


The Influence of Service Quality, Price Perceptions and Taste on Consumer Satisfaction of Mie Gacoan Among Purwokerto Students

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Article Info	ABSTRACT
Keywords: Consumer Satisfaction, Service Quality, Price Perception, Taste	This study examines the complex relationships that influence the satisfaction of Purwokerto students who are consumers of Mie Gacoan. Within the framework of correlation studies, this research plays a crucial role in revealing the complex and comprehensive interactions between various variables in the field. By using a quantitative approach, this research identifies the nature and extent of the relationship between two or more variables. The main findings of this research include: 1) Service quality has an influence on consumer satisfaction. 2) Price perceptions have an impact on consumer satisfaction. 3) Taste influences consumer satisfaction.
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INTRODUCTION

The food and beverage industry is growing rapidly along with changes in lifestyle and consumer demand. The availability of various food and beverage options has opened up opportunities for consumers to satisfy their culinary tastes. In this context, competition among food and beverage business actors, including restaurants and food stalls, is increasingly intensive. The increasing number of food businesses can pose a threat as competition becomes fiercer with the addition of new businesses. (Vishnu and Alimuddin, 2022: 396).

Currently, one type of food that is experiencing rapid growth is spicy food. Indonesian people, especially teenagers, tend to like food that has a high level of spiciness (Mardyanningsih, Sinta Wahyu Roef Siskaroh, Rafikhein Novia Ayuanti & Universitas, 2022: 12). Noodles with the slogan "Spicy Noodles No. 1 in Indonesia". Its existence has received widespread appreciation, as evidenced by the many Mie Gacoan outlets and service to tens of thousands of consumers every month (Galih Ayu Prasasti¹, 2022:5)

Currently, Mie Gacoan has opened many branches throughout Indonesia, including in Purwokerto. Mie Gacoan offers a unique spicy noodle taste at an affordable price, making it a popular choice especially among students. With its distinctive taste and friendly prices, Mie Gacoan is a favorite choice among students and the local community. In the midst of intense competition in the food business, this understanding will have a practical impact in Mie Gacoan's efforts to increase consumer satisfaction and maintain its long-term success.

Based on the observations of researchers at Mie Gacoan Purwokerto, even though it attracts the attention of consumers with significant interest, there is a gap between consumers' expectations and actual experience which can influence satisfaction (Observasi, 2023). Some of the problems that occur at Mie Gacoan Purwokerto related to customer satisfaction include inconsistencies in service quality. There is a phenomenon where the level of speed, friendliness and efficiency of service varies, causing dissatisfaction among consumers who seek consistency. Despite the increasing popularity of Mie Gacoan, some consumers report dissatisfaction regarding price perceptions. Some consumers argue that the prices charged are not always commensurate with the quality and portions of the food provided, creating a gap between expectations and reality. Apart from that, uncertainty regarding the consistency of the taste of a particular menu can also affect the level of satisfaction, especially for consumers who expect a consistent experience every time they visit Mie Gacoan (Observasi, 2023).

This phenomenon can be identified through concrete problems, such as inconsistencies in service quality. It was found that the level of speed, friendliness and efficiency of service at Mie Gacoan Purwokerto varied, creating dissatisfaction among consumers who were looking for consistency in their experience. Despite the restaurant's growing popularity, reports of dissatisfaction regarding price perceptions indicate that some consumers feel the prices charged are not always commensurate with the quality and portion of the food they receive, creating a gap between expectations and reality. Apart from that, uncertainty regarding the consistency of the taste of certain menu items is also a factor that can influence satisfaction levels, especially for consumers who expect a consistent experience every time they visit Mie Gacoan. Therefore, the gap between expectations and actual experience, especially regarding service quality, price and taste consistency, is a phenomenon that needs to be observed and overcome to increase consumer satisfaction at Mie Gacoan Purwokerto.

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Literature Review

Rationalization Theory

Rationalization theory suggests that individuals tend to make decisions based on logical considerations and rational information. This theory assumes that consumers have sufficient knowledge and are able to choose the product or service that best suits one's needs and preferences (Simon, 1995: 99-118).

This theory argues that individuals consider the pros and cons of various options, gather relevant information, and make choices that are in line with their personal interests and preferences (Sandroni, Alvaro; Cherepavov, Vadim; Feddersen, 2013: 795).

Rationalization theory states that consumers approach their purchasing decisions in a systematic and calculated manner, often conducting a cost-benefit analysis to determine the most profitable option. This theory is different from other consumer behavior models, such as emotional or impulsive decision making, which emphasize the role of emotions, social influences, and non-rational factors in the purchasing decision making process (George, 2001: 300).

Consumer Behavior Theory

Consumer behavior theory attempts to understand how individuals make purchasing decisions and how psychological, social, and personal factors influence the process. This approach examines motivation, attitudes, and group influence on consumer behavior (Engel, 1990: 15).

Consumer behavior theory is a framework that aims to understand the process of how individuals make choices and decisions when purchasing goods and services. This approach includes a number of concepts from the fields of psychology, sociology, economics and marketing to explain and predict consumer actions (Perdana Siregar et al., 2022: 57).

In the context of consumer behavior, rationalization theory refers to the way consumers behave make purchasing decisions based on rational considerations. Rational consumer behavior is characterized by decision making based on logical and rational considerations when choosing to make a purchase (Reny, 2015: 57).

Consumer Satisfaction

Consumer satisfaction theory emphasizes the importance of achieving and maintaining consumer satisfaction to create loyalty. Consumer satisfaction is measured

through a comparison between consumer expectations and actual experience after using a product or service (Oliver, 1980: 475).

Consumer satisfaction is a crucial concept in the realm of marketing and consumer behavior which emphasizes individual satisfaction and happiness with products, services or the overall consumption experience (Romadhan, Madan Rakhmat, Indriastuty Indriastuty, 2019:150).

A high level of consumer satisfaction has important implications for business sustainability because satisfied consumers tend to make repeat purchases, become loyal to the brand, and participate in positive promotions through recommendations to other students, which can attract new consumers (Renald et al., 2021 :57). Various indicators used to assess and measure consumer satisfaction involve experience and expectations (Kotler, 2009: 138).

Service Quality

The level for assessing and evaluating the performance of services provided to consumers (Renald et al., 2021:46). Service quality theory focuses on the influence of service quality on consumer satisfaction. The dimensions of service quality involve reliability, tangibility, responsiveness, assurance, and empathy, which together create consumer perceptions of service quality (Parasuraman, 1985: 4).

Service quality is not limited to the service itself but also includes various factors related to the service delivery process, including interactions with service providers, the environment, and overall consumer experience (Ichsan & Nasution, 2022: 87). Several main indicators used to assess and measure service quality are reliability, responsiveness, assurance, empathy and tangibility (Tjiptono, 2015: 133).

Price Perception

Comparison of the price of a product according to the value of the benefits received and how they respond emotionally to it (Renald et al., 2021: 108). Price perception theory discusses how consumers assess and respond to the price of a product or service. Factors such as perceived value, quality, and economic factors play an important role in shaping consumer price perceptions Monroe, 1973: 75).

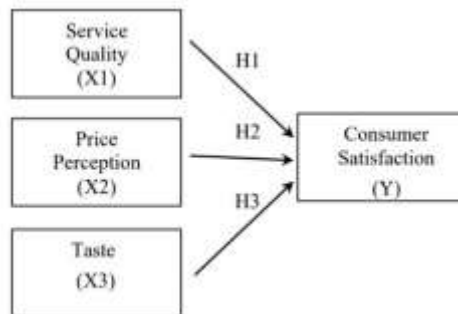
Price perception plays an important role in shaping consumer purchasing decisions, because it influences their perception of the value of a product and their willingness to pay for it (Fauziah et al., 2020: 98). Some of the main indicators used to assess and measure price perception are perceived value, reference pricing and brand equity (Dewi and Suprpti, 2018: 90).

Taste

Taste, in the context of consumer and product behavior, refers to sensory experiences and personal preferences regarding the taste, aroma and overall sensory characteristics of a product, especially in the food and beverage industry (Dilasari et al., 2022:31). Taste theory focuses on individual preferences and tendencies towards the taste and composition of food or drinks. This considers the influence of culture, personal experience, and psychological factors in shaping the unique taste of each individual (Prescott, 1999: 353).

The taste of a product can have a significant impact on consumer satisfaction, preferences and purchasing decisions. This is a subjective aspect that is influenced by individual sensory perceptions and cultural factors (Mardyanningsih, Sinta Wahyu Roef Siskaroh, Rafikhein Novia Ayuanti & Universitas, 2022:138). Some of the main indicators commonly used to assess and measure the taste of a product are aroma and odor, texture and mouthfeel, and taste consistency (Wahidah, 2019:12).

Conceptual framework



Research Hypothesis

The hypothesis of this research is as follows:

H1: Service quality influences consumer satisfaction with Mie Gacoan among Purwokerto students

H2: Price perception influences consumer satisfaction with Mie Gacoan among Purwokerto students.

H3: Taste influences consumer satisfaction with Mie Gacoan among Purwokerto students.

METHOD

Types and Research Approaches

Correlation research has the in-depth goal of detailing and understanding the relationships that may exist between various variables in the field. Quoting (Ghozali, 2021: 57), which states that correlation research aims to understand the relationship between variables in more detail. A quantitative approach is a relevant choice in the context of this correlation research, with a focus on statistical assessments to measure the extent of the relationship between these variables (Ghozali, 2021: 63). This quantitative approach allows researchers to carefully explore and analyze statistical aspects of variable relationships, providing a more detailed understanding of the dynamics that may exist in the research field (Ghozali, 2021: 65).

Sampling Techniques

Purposive sampling or (purposive sampling) is a sample selection method where the researcher deliberately selects sample members based on certain criteria that are in accordance with the research objectives or desired characteristics. (Ghozali, 2021: 115) Purposive sampling used in this research has a target population with special characteristics, namely active students around Mie Gacoan Purwokerto, namely Muhammadiyah University Purwokerto and Jendral Soedirman University. Looking at the

number of students around Mie Gacoan Purwokerto, namely Muhammadiyah University Purwokerto, there are 16,036 active students (UMP Academic Bureau, 2023) and the number of students at Jendral Soedirman University, Purwokerto is 32,619 PDDikti students, 2023). Then the population is 48,655. Use of purposive sampling technique to take 120 respondents from the population amounting to 32,619.

Data Collection Technique

Closed Questionnaire

A closed questionnaire is a survey tool that requires respondents to choose answers from the options provided (Ghozali, 2021: 197). The Likert scale is 1-5 which represents the number of respondents' answers (Azhar, 2020: 198). The distribution of questionnaires is via the Google Form service with the link:

<https://forms.gle/9Avw2NCPo5o4RGUdA>

Data Validity Techniques

Instrument Reliability and Validity Test

The reliability test is used to assess the level of reliability of the instrument (Ghozali, 2021: 55). Validity testing aims to verify the instrument (Ghozali, 2021: 33).

Data Analysis Technique

Multiple Linear Regression Analysis

Multiple linear regression analysis for measuring cause-and-effect relationships between more than one independent variable (Ghozali, 2021: 163).

Simultaneous Significance Test

This test evaluates the effect of the overall model on the dependent variable (Ghozali, 2021: 97).

Test the Significance of Individual Parameters

This test provides data regarding whether each variable independently on the dependent variable (Ghozali, 2021: 98).

RESULT AND DISCUSSION

Descriptive Statistics

Respondent General Description refers to the general characteristics of respondents in a study. Information collected about respondents may include gender, age, semester, and student visits at Mie Gacoan Purwokerto.

Table 1 Descriptive Statistics of Respondent Characteristics

Characteristic	Amount (Responden)	Percentage (%)
Gender		
Male	44	36.7
Female	76	63.3
Age		
18-20 years old	85	70.8
21-23 years old	4	3.3
23-25 years old	31	25.8
Visit		

Characteristic	Amount (Responden)	Percentage (%)
Very Often	21	17.5
Often	69	57.5
Rarely	30	25.0
University		
UMP	68	56.7
UJS	52	43.3

Source: Data Processing Results, 2023

In the table, there are 120 respondents who filled out the research questionnaire. The majority of respondents were women, 76 students (63.3%), meanwhile 44 students (36.7%) were male. The 18-20 year age group dominates with 85 respondents (70.8%). Respondents aged 21-23 years were only 4 students (3.3%), and aged 23-25 years were 31 students (25.8%).

The majority of respondents frequently visited the places studied, with 69 students (57.5%) reporting frequent visits. A total of 21 students (17.5%) visited the place very often, while 30 students (25.0%) rarely visited. The majority of respondents came from the Muhammadiyah University of Purwokerto (UMP) with a total of 68 students (56.7%). A total of 52 students (43.3%) came from Jenderal Soedirman University (UJS). Descriptive statistics on the independent variables in this study are:

Table 2 Descriptive Statistics of Respondents' Answers

Statement	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	120	2	5	4.18	.706
X1.2	120	1	5	4.11	.797
X1.3	120	2	5	4.31	.719
X1.4	120	2	5	4.11	.776
X1.5	120	1	5	4.18	.806
X2.1	120	1	5	3.93	.900
X2.2	120	1	5	3.98	.793
X2.3	120	2	5	4.13	.709
X2.4	120	2	5	4.09	.767
X3.1	120	2	5	4.27	.695
X3.2	120	2	5	4.11	.776
X3.3	120	1	5	4.18	.806
Y1.1	120	1	5	3.93	.900
Y1.2	120	1	5	3.98	.793
Y1.3	120	2	5	4.13	.709
Y1.4	120	2	5	4.09	.767
Y1.5	120	2	5	4.27	.695

Source: Data Processing Results, 2023

Table 2 displays descriptive statistics for respondents' answers to a series of statements denoted by X1, X2, and Y1. Here is a brief explanation:

1. Statements X1.1 to X1.5 (Service Quality). The average (mean) assessment of service quality (X1) by respondents is around 4.18 with a standard deviation of around 0.706. This shows that in general, respondents give a high assessment of service quality, and their responses tend to be consistent.
2. Statements X2.1 to X2.4 (Price Perception). The average price perception assessment (X2) is around 3.98 with a standard deviation of around 0.793. This indicates that respondents gave a fairly positive assessment of price perceptions, and there was relatively low variation in respondents' responses.
3. Statements X3.1 to X3.3 (Taste) Average taste rating (X3) is around 4.18 with a standard deviation of around 0.806. This shows that respondents tend to give high ratings to taste, and there is quite low variation in respondents' responses.
4. Statements Y1.1 to Y1.5 (Consumer Satisfaction). The average consumer satisfaction (Y1) is around 3.98 with a standard deviation of around 0.793. This shows that respondents gave a fairly positive assessment of consumer satisfaction, and the variation in respondents' responses was relatively low.

Variabel	rhitung	rtabel	Keterangan
X1	0.770	0.1509	Valid
	0.769	0.1509	Valid
	0.696	0.1509	Valid
	0.809	0.1509	Valid
	0.799	0.1509	Valid
X2	0.757	0.1509	Valid
	0.770	0.1509	Valid
	0.781	0.1509	Valid
	0.754	0.1509	Valid
X3	0.825	0.1509	Valid
	0.815	0.1509	Valid
	0.789	0.1509	Valid
Y	0.757	0.1509	Valid
	0.767	0.1509	Valid
	0.771	0.1509	Valid
	0.754	0.1509	Valid
	0.760	0.1509	Valid
	Alpha Value	Standart	Information
X1	0.893	0,60	Reliable
X2	0.870	0,60	Reliable
X3	0.924	0,60	Reliable
Y	0.891	0,60	Reliable

Source: Data Processing Results, 2023

The validity test results show that all items are considered valid. The calculated correlation coefficient (r_{count}) is at least equal to the critical correlation coefficient (r_{table}). Overall, from this data it can be concluded that respondents tend to give positive assessments of service quality, price perception, taste and consumer satisfaction. A low standard deviation indicates a level of consistency in respondents' assessments of each variable.

Validity and Reliability Test

The test validity criterion is that if the observation correlation coefficient (r_{count}) is equal to or exceeds the critical correlation value (r_{table}), then the items in the instrument are valid.

Table 3 Validity Test Results and Realibility

Variables	r_{count}	r_{table}	Information
X1	0.770	0.1509	Valid
	0.769	0.1509	Valid
	0.696	0.1509	Valid
	0.809	0.1509	Valid
	0.799	0.1509	Valid
X2	0.757	0.1509	Valid
	0.770	0.1509	Valid
	0.781	0.1509	Valid

Meanwhile, in the reliability test, the decision is taken by checking whether the Cronbach Alpha value exceeds 0.60, which is the standard for instrument reliability. Based on the results of the reliability test, it was concluded that the research instrument had a good level of reliability.

Classic Assumption Test

Multicollinearity Test

If the tolerance value is > 0.10 and the VIF value is < 10 , it can be concluded that there is no multicollinearity between the independent variables.

Table 4 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
X1 Service Quality	0.227	4.410
X2 Price Perception	0.426	2.347
X3 Taste	0.199	5.013

Source: Data Processing Results, 2023

For all variables (X1, X2, and X3), the VIF value is below 10, and the tolerance value exceeds 0.10. This shows that there is no multicollinearity in the regression model.

Heteroscedasticity Test (Spermans Rho)

If the significant value of the unstandardized residual is >0.05 , this indicates that there is no heteroscedasticity in the regression model.

Table 5 Heteroscedasticity Test Results (Spermans Rho)

Variables	Unstandardized Residual
X1 Service Quality	0.082
X2 Price Perception	0.186
X3 Taste	0.042

Source: Data Processing Results, 2023

Table 6 shows that the significant value of the unstandardized residual for these three variables is > 0.05 .

Normality Test

If the K-S value is > 0.05 , then there are no symptoms of normality in the regression model.

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Asymp. Sig. (2-tailed)
	0.036

Source: Data Processing Results, 2023

Because the value of Asymp. The signature exceeds 0.05, it can be concluded that the data follows a normal distribution. Therefore, in this context, it can be considered that the data has a normal distribution.

Regression Model Fit Test

Multiple Linear Test (R2)

The Coefficient of Determination Test (R2) is a test to determine the level of influence of two or more independent variables.

Table 7 Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993 ^a	.987	.987	0.342

Source: Data Processing Results, 2023

The Adjusted R Square value is 0.987. This figure indicates that variables X1, X2 and X3 have the ability to influence 98.7%.

Simultaneous Significance Test

If the F test value shows significance, this indicates that at least one independent variable in the model has a fairly large influence on the dependent variable.

Table 8 Simultaneous Significance Test Results (F Statistical Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1025.023	3	341.674	2.921	.000 ^b
1 Residual	13.568	116	.117		
Total	1038.592	119			

- a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality, Price Perception, Taste

Source: Data Processing Results, 2023

The regression model involving predictor variables such as X1, X2 and X3 as a whole has a significant impact on the dependent variable, namely consumer satisfaction.

Test the Significance of Individual Parameters

If the t-test value shows significance, this indicates that each independent variable has a fairly large impact on the model.

Table 9 Results of Significant Individual Parameter Tests (t Statistical Test)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constan)	.675	.238		2.839	.005
Service Quality	-.088	.022	-.087	-3.900	.000
1					
Price Perception	1.056	.020	.866	53.283	.000
Taste	.360	.035	.242	10.178	.000

a. Dependent Variable: Y

Source: Data Processing Results, 2023

t_{count} for service quality is -3,900 with a significance value of 0,000. This indicates that improving service quality significantly influences increasing consumer satisfaction. The results of this research are in line with the study (Realino et al., 2023:65), which states that service quality influences consumer satisfaction. However, these results are in line with research (Safavy et al, 2021:149) which shows that the price factor is more dominant in influencing consumer satisfaction.

t_{count} on the price perception x is 53.283 with a significance value of 0.000. The more competitive the price perception, the higher the level of consumer satisfaction. This is in line with the results of research by (Silvia & Arifiansyah, 2023:64) that price perceptions influence consumer satisfaction according to the product price. Meanwhile, research results by (Chayatul Jannah, 2022:90) also emphasize that prices that match product quality will increase consumer satisfaction.

t_{count} for taste is 10.178 with a significance value of 0.000. Improving product quality, especially aroma and taste, contributes to increased consumer satisfaction. This is in line with the results of research by (Realino et al., 2023:66) that consumer taste influences consumer satisfaction. Meanwhile, the results of research by (Chayatul Jannah, 2022:91) also confirm that matching tastes with consumer tastes will increase consumer satisfaction.

Discussion

The Influence of Service Quality on Consumer Satisfaction of Mie Gacoan Among Purwokerto Students

This research accepts H1 that service quality influences consumer satisfaction among students Purwokerto who are consumers of Mie Gacoan in Purwokerto. Service Quality has a significant impact on Consumer Satisfaction among Purwokerto students. This is because service quality is reliability, responsiveness, guarantee, empathy and tangibility.

Research results showing the significant impact of service quality on consumer satisfaction can be linked to consumer behavior theory. The concept of service quality which consists of reliability, responsiveness, guarantee, empathy and tangibility is in line with aspects that consumers rationally consider in making purchasing decisions. Consumers who feel that the service they receive is consistent, fast and reliable (reliability), feel heard and appreciated (empathy), and have confidence in the quality of the product or service (assurance), tend to feel satisfied.

Observations can note consistency in the services provided by Mie Gacoan. If there is consistent reliability, responsiveness and empathy from the service, this can be a significant supporting factor for consumer satisfaction (Observasi, 2023). Direct observation of Mie Gacoan can reveal the consistency in the service provided by the restaurant. Consistent reliability, responsiveness and empathy from the service can be a determining factor in consumer satisfaction (Observasi, 2023).

Rationality theory supports the view that consumers, in achieving satisfaction, make rational evaluations of the products or services they purchase. Service quality that is measured carefully and in accordance with consumer expectations can create alignment between expectations and reality, in accordance with the rational behavior model. This is in line with studies (Realino et al., 2023:65), which state that service quality influences consumer satisfaction. Plus, these results are in line with research (Safavy et al, 2021:149) which shows that the price factor is more dominant in influencing consumer satisfaction.

The Influence of Price Perceptions on Consumer Satisfaction of Mie Gacoan Among Purwokerto Students

Price perception has a positive influence on Consumer Satisfaction, thus supporting H2. Price perception plays an important role in shaping consumer satisfaction, according to perceived value, reference pricing and brand equity. Through observation, it can be seen whether there is clarity in pricing and fairness in product price offerings. Consumers feel that the price charged is commensurate with the quality and experience received (Observasi, 2023).

Apart from that, observation also allows an assessment of clarity in pricing Mie Gacoan products. Fairness in price offerings is an important focus, and if consumers feel the price is commensurate with the quality and experience received, this can be a supporting factor for consumer satisfaction (Observasi, 2023).

The positive influence between price perception and consumer satisfaction reflects aspects of consumer rationality in understanding the value of a product or service relative to the costs incurred. Consumers who feel they are getting value commensurate with the

price paid tend to feel satisfied. Price perception is not only related to the amount of money paid, but also involves a rational assessment of the fairness of the price and its suitability for the value received.

Rationality theory supports the idea that consumers make purchasing decisions based on logical considerations of expected benefits and costs incurred. Positive price perceptions can be seen as the result of consumers' rational consideration of the value received from a product or service.

This is in line with the results of research by (Silvia & Arifiansyah, 2023:64) that price perceptions influence consumer satisfaction according to the product price. Meanwhile, research results by (Chayatul Jannah, 2022:90) also emphasize that prices that match product quality will increase consumer satisfaction.

The Influence of Taste on Consumer Satisfaction of Mie Gacoan Among Purwokerto Students

The research results accept H3 which states that taste has a positive impact on consumer satisfaction. Sensory characteristics such as taste, aroma, texture, and consistency play an important role in shaping preferences and purchasing decisions. Taste emerged as the main factor influencing satisfaction among Purwokerto students as consumers of Purwokerto Mie Gacoan, indicating the importance of including sensory aspects in product development and marketing strategies to increase consumer loyalty.

Observations on the variety of flavors of Mie Gacoan products and how these satisfy consumer preferences can strengthen research results regarding the positive impact of taste on consumer satisfaction (Observasi, 2023). In the context of taste, observation can reveal the variety of Mie Gacoan products and the extent to which these variations meet consumer preferences. This data can strengthen research findings regarding the positive impact of taste on consumer satisfaction (Observasi, 2023). Thus, direct observation provides valuable insight into the critical aspects that influence the consumer experience at Mie Gacoan.

The positive impact of taste on consumer satisfaction reflects the important role of sensory characteristics in influencing consumer preferences and satisfaction. Consumer rationality in this case involves evaluating the quality of taste, aroma, texture and consistency of the product, which then influences purchasing decisions and satisfaction levels.

Rationality theory supports the view that consumers, even in terms of sensory preferences such as taste, can make rational evaluations of the expected benefits of products and services. A deep understanding of consumer taste preferences can help producers or sellers to develop more rational strategies in product development and marketing. This is in line with the results of research by (Realino et al., 2023:66) that consumer taste influences consumer satisfaction. Meanwhile, the results of research by (Chayatul Jannah, 2022:91) also confirm that matching tastes with consumer tastes will increase consumer satisfaction. Overall, the findings of this study provide a deeper understanding of how service quality, price perception, and taste can have a positive impact on consumer satisfaction, which is relevant to theories of consumer behavior and rationality in consumer decision making.

CONCLUSION

The focus of this research is on how service quality, perceived price, and taste influence student satisfaction with Mie Gacoan. The result is: Service quality has an influence on consumer satisfaction of Purwokerto students as Mie Gacoan customers in Purwokerto. Service quality factors play a significant role in influencing Purwokerto student consumer satisfaction, due to reliability, responsiveness, assurance, empathy and tangibility. Price perceptions influence consumer satisfaction. Price perception is a key factor in the purchasing decision-making process, influencing product value and consumers' willingness to pay. Aspects such as perceived value, reference price, and brand equity are the main determinants in assessing price perceptions. These findings provide valuable insights for businesses and marketers looking to understand and influence consumer behavior regarding price and satisfaction. Taste has a significant impact on consumer satisfaction. Consumer preferences and sensory experiences, especially in terms of taste, have a real influence on satisfaction levels. Liking the taste of a product is the main determining factor in achieving a higher level of satisfaction, making taste the main driver of consumer satisfaction.

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