, assurance, empathy, and responsiveness (Lupiyoadi, 2013).

E. FOOD QUALITY

Quality of meaning is a characteristic of food that is acceptable to consumers. The dimensions of merit food quality (Sijabat, 2021) are color, portion, shape, aroma, level of doneness, and taste.

III. RESEARCH METHODOLOGY

The research was conducted at Mie Gacoan Merr branch which is located at Jl. Dr. Ir. H. Soekarno, Penjaringan Sari, Rungkut District, Surabaya City, East Java. Determination of the sample using non-probability sampling, namely accidental sampling with the number of respondents as many as 96 consumers. (Sugiono, 2018), which is a method of determining samples by taking respondents who happen to be there or available somewhere according to the research context. The sample criteria are consumers aged 17 years and over who have purchased gacoan noodles through e-commerce at least 2 times. The data analysis methods used to answer the research are as follows:

A. Validity and reliability tests

The validity and reliability test of the questionnaire was carried out first on 30 consumers. Once the results are valid and reliable, the questionnaire can be used for customer satisfaction analysis. The criteria for validity testing is if r counts ≥ r table then the research instrument or question items correlate significantly with the total score (declared valid). A variable can be said to be reliable if the answer to a question is always consistent. Cronbach Alpha must show a > of 0.7 for the questionnaire item to be reliable.

B. Descriptive analysis

To answer the first goal can be done by collecting and processing data obtained from questionnaires by giving the assessment weight of each question based on the Likert scale.

C. Customer Satisfaction Index (CSI)

CSI analysis is a number that states how much consumer satisfaction is with a particular product. Stages of assessing satisfaction through CSI:

☐ Determine the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS) on each attribute.

$$MIS = \frac{\sum_{i=1}^{n} Yi}{n}$$

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$$MSS = \frac{\sum_{i=1}^{n} X_i}{n}$$

☐ Calculates Weigh Factors (WF) for each attribute.

WFi =X 100%

$$\frac{MIS_i}{\sum_{i}^{p} MIS_i}$$

Calculate Weight Score (WS)

☐ WAT = WS1 + WS2 + WS3 + ... + WSn

Determine Customer Satisfaction Index (CSI)

Csi = X 100%

$$\frac{WAT}{HS}$$

The level of consumer satisfaction according to (Aritotang, 2005) as a whole can be seen from the criteria of consumer satisfaction level, namely dissatisfied (0%-20%), less satisfied (020%-40%), quite satisfied (40%-60%), satisfied (60%-80%), and very satisfied (80%-100%).

D. Important Performance Analysis (IPA)

Important Performance Analysis is used to describe the performance perceived by consumers in the form of diagrams. The quadrant in the IPA analysis consists of Quadrant I (top priority), quadrant II (maintain achievement), quadrant III (low priority), and quadrant IV (overperformance). Stages of IPA processing:

☐ Calculates the average value of the importance and performance level of each attribute

$$\bar{X} = \frac{\sum X_i}{n}; \bar{Y} = \frac{\sum Y_i}{n}$$

☐ Calculates the average value of the importance and performance score of each attribute. The average value is then used in determining Cartesian diagram limits.

$$\bar{\bar{X}} = \frac{\sum X}{k}; \bar{\bar{Y}} = \frac{\sum Y}{k}$$

IV. RESULT AND DISCUSSION

A. Validity and reliability Test

The calculation of the performance validity test and expectations of each question item above obtained the result that the R-count value > 0.227 which means that all attributes in the study can be used (valid). Reliable test, obtained alpha value of importance and expectation level 0.975, which means that Cronbach alpha value > 0.7 so that all attributes are reliable or trustworthy.

B. Decision-making process

The decision-making process in purchasing gacoan noodles through e-commerce is carried out through the stages of need recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. At the stage of introduction to needs, the purchase of gacoan noodles is dominated by online purchases rather than offline. Consumers perceive that making purchases online is easier and time-saving (32.2%). Most of the goals of respondents when buying gacoan noodles are to eat with friends (51%). Given the many variants of the gacoan noodle menu, consumers usually order more than one type of menu to be enjoyed together with friends. The reason respondents buy gacoan noodles instead of other similar foods is the diverse taste of gacoan noodles (58.3%). This is in line with Septaryanto's research (2021), where price is also the reason for consumers to buy mandes noodles compared to buying similar foods.

At the information search stage, friends and social media are the most preferred sources of information searched by respondents (50%). The source that most influenced respondents to buy gacoan noodles was friends (68.8%). This happens because there is great trust between friends and respondents so the information submitted by friends is considered more reliable than other sources.

In the alternative evaluation stage, price is the respondent's first choice option when considering purchasing gacoan noodles (60.4%). By (Aeni et al., 2008) where price is also the main consideration of respondents in buying fruit chips. Things that can happen in buying a product are the exhaustion of stock or exhaustion of the product to be purchased, this situation can occur at any time. The highest solution chosen by respondents when the desired gacoan noodles run out is to keep buying at a later time (73.7%). The respondents are loyal to the Merr branch of Gacoan noodles because they will continue to buy even if they buy at a later time.

At the stage of the decision to make a purchase, as many as 51% of respondents stated that their first purchase of gacoan noodles was planned (51%). That is, before consumers decide to buy gacoan noodles, consumers first look for information about gacoan noodles and their desire to buy gacoan noodles. In subsequent purchases, respondents prefer to make purchases depending on the situation (75%). This can happen because gacoan noodles are not a staple daily food so consuming gacoan noodles is not a necessity or habit that must be available. The

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purchase frequency is 2 times, meaning that consumers are loyal to gacoan noodles (43.7%).

In post-purchase behavior, consumers will continue to purchase gacoan noodles even though there is an increase in prices for gacoan noodles (68.4%). This shows that consumers are loyal to gacoan noodles because they will continue to buy them even though the price of gacoan noodles has increased. This result is in line with research (Sijabat, 2021) which states that ABMJ grilled chicken consumers will still buy grilled chicken even though prices have increased. As many as (89.5%) consumers will recommend gacoan noodles to others because these consumers feel that gacoan noodles are by their expectations of these consumers so they will recommend to others.

C. *Customer Satisfaction Index* (CSI)

Table 4.1 Costomer Satisfaction Index (CSI) Calculation of Gacoan Noodle Purchases through E-Commerce

Component	Dimension	Attribute	MIS	MSS	WF	WS
Quality of service	Tangible	Completeness of the constituent components of gacoan noodles (A1)	4.03	3.86	3.38	13.07
		Order compatibility with in the application (A2)	3.95	3.70	3.46	12.78
		Cutlery fittings (A3)	4.04	3.92	3.54	13.86
	Reliability	Speed of service (B1)	3.83	3.38	3.36	11.32
		Booked with delivered match (B2)	3.90	3.28	3.41	11.19
		Dish-styling capabilities (B3)	3.79	3.48	3.32	11.55
	Responsiveness	Speed when receiving complaints (C1)	3.75	3.31	3.28	10.87
		Clarity and completeness of product information writing (C2)	3.80	3.24	3.33	10.78
	Assurance	Restaurant rating guarantees satisfaction (D1)	3.95	3.78	3.46	13.07
		Packaging can protect the product (D2)	3.68	2.90	3.22	9.32
	Emphaty	Gacoan noodles receive consumer suggestions (E1)	3.78	3.47	3.31	11.48
		Attention to criticism and suggestions (E2)	3.76	3.45	3.29	11.35
		Good response in response to criticism andsuggestions (E3)	3.77	3.47	3.30	11.45
Product quality	Taste	Delicious and full of flavor (F1)	4.08	3.93	3.57	14.15
		The taste of noodles is not salty (F2)	4.10	3.92	3.59	14.07
		Savory minced chicken topping taste (F3)	3.97	3.89	3.47	13.50
	Aroma	Has a pleasant and appetizing aroma (G1)	4.07	3.97	3.57	14.05
		Topping fresh gacoan noodles (G2)	4.11	3.90	3.60	14.03
	Maturity level	The noodles are not mushy and not hard (H1)	4.06	3.89	3.56	13.82
		Bahan penyusun lainnya tidak overcook (H2)	4.00	3.69	3.50	12.91
		The maturity of the fried onion passes (H3)	3.97	3.76	3.47	13.06
	Place oneself	Portion according to the menu displayed (J1)	3.99	3.77	3.49	13.17
		Portions are enough to make you full (J2)	4.03	3.91	3.53	13.78
	Shape	Fitting material cutting (K1)	4.00	3.85	3.50	13.50
		The noodles are unbroken (K2)	3.99	3.86	3.49	13.50
		The form of the dish is in accordance with the menu offered (K3)	3.95	3.89	3.46	13.43
	Color	Attractiveness of color combinations (L1)	3.99	3.92	3.49	13.68
		Colors can be appetizing (L2)	3.95	3.85	3.46	13.32
Total score			114.24	107.14	99.85	369.58
Csi (%) = (Total WS / 5) X 100% = 73,91%						

Source: Primary data after processing, 2023

Based on table 4.1, the highest Weight Score on service quality is on the Tangible dimension / physical evidence with the attribute of cutlery completeness (chopsticks at purchase) with a value of 13.86. The lowest value is found in the Assurance dimension / assurance with packaging attributes can protect the product. The highest Weight Score value on product quality is found in the taste dimension with delicious and full taste attributes of 14.15. While the lowest value is found in the dimension of maturity level with other constituent material attributes not overcook with a value of 12.91. The calculation of the Customer Satisfaction Index (CSI) for the purchase of gacoan noodle food at Merr Surabaya branch through e-commerce obtained a value of 73.91%. The value of Customer Satisfaction Index (CSI) is in the range of 60%-80% scale, this shows that the value of the consumer satisfaction index that purchases gacoan noodles is in the criteria of satisfaction.

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In the calculation of the service quality component of the Tangible dimension / physical evidence, consumers give the highest value to the attributes of cutlery completeness. Because the presence of cutlery when ordering through e-commerce will make it easier for consumers to consume gacoan noodles. So that consumers feel helped and give high marks to the attributes of cutlery completeness. While the lowest assessment by consumers on service quality is in the dimension ofassurance / Assurance, where consumers consider that the packaging of gacoan noodle products is less able to protect the product. Styrofoam packaging in purchasing gacoan noodles online is considered less effective because sometimes the packaging is damaged due to many orders because it is stacked and long trips which cause sometimes the contents inside to spillout of the packaging and seem messy. Therefore, the packaging is considered less safe in protecting gacoan noodles to the hands of consumers. So that consumers do not give high satisfaction to this attribute.

The calculation of the components of product quality on the taste dimension gets the highest value from consumers. Because the taste of gacoan noodles that are delicious and full of flavor can be a consumer attraction. Various flavors ranging from savory, spicy savory and sweet spicy can be a reference for consumers when buying gacoan noodles, so they will not be bored with the taste offered by gacoan noodles. This hail is in line with research (Sijabat, 2021) on ABMJ grilled chicken consumers which states that the taste dimension has the highest level of satisfaction.

After an analysis of the level of performance and expectations of all attributes of consumer satisfaction, gacoan noodles with the CSI calculation obtained in this study amounted to 73.91%. Based on Aritotang's theory (2005) regarding CSI value criteria, the level of consumer satisfaction with gacoan noodles is in the "satisfied" criteria with a scale range of 60%-80%. This is in line with the results of research by Kurnia et al., (2018) which said that consumers of Mie Rampok Jimbaran were satisfiedwith the acquisition of a CSI value of 70.50%. However, there is still one level in measuring the value of the consumer satisfaction index, which is in the range of 80%-100%, which means very satisfied, therefore the level of consumer satisfaction of Merr branch gacoan noodles can still be improved.

D.   Important Performance Analysis
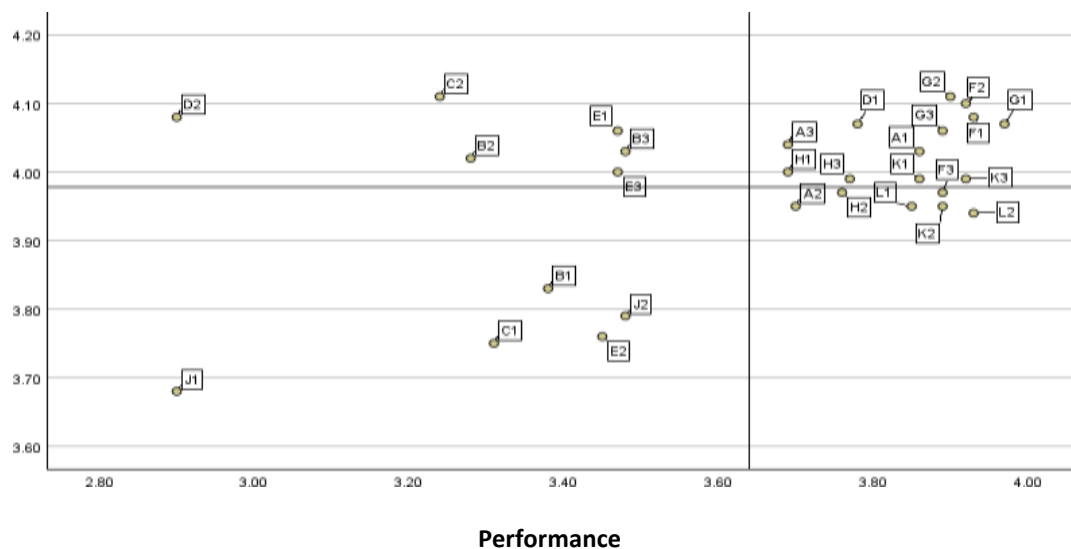**Hope/ Interest**

Performance
Figure 4.1. IPA Diagram of Consumer Satisfaction with the Purchase of Gacoan Noodles Merr Surabaya Branch through E-Commerce

- **Quadrant 1:** Attributes in quadrant I am the top priority where the attributes included in this quadrant must get moreattention and must be immediately corrected by the Merr branch of the gacoan noodles. The attributes included in quadrant I are question numbers D2, C2, B2, E1, B3, and E3. This is in line with Prasasti &; Maisara's (2022) research which states that consumers of Solo gacoan noodles feel that the level of spiciness served sometimes does not matchthe level of spiciness as ordered.

- **Quadrant II:** Attributes in this quadrant are considered important by consumers of gacoan noodles and have been successfully done by gacoan noodles. The attributes in this quadrant can be said to be safe and must be maintained in performance, to provide a high level of satisfaction to consumers of gacoan noodles. The attributes in this quadrant arequestion attributes number A3, H1, H3, K3, K1, A1, D1, G3, G2, F2. F1, and G1. The results of this study are in line with the findings of Sijabat (2021) and Triani (2016) from their research on consumers of two processed chicken restaurants that make purchases through

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GoFood stating that taste attributes are in this quadrant.

- **Quadrant III:** This quadrant is the "Low Priority" quadrant, where in this quadrant the existing attributes are less important to consumers and low performance. So it is considered unsatisfactory by consumers. Attributes plotted into this quadrant include question attributes J1, C1, B1, J2, and E2. As a result of this quadrant, Mie Gacoan must improve the performance of these attributes to achieve consumer satisfaction.

- **Quadrant IV:** Quadrant IV is "Excessive", this indicates that the attributes in this quadrant are judged to have a low level of expectation but a high level of performance given. The attributes in this quadrant are the question attributes in numbers A2, H2, L1, F3, K2, and L2. These attributes are considered less important but the performance provided is very satisfying for gacoan noodle consumers who make purchases through e-commerce.

V. CONCLUSIONS

Based on the results of the study, the following conclusions were obtained:

1) The consumer decision-making process of Gacoan noodles states that the introduction of consumer needs is based on ease of purchase and saves time and varied flavors. Information about gacoan noodles comes from friends and social media. In the evaluation of alternatives, price is the main consideration when buying gacoan noodles. The first purchase decision is largely planned, then the second purchase is based on the dependency of the situation. Post-purchase behavior, consumers will still make purchases, although rarely when the price of gacoan noodles increases, and consumers will recommend gacoan noodles to other parties.

2) The value of customer satisfaction obtained is in the satisfied category, which means that the quality of food and service quality in gacoan noodles have satisfied consumers. The performance of gacoan noodles which is in the first quadrant, means that attributes need to be improved such as clarity of writing, packaging, order suitability, arrangement of dishes, suitability of orders with deliveries, and response to criticism and suggestions.

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