Marketing Strategy and Consumer Satisfaction in Gen Z’s Purchasing Decision (Study Case at Mie Gacoan Bogor)

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Abstract. Mie Gacoan is a growing culinary business in Bogor. Mie Gacoan offers a menu of noodles with different levels of spiciness depending on what the customer wants. This type of noodle food is increasingly popular in society, especially among the younger generation. In conditions of solid commercial competition, many businesses must prioritize consumer satisfaction so that consumers remain loyal and do not start consuming competitors' products. This can only be achieved if customer satisfaction is achieved. Several dimensions, including product quality dimensions and service quality dimensions, can measure customer satisfaction. Therefore, this paper's objectives are: (1) to analyze the decision-making process of Gen Z as consumers of Mie Gacoan Bogor City. (2) to analyze the level of consumer satisfaction of Mie Gacoan in Bogor City. This research uses questionnaires to collect data by interviewing Generation Z as Mie Gacoan consumers to obtain information. It uses the CSI (Customer Satisfaction Index) as a research method. Based on research, the CSI value obtained is 89.7%, which states that the level of customer satisfaction is delighted based on the analysis of the level of satisfaction with CSI calculations.

1 Introduction

Noodle products are one of the most popular products among Indonesian people. Instant noodle products are the most widely consumed products. Consumption of instant noodles in Indonesia has continued to increase in recent years. Consumption of instant noodles in Indonesia has skyrocketed since the Covid-19 pandemic [1].

Based on data from the Statistics Indonesia (2023), Indonesia's consumption of instant noodles will reach 14.26 billion portions/pack in 2022. This number has increased by 7.46% compared to the previous year (year-on-year/yoy) of 13.27 billion packs as shown in Figure 1.

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Figure 2 shows the average consumption of instant noodles per capita a week in Bogor city from year 2020 to 2022 are increasing every year from 1.267 packs in 2021 to 1.281 packs in 2022 with each pack weighted around 80 grams of noodles. High consumer demand for food made from noodles is a basic opportunity for businesses. This opportunity encourages companies engaged in the food industry to be creative in making food menus made from noodles. Every company continues to compete to seize the market by using various strategies that can influence consumers so that they can influence consumer behaviour in a noodle product.
Mie Gacoan is a restaurant that has just developed in Indonesia, especially in big cities. It is a growing culinary business in Bogor. It offers a menu of noodles with different levels of spiciness depending on what the customer wants. Mie Gacoan is a restaurant that serves spicy noodles as the main menu. It has 54 branches in Indonesia and six in Bogor City. The main goal of Mie Gacoan is to satisfy consumers and increase sales.

The noodle business's growth gives consumers enough alternatives to choose a restaurant that provides the best product and service. This causes the competition between noodle restaurants to be higher. Therefore, Mie Gacoan must find a way to survive the competition. Consumers are one of the main factors affecting business continuity and position in competition. Each consumer has different preferences and perceptions of product quality attributes. Therefore, a business needs to know what consumers want. To find out what Mie Gacoan consumers wish, it is necessary to know the characteristics and behavior of Mie Gacoan consumers so that market segments and marketing strategies can be identified to increase consumer satisfaction in general.

Mie Gacoan must know the characteristics of consumers because each consumer has a different way of making purchasing decisions for Mie Gacoan products. Then, Mie Gacoan needs to pay attention to the factors that consumers consider, including providing clear information about the process of making noodles and the quality of noodles. Now, consumers feel the taste of food and price, the atmosphere, quality services, facilities, and amenities. Satisfaction from consumers is something that Mie Gacoan must prioritize.

To determine consumer satisfaction with Mie Gacoan, research is needed to determine the extent to which consumers are satisfied and to find out what consumers want by measuring the level of satisfaction and the performance of the attributes of the Mie Gacoan marketing mix.

1.1 Problem Formulation

Based on the background above, the problems to be discussed can be formulated as follows:
1. How is the purchase decision-making process of Gen Z as consumers of Mie Gacoan in Bogor City?
2. What is the level of consumer satisfaction of Mie Gacoan in the city of Bogor?

1.2 Objectives

Based on the formulation of the problem, the objectives of this study are as follows:
1. To analyse the purchase decision-making process of Gen Z as consumers of Mie Gacoan in Bogor City.
2. To analyse the level of consumer satisfaction of Mie Gacoan in Bogor City.

2 Theoretical Study

2.1 Marketing

Marketing is a managerial process that results in individuals or groups to fulfil what they need or wants by creating, offering, and exchanging products that have value with other parties. Marketing management concerns a product, namely goods and services so that it is better known by the wider community. Marketing management has a goal so that companies can generate as much profit as possible, by fulfilling or serving consumers by providing the products (goods and services) they need and want.
2.2 Market Research

Market research is the process of identifying, collecting, analysing, disseminating, and using information systematically and objectively to help management make decisions related to identifying and solving problems in the field of marketing. Market research is also a function that connects consumers, customers, and the public with marketers through information used to identify and define opportunities. Market research needs to be done before starting a new business, introducing new products, or maintaining an existing business.

2.3 Consumer Satisfaction

[2] explained the concept of customer satisfaction, customer satisfaction and loyalty (increased customer satisfaction and loyalty) can be increased by carrying out formulations by carrying out the work the first time correctly (doing the right job on the first time), then handling complaints effectively (effective complaint handling). Consumers can experience one of three levels of general satisfaction, that is, if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, customers will feel satisfied and if performance exceeds expectations, customers will feel very satisfied, happy, or excited [3]. Consumer satisfaction is a label used by consumers to summarize a set of visible actions or actions related to products or services, consumer satisfaction can be a reference for a consumer to express positive or negative feelings regarding products or services that have been used or consumed [4]. Consumer satisfaction can be measured using the CSI method. The components used to measure customer satisfaction using the CSI method are product or service attributes, interests (I), and satisfaction (P), then each attribute of interest and satisfaction is calculated as a score. then the total score is measured using the criteria for the satisfaction level of the CSI method, where there are 5 levels, namely level 1 with an index value range of 81% -100% is very satisfied consumers, level 2 with an index value range of 66% -80.99% is satisfied consumers, level 3 with an index value range of 51%-65.99% is quite satisfied consumers, level 4 with an index value range of 35%-50.99% is slightly satisfied consumers, and finally at level 5 with an index value range of 0%-34.99% is dissatisfied consumers.

3 Research Method

This research method uses a descriptive method and a quantitative approach, this method is used to explain the respondents' assessment of Mie Gacoan products. In this study, samples are taken by using the method of judgmental sampling technique. The judgmental sampling technique serves to select samples based on respondents' assessment of Mie Gacoan products because these respondents are the best party to be used as research samples. Sampling was carried out by selecting Generation Z consumers who have ages the range of 8 to 26 years who have consumed Mie Gacoan.

This research was conducted by filling out a questionnaire for Mie Gacoan Generation Z customers, which consisted of 106 panelists. Questionnaires can be filled out by respondents themselves by filling them in person at Mie Gacoan Outlets. Questionnaires are designed in various ways to make it easier to collect data from respondents. The questionnaire contains a structured list of questions with alternative answers so that respondents must choose answers based on their ambitions, perceptions, attitudes, circumstances, or personal opinions [2]. Identification of the questionnaire filling variables by respondents will be related to product characteristics, location, and place as well as the employees who work. Therefore, the preparation and testing of the questionnaire were divided into 3 parts, namely
the identity of the respondent, the level of importance, and the level of satisfaction with the attributes which are the parameters of the assessment with instructions for filling in. This research was conducted at Mie Gacoan Bogor which is located at Jl. Raya Pajajaran, Bantarjati, North Bogor, West Java, Indonesia. The time of research was conducted from February 2023 to May 2023.

This study uses questionnaires as the instruments to collect the data by interviewing Mie Gacoan consumers to obtain information. The results of the data from this study were further processed using the CSI (Consumer Satisfaction Index) method. The CSI method is simpler and more accurate method that is used to determine the level of overall satisfaction by looking at the level of importance of the product or service attributes provided by the seller to the consumer when a sale and purchase transaction occurs between the two, therefore this method is used. This CSI method can provide clear data regarding the level of customer satisfaction so that at a certain time unit evaluation can be carried out periodically according to the results of the respondent's assessment to improve what is lacking and improve services that consumers value as a plus.

The Customer Satisfaction Index (CSI) is an analytical tool used to see the value of consumer satisfaction with the products consumed. It is used to determine the level of satisfaction by looking at the level of importance of the product or service attributes. CSI method is used to determine the level of visitor satisfaction with the results of service performance by looking at the level of importance of the service attribute. According to [5] the CSI method is used to determine the overall level of visitor satisfaction by considering the level of importance of the variables being measured. The CSI method has the advantage of being efficient because it not only obtains the satisfaction index but also obtains information related to the desired attribute. The CSI method can also provide clear data regarding the level of visitor satisfaction so that a certain time unit can carry out periodic evaluations, to improve what is lacking and improve services that consumers value as value [6].

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Importance (I)</th>
<th>Satisfaction (P)</th>
<th>Score (S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>..</td>
<td>Scale 1-5</td>
<td>Scale 1-5</td>
<td>( (S) = (I) \times (P) )</td>
</tr>
<tr>
<td>..</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skor Total</td>
<td>Total ((I) = (Y))</td>
<td>Total ((S) = (T))</td>
<td></td>
</tr>
</tbody>
</table>

4 Research Result and Discussion

Mie Gacoan is a retail business in the form of product outlets in the form of processed noodles, dim sum, and various types of drinks. Mie Gacoan is a registered trademark of the No. 1 spicy noodle restaurant chain in Indonesia, a subsidiary of PT Pesta Pora Abadi. Founded in early 2016, the Mie Gacoan brand has now become the market leader for spicy noodles, especially in the provinces of East Java, Central Java, West Java, and the Bali Islands, and is growing rapidly to become the No.1 biggest brand nationally. Mie Gacoan restaurant offers the concept of a modern dining place, but the prices offered are very affordable for consumers, so the presence of Mie Gacoan has received extraordinary appreciation in all markets. Where Mie Gacoan is here to serve tens of thousands of customers every month. The right strategy for modern stores involves a market-oriented understanding of marketing that demands an understanding of consumer behavior. The presence of Mie Gacoan which received a positive response from the people of Indonesia resulted in many new competitors offering similar products. And reviving the excitement of eating affordable noodles in a comfortable place which was popular several years ago [7].
Respondents used in the study were Generation Z around the city of Bogor, with the number of respondents are 106 people. Retrieval of data or samples is carried out using the method of judgmental sampling technique. Based on Table 1, the respondents consisted of 92.5% students or students, 6.6% private workers, and 0.9% freelancers. Data collection was carried out by filling out a questionnaire which was then asked to 106 respondents. From 106 respondents, 96.2%, or 102 of them were aged around 16 to 23 years and the remaining 3.8%, or 4 of them were aged around 8 to 15 years. Based on gender, 76.5% of the respondents were women and 24.5% were men. As many as 83% of the 100% of respondents had the last education in high school, another 15.1% had the last education in bachelor’s degree and the remaining 1.90% were currently studying in junior high school.

4.1 Analysis of the Value of the Gap between Expectations and Reality

The value of the gap or gap between expectations and reality that consumers perceive of Mie Gacoan restaurant services. The results of this value can be used as a reference for improving services that still need to be carried out by the Mie Gacoan restaurant service staff. The following is the result of a comparison of expectations and reality which is shown in Table 2.

Table 2. The gap in expectations and reality of consumers

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Reality</th>
<th>Hope</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>4.5</td>
<td>3.8</td>
<td>0.7</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>4.4</td>
<td>4.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Assurance</td>
<td>4.5</td>
<td>4.1</td>
<td>0.4</td>
</tr>
<tr>
<td>Empathy</td>
<td>4.4</td>
<td>4.3</td>
<td>0.1</td>
</tr>
<tr>
<td>Tangible</td>
<td>4.6</td>
<td>4.1</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Based on Table 2 above, it is known that the gap between expectations and reality generally ranges from 0.1 (lowest) to 0.7 (highest), in which the value of the reality experienced by Mie Gacoan consumers is higher than the expectations desired by consumers. The value of the gap for all dimensions is positive, this proves that the customer's needs are appropriate or have been met. Consumers feel that the service received at Mie Gacoan restaurant is satisfactory. Based on Table 2, the highest gap value is found in the reliability dimension, while the lowest is in the empathy dimension. From the results obtained, consumers are satisfied with the service at Mie Gacoan restaurant because the service obtained is to the expectations of consumers. In addition, the gaps or levels obtained in each dimension are very small. According to Setiawan et al. (2019) the occurrence of gaps is due to gaps that have a negative value. The smaller the gap value, the fewer gaps that occur, meaning that the services provided are getting closer to customer expectations. Meanwhile, if the gap is positive, then there is no gap. From the results of the analysis of the gap values that have been carried out, it can be concluded that the dimensions of empathy need to be increased so that the gaps in expectations obtained can be reduced again. One way to increase the dimension of empathy is to improve the good communication system that exists between employees and consumers.

4.2 Satisfaction Level Analysis with CSI Calculations

The level of satisfaction is the level at which the perceived performance of the product is following the expectations of the buyer so that when the product performance does not meet expectations, the customer is disappointed. If product performance is following expectations and expectations, then the customer is satisfied. Therefore, an analysis of the
level of satisfaction is carried out to find out how much consumers are satisfied with the attributes (complete place facilities, good service, and ease of buying and searching for products) offered by Mie Gacoan. When the data results from the satisfaction level analysis have been obtained, the restaurant can analyze it to be able to increase the satisfaction value which is still low and maintain a high satisfaction value. Following are the results of the level of customer satisfaction with the CSI calculation method shown in Table 3.

<table>
<thead>
<tr>
<th>No</th>
<th>Index Value</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>81-100%</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>2</td>
<td>66%-80.99%</td>
<td>Satisfied</td>
</tr>
<tr>
<td>3</td>
<td>51%-65.99%</td>
<td>Quite satisfied</td>
</tr>
<tr>
<td>4</td>
<td>35%-50.99%</td>
<td>Less satisfied</td>
</tr>
<tr>
<td>5</td>
<td>0%-34.99%</td>
<td>Not satisfied</td>
</tr>
</tbody>
</table>

The Customer Satisfaction Index (CSI) is an index to determine the overall level of customer satisfaction with an approach that considers the level of importance of the measured product or service attributes. CSI provides clear data regarding the level of customer satisfaction so that at a certain time unit can carry out periodic evaluations to improve what is lacking and improve services that the customer considers to be a plus.

The average value in the importance column (I) is added up to get Y. The product of I and P in the score column (S) is added up to get T. Then the CSI value is calculated using the formula:

\[
CSI = \frac{T}{5Y} \times 100\%
\]

Customer satisfaction can be measured by several dimensions, including product quality and service quality dimensions. According to [8], a quality product is said to have good quality, uniqueness, and attractive appearance, so that consumers buy and consume these products so that companies can be motivated to continue their business and be able to compete with other competitors. If the customer is satisfied, then he will make repeat purchases, not only to meet needs but also to satisfy consumer desires. Meanwhile, the dimension of service quality is the level of difference that exists between reality and consumer expectations of the services they receive from business actors. The better the level of service provided by business actors, the higher the consumer's assessment of the quality of business services.

Setting the price of the amount of money billed for a product or the amount of value exchanged by consumers for the benefits of owning or using the product [9]. Therefore, it is important to control the quality of a product so that the product is not unable to compete with
similar products. Factors of product quality can be determined from the method of processing, and marketing strategies carried out and strengthened by the comfort, service, and customer satisfaction of a product business. The success of the marketing strategy can be achieved if customer satisfaction has been fulfilled. When needs and desires are met, consumer satisfaction will be fulfilled, but this is not easy, because each customer has a different level of satisfaction and characteristics.

Table 5. CSI (Customer Satisfaction Index) calculation of Mie Gacoan

<table>
<thead>
<tr>
<th></th>
<th>I</th>
<th>P</th>
<th>I x P</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>3.8</td>
<td>P1</td>
<td>4.5</td>
</tr>
<tr>
<td>H2</td>
<td>4.1</td>
<td>P2</td>
<td>4.4</td>
</tr>
<tr>
<td>H3</td>
<td>4.3</td>
<td>P3</td>
<td>4.5</td>
</tr>
<tr>
<td>H4</td>
<td>4.3</td>
<td>P4</td>
<td>4.4</td>
</tr>
<tr>
<td>H5</td>
<td>4.1</td>
<td>P5</td>
<td>4.6</td>
</tr>
<tr>
<td>Total</td>
<td>20.5</td>
<td>Total</td>
<td>22.5</td>
</tr>
</tbody>
</table>

In the CSI calculation, it is necessary to first find the average value of "Expectation" and "Perception" of each representative question, then multiply the two and then process them with the CSI formula and obtain the CSI value to measure whether consumers are satisfied or not with the product concerned. The maximum value of CSI is 100%. Meanwhile, the CSI value obtained for Mie Gacoan was 89.7%, so it can be concluded that Mie Gacoan consumers stated that they were very satisfied with Mie Gacoan products. This is also evidenced by the comments obtained from consumers who visited Mie Gacoan outlets, when measured from the dimensions given to consumers from the Mie Gacoan business, on the reliability dimension Mie Gacoan employees provide more services and attention to consumers who come, and fast in doing their job, so that consumers are satisfied with the reliability dimension attributes given to consumers who come to eat dine-in or take-away. In addition to the Responsiveness dimension attribute, Mie Gacoan employees can be said to be very responsive to requests that consumers ask, starting from providing information on products, and services at the cashier, to responsiveness in making food that is fairly fast and responsive, as well as adequate customer service, due to these factors. As mentioned above, it can be concluded that consumers are very satisfied with the responsiveness dimension attributes given by Mie Gacoan. Then on the attribute dimension of assurance consumers are also very satisfied with the guarantee provided by Mie Gacoan, this can be seen from consumer loyalty to Mie Gacoan products, they feel guaranteed that the products and services they will use can meet their needs, as well as meet their expectations and expectations. provided for these products and services. In addition, the empathy attribute is found in Mie Gacoan's employee communication system and the communication skills of Mie Gacoan's employees with the consumers they deal with. Consumers can be said to be very satisfied with the empathy given by Mie Gacoan employees. Finally, on the dimensions of the tangible attribute, consumers are very satisfied with the physical dimensions provided by Mie Gacoan. This can be seen from the appearance of the employees who are neat and presentable, the food that fits physically in the sample pictures, and the dine-in rooms that are clean and well-organized. well, from the various attributes that have been mentioned, it can be concluded that consumers are very satisfied with the services and products provided and are very sufficient to meet consumer needs.

5 Conclusion
The marketing strategy implemented by the Mie Gacoan manufacturers is targeting the Z generation by providing prices that are affordable for their pockets and offering modern dining places and strategic locations (near campuses, student boarding houses, and office areas). Then the strategies used in marketing and introducing Mie Gacoan products to the wider community are through social media, product reviews by famous artists or influencers, providing promotions on certain days, variable word-of-mouth information, and using online marketing application assistance. However, these strategies will gradually weaken and no longer have much effect on attracting consumer interest, therefore this strategy must be strengthened by establishing good relationships with customers who are loyal to Mie Gacoan, such as giving small souvenirs to old customers or customers who buy Mie Gacoan in large quantities, give big discounts in certain months for purchases in person or online, and bring up new menu variants.

There are several factors that are the reasons for consumer decision-making in buying Mie Gacoan products including, namely low prices, variants of spiciness levels offered, menu and other beverage variants, product quality, attractive promotions, customer service, testimonials from other buyers, easy location access. In addition to these factors, there are other factors that play a role in making purchasing decisions for Mie Gacoan consumers which are obtained from the results of an analysis of the level of customer satisfaction with CSI calculations, namely that consumers are satisfied with Mie Gacoan employees who provide more service and attention to consumers who come, fast in carrying out their work, responsive to requests that consumers ask for, starting from providing information on products, services at the cashier, to responsiveness in making food that is fairly fast and responsive, as well as adequate customer service. Then, the factors of good communication and response by Mie Gacoan employees to the consumers they deal with, the employee's appearance which is neat and presentable, the food that fits physically in the sample picture, and the dine-in room which is clean and well organized.

References

1. C. M. Annur, Consumption of instant noodles in Indonesia has skyrocketed since the Covid-19 pandemic (2023)