



THE EFFECT OF PRICE, PRODUCT, AND PHYSICAL EVIDENCE ON CONSUMERS' PURCHASE DECISIONS AT MIE GACOAN JEMBER REGENCY

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ARTICLE HISTORY

Received:

October 19, 2025

Revised

December 10, 2025

Accepted:

December 11, 2025

Online available:

Januari 01, 2026

Keywords:

Mie Gacoan, Physical Evidence, Price, Product Quality, Purchase Decision

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ABSTRACT

Introduction: The rapid expansion of Indonesia's fast-food sector has intensified market competition, prompting brands to identify the key drivers of consumer buying behavior. This research investigates how price, product quality, and physical evidence influence consumer purchasing decisions at Mie Gacoan, Jember Branch. The study specifically seeks to assess how each of these variables, both individually and collectively, affects the purchasing behavior of young consumers, who are primarily comprised of students and university-level respondents.

Methods: This study adopted a quantitative field research Design, drawing on primary data obtained from 160 respondents selected through purposive sampling. The gathered data were analyzed using multiple linear regression techniques, aided by statistical software to evaluate both the individual (partial) and combined (simultaneous) influences of the examined variables.

Results: The results of this study reveal that the three independent variables have a positive and significant impact on consumer purchasing decisions, with product quality identified as the most influential factor. An Adjusted R² value of 0.617 indicates that about 61.7% of the variance in purchase decisions is explained by these variables. In contrast, the remaining 38.3% is attributed to other determinants beyond the scope of this model.

Conclusion and suggestion: The study concludes that the combination of competitive pricing, high product quality, and appealing physical evidence is the key determinant shaping purchase decisions among young consumers. The practical implications of this research highlight the importance of implementing marketing strategies that prioritize product quality and customer experience to sustain consumer loyalty and strengthen the brand's competitive position in the fast-food industry.

Keywords: Mie Gacoan, Physical Evidence, Price, Product Quality, Purchase Decision

INTRODUCTION

The global Quick Service Restaurant (QSR) market shows a strong growth outlook, with an estimated market value of USD 468.98 billion by 2034 and a compound annual growth rate (CAGR) of approximately 4.9% during the 2025–2034 period (LLP, 2024; Sharma et al., 2025). In Indonesia, the foodservice sector has also

experienced significant expansion, reaching a market value of USD 30.2 billion in 2023 (Agriculture and Agri-Food, 2024). This intense competition has encouraged culinary businesses to strengthen their marketing strategies, where elements such as price, product quality, and physical evidence serve as key determinants in attracting and retaining customers (Kurniawan & Rahman, 2025). Therefore, understanding the influence of these three factors is essential in today's increasingly competitive culinary industry.

Young consumers particularly students constitute the dominant segment in Indonesia's fast-food market. National surveys indicate that 52% of students' expenditures are allocated to food and beverages, making it their largest spending category (Devi & Pontang, 2025). Additionally, 70% of students living in dormitories consume fast food more frequently than those living at home (Ali Basyah et al., 2025). These findings suggest that young consumers are highly influenced by affordable pricing, appealing product quality, and a comfortable dining atmosphere (Dearlyn Astania & Andi Azhar, 2025). Thus, the three variables price, product, and physical evidence have direct implications for purchasing behavior that can be measured quantitatively.

However, previous research reveals inconsistencies regarding the relationship among these variables and consumer purchasing decisions. Pane and tiem found that product quality had no significant effect on purchase decisions at Mie Gacoan Medan (Pane et al., 2024), while Vetyandani Safrina Putri & Murwanto Sigit, 2023 reported similar findings in Mie Gacoan Yogyakarta (Vetyandani Safrina Putri & Murwanto Sigit, 2023). Likewise, Ebge & Ebge, 2023 showed that physical evidence had no significant impact at the Manyar Surabaya branch (Ebge & Ebge, 2023). These findings highlight a research gap, as the differing results across branches have never been tested simultaneously using a comprehensive statistical approach, particularly within a localized context. Hence, this study is essential to clarify the combined influence of these variables in other branches with different consumer characteristics.

Mie Gacoan is one of Indonesia's most popular culinary brands, especially among students and young adults, due to its affordable pricing, wide menu variety, and modern ambiance. In Jember Regency, consumer enthusiasm for Mie Gacoan is notably high. A study by Suharto (2019) on the *Application of Queueing Theory at Mie Gacoan Jember* revealed that the average number of customers in the service system reached approximately 33 people, with significant waiting times during peak hours (Suharto, 2019). Furthermore, a report from Kumparan Bisnis (2023) estimated that Mie Gacoan's daily revenue across several branches, including Jember, could reach IDR 100 million per day, with an average of 50–90 customers per hour during busy periods (kumparan, 2023).

Table 1.1 Overview of Market and Consumer Behavior in Indonesia and Jember

Indicator	Value / Percentage	Source	Remarks
Global QSR market CAGR (2025–2034)	4.9%	Polaris Market Research (2024)	Annual growth rate of the global quick service restaurant market
Value of Indonesia's foodservice industry (2023)	USD 30.2 billion	Agriculture and Agri-Food Canada (2025)	Total market value of the national foodservice sector
Students' average expenditure on food and beverages	52%	Nurjanah et al. (2023)	Proportion of monthly student expenses allocated to meals
Frequency of fast-food consumption among dormitory students	70%	Nurlita & Mardiyanti (2017)	Indicates higher fast-food consumption compared to students living at home
Average number of customers in Mie Gacoan Jember service system	± 33 people	Suharto (2019)	Average number of customers during operational hours
Estimated daily revenue per Mie Gacoan branch	± IDR 100 million	Kumparan Bisnis (2023)	Approximate total daily sales based on customer volume

Source: Compiled from published market reports, academic studies, and media business analyses (Polaris Market Research, 2024; Agriculture and Agri-Food Canada, 2024; Suharto, 2019; Kumparan Bisnis, 2023; Devi & Pontang, 2025; Ali Basyah et al., 2025).

This table summarizes both the broader fast-food market trends in Indonesia and the local consumer dynamics at Mie Gacoan Jember, providing empirical context that supports the relevance of this research in examining the relationship among price, product quality, and physical evidence toward purchase decisions. The data above indicate the vast potential of Jember's culinary market and the high interest of young consumers in Mie Gacoan. However, no local quantitative study has empirically examined the influence of price, product, and physical evidence on purchase decisions at the Jember branch. This research gap forms the basis of the study's urgency.

Building upon this context, the current research seeks to quantitatively examine: (1) the influence of price on purchase decisions, (2) the influence of product quality on purchase decisions, (3) the influence of physical evidence on purchase decisions, and (4) the combined influence of these three variables on consumers at Mie Gacoan Jember Branch. The study utilizes a structured questionnaire as its primary instrument and employs multiple linear regression analysis to assess both individual (partial) and collective (simultaneous) effects. The outcomes of this research are anticipated to contribute theoretically to the study of culinary marketing and offer practical insights for Mie Gacoan Jember's management in developing effective strategies to increase consumer attraction and loyalty.

LITERATURE REVIEW

A number of international quantitative studies have demonstrated the significant role of price perception including price fairness and perceived price on consumers' purchase intentions; however, the effect is often mediated by other variables such as brand image or customer satisfaction (Chang & Shandong University of Finance & Economics Shungeng Road, 2019; Ridwan, 2024). Cross-sectional quantitative studies across various product categories (electronics, fashion, and food & beverage) commonly employ Likert-scale questionnaires and regression or SEM analyses, showing that price significantly influences purchase decisions when consumers perceive it as fair or equivalent to product quality (Ridwan, 2024; Aulya et al., 2025; Nurjannah et al., 2025; Peradi & Sulistyobudi, 2025). Nevertheless, these studies often exhibit methodological weaknesses such as heterogeneous samples, response bias due to convenience sampling, and a lack of attention to local context (e.g., student consumer behavior). For the Mie Gacoan Jember context, these findings suggest the need to re-examine the effect of price within a price-sensitive and impulse-driven student segment.

Numerous studies in the food and restaurant industry confirm that product quality including taste, consistency, and safety correlates strongly with customer satisfaction and loyalty (Ridwan, 2024; Devi & Pontang, 2025; Trisakti Institute of Tourism et al., 2025). However, localized studies on Mie Gacoan have produced inconsistent results. Research at the Yogyakarta, Semarang, and Tulungagung branches found that product quality does not always significantly influence purchase decisions (Vetyandani Safrina Putri & Murwanto Sigit, 2023; Pratiwi et al., 2024). Methodological evaluation reveals several limitations, including small sample sizes, omission of control variables such as price and promotion, and non-probabilistic sampling methods that reduce generalizability. Consequently, the Jember study requires a multivariate model (multiple regression or SEM) incorporating price and physical evidence simultaneously to assess both partial and overall effects of product quality (Suharto, 2019; Syaiful & Astuti, 2022).

Service-related research has shown that physical evidence including interior design, cleanliness, and ambiance affects customer experience and repurchase intention (Syaiful & Astuti, 2022; Lee & Jin, 2023; Islam et al., 2023). However, empirical findings from Mie Gacoan branches in Lampung, Yogyakarta, Semarang, and Karawang indicate that physical evidence does not always have a significant impact, possibly because student consumers prioritize price and taste over aesthetics (Kusuma et al., 2024; Jati et al., 2024; Mulyono & Larasati, 2025; Sari et al., 2025). Methodologically, these studies often rely on unvalidated psychometric scales or overlook moderating factors such as crowding and time of visit. Therefore, this study seeks to employ standardized measurement instruments (validated and reliable) while considering potential moderator or mediator variables (e.g., customer involvement, visit frequency) to capture the true effect of physical evidence in the Jember context (Islam et al., 2023; Aulya et al., 2025).

A synthesis of previous studies on various Mie Gacoan branches (Lampung, Yogyakarta, Semarang, and Karawang) reveals recurring patterns: some report that price has no significant effect (Kusuma et al., 2024; Jati et

al., 2024; Mulyono & Larasati, 2025; Sari et al., 2025), while others find that product quality or physical evidence is also insignificant (Syaiful & Astuti, 2022; Ferry Cahaya et al., 2023; Jati et al., 2024). The common limitations of these local studies include single-branch sampling, cross-sectional design without external controls (such as promotion or service), and limited bivariate analysis (Rodrigues et al., 2023). This creates an opportunity for the Jember study to conduct a simultaneous statistical test using multiple regression or SEM with probabilistic sampling (e.g., stratified sampling based on visit time) (Igolkina & Samsonova, 2018). Such a design enables examination of whether inconsistent results across branches arise from local consumer characteristics, sampling variations, or theoretical model inadequacies (Ferry Cahaya et al., 2023; Rodrigues et al., 2023; Sari et al., 2025).

From a theoretical standpoint, service marketing research relies on the 7P marketing mix and consumer behavior models, which position price, product quality, and physical evidence as key determinants of purchase intention and actual decision-making (Lee & Jin, 2023; Pane et al., 2024; Sobriyah et al., 2024). However, few empirical studies have tested a model that integrates all three variables within the F&B sector focusing on the student segment. Moreover, many previous studies have neglected essential quantitative best practices, such as assumption testing, effect size analysis, and moderation or mediation testing. The Mie Gacoan Jember study aims to fill this gap by developing (a) a simultaneous model examining the relationship between price–product–physical evidence and purchase decision; (b) standardized and validated measurement instruments; and (c) comprehensive multiple regression analysis, including effect size and moderation tests (e.g., student income or visit frequency). This gap underlines the study’s novelty and theoretical contribution in validating consumer behavior models within a localized Indonesian context.

In summary, the critical review reveals empirical inconsistencies between local and international studies as well as common methodological weaknesses such as non-probabilistic sampling, single-site designs, and limited construct validity. The novelty of this study lies in: (1) simultaneously testing three variables (price, product quality, physical evidence) among student consumers at Mie Gacoan Jember; (2) using validated and reliable instruments alongside improved sampling techniques to enhance generalizability; and (3) employing a comprehensive analysis that measures partial, simultaneous, and effect-size relationships. The theoretical contribution of this study is to strengthen the 7P marketing mix framework in the context of local quick-service restaurants, while its practical contribution provides data-driven recommendations for Mie Gacoan Jember’s management regarding pricing strategies, product quality control, and investment in physical evidence to effectively attract and retain student consumers.

RESEARCH METHODS

The context of this research focuses on consumers of Mie Gacoan Jember Branch, the majority of whom are students and university undergraduates with high visit frequency. This location was selected because it represents the consumption behavior of young consumers who are highly responsive to factors such as price, product quality, and physical evidence in making purchase decisions. The data were collected through field research involving 160 respondents, determined using Ferdinand’s formula of 5–10 times the number of indicators ($16 \text{ indicators} \times 10 = 160$) (Azhari et al., 2023; Darmawan et al., 2024). The sample was obtained using purposive sampling, with criteria limited to students or university undergraduates who had made at least two prior purchases at Mie Gacoan Jember, ensuring that responses reflect actual consumer experience (Subhaktiyasa, 2024). The research instrument was a structured questionnaire consisting of two main sections: (a) respondent demographic data and (b) perceptions of the research variables. Demographic data included age (15–20 and 21–25 years), gender, education level, educational institution, visit frequency (1–2 times/month, 3–5 times/month, >5 times/month), purchase frequency (minimum twice), type of visit (alone or with friends), and reasons for choosing Mie Gacoan (price, taste, atmosphere, trend, or strategic location). These characteristics were designed to represent consumer profiles accurately and strengthen the empirical validity of the research.

A quantitative field approach was chosen because the primary objective is to measure causal relationships and the magnitude of numerical influence between independent variables (price, product, and physical evidence) and the dependent variable (purchase decision) in a real-world setting (Sihotang, 2023). Field research allows direct collection of consumer perceptions at the service point, thereby enhancing ecological validity (Muslimin et al.,

2023). The research instrument employed a structured questionnaire based on theoretical indicators for each construct, using a five-point Likert scale (Dombi & Jónás, 2021). Prior to distribution, the questionnaire was tested for content validity through expert review, construct validity via item-total correlation or confirmatory factor analysis, and reliability using Cronbach's alpha (Basu, 2021; Susanto et al., 2024). After validation and pilot testing, the questionnaire was distributed online via Google Form to reach busy respondents and minimize non-response bias (Widayanti, 2021).

The data analysis technique included descriptive statistics to present respondent characteristics and variable distribution, followed by inferential statistics to test the hypotheses. The main analysis employed multiple linear regression to assess both partial effects (t-test) and simultaneous effects (F-test) of the independent variables on purchase decision (Darmawan et al., 2024). Prior to interpretation, classical statistical assumptions were tested normality of residuals (Shapiro–Wilk/QQ-plot), multicollinearity (VIF and tolerance), heteroskedasticity (Breusch–Pagan/Glejser), and linearity along with the reporting of effect size measures (R^2 , adjusted R^2 , and standardized β coefficients) (Jankovic, 2022). Data were analyzed using statistical software such as SPSS with a significance level of $\alpha = 0.05$ (Priyastama, 2020; Qomusuddin & Romlah, 2022). The statistical results formed the basis for conclusions and managerial recommendations for Mie Gacoan Jember's management in formulating pricing strategies, maintaining product quality, and improving physical evidence to strengthen customer loyalty and competitiveness.

RESULT AND ANALYSIS

This research aimed to investigate the impact of Price, Product Quality, and Physical Evidence on consumer Purchase Decisions at Mie Gacoan Jember Branch. The study involved respondents who had made at least one purchase at the restaurant. A total of 160 participants were surveyed, and data were gathered through structured questionnaire distribution. The obtained responses were subsequently analyzed using SPSS version 31, applying multiple linear regression techniques to evaluate both the individual (partial) and combined (simultaneous) effects of the independent variables on consumer purchasing behavior.

1. Respondent Characteristics

Table 2.1 Respondent Characteristics Based on Gender

Gender	Number of Respondents	Percentage
Male	31	17.7%
Female	144	82.3%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

The results of this study indicate that the majority of respondents were female, totaling 144 individuals (82.3%), while male respondents amounted to 31 individuals (17.7%). This proportion suggests that Mie Gacoan Jember's consumer base is predominantly female, indicating that women tend to visit and make purchases more frequently than men. Such dominance may be influenced by several behavioral factors, including women's preference for comfortable dining environments, affordable pricing, and aesthetically pleasing restaurant settings conducive to social interaction. Moreover, female consumers often display a higher tendency for repeat purchases and a greater inclination to explore new menu variations, signifying their stronger brand engagement. Consequently, the female segment represents a strategic and potential target market for Mie Gacoan Jember, contributing substantially to its sustained customer loyalty and market performance.

Table 2.2. Respondent Characteristics Based on Age

Age (Years)	Number of Respondents	Percentage
17–18	27	15.43%
19–20	104	59.43%
21–22	44	25.14%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

The respondents in this study were aged between 17 and 22 years, with the 19–20 age group being the most dominant, consisting of 104 individuals (59.43%), followed by 44 individuals (25.14%) aged 21–22, and 27 individuals (15.43%) aged 17–18. This distribution indicates that the majority of Mie Gacoan Jember consumers are late adolescents to early adults, a demographic segment typically associated with students and university undergraduates. This age group is known for its highly consumptive lifestyle, enthusiasm for trying new culinary experiences, and sensitivity to price and dining atmosphere. These characteristics reinforce the relevance of this study, as this demographic represents the primary target market for modern culinary establishments such as Mie Gacoan.

Table 2.3. Respondent Characteristics Based on Education Level

Education Level	Number of Respondents	Percentage
Senior High School/Vocational School	27	15.43%
Bachelor's Degree (Undergraduate)	148	84.57%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

The majority of respondents in this study were undergraduate students, totaling 148 individuals (84.57%), while 27 respondents (15.43%) had completed senior high school or vocational education. This composition demonstrates that most participants were active university students, who represent the core consumer segment of Mie Gacoan Jember Branch. The high proportion of university students suggests that the restaurant effectively attracts young, educated consumers with stable purchasing power and a preference for affordable dining venues that offer a comfortable atmosphere for both socializing and studying. These findings also reinforce the appropriateness of the purposive sampling technique, which deliberately targeted students as the main respondents for this research.

Table 2.4. Respondent Characteristics Based on Visit Frequency

Visit Frequency	Number of Respondents	Percentage
1–2 times per month	94	50.81%
3–5 times per month	68	36.76%
More than 5 times per month	23	12.43%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

The majority of respondents reported visiting Mie Gacoan Jember 1–2 times per month, totaling 94 individuals (50.81%), followed by 68 respondents (36.76%) who visited 3–5 times per month, and 23 respondents (12.43%) who visited more than five times per month. This pattern indicates that most consumers consider Mie Gacoan as a casual dining choice rather than a regular dining destination. The moderate frequency of visits suggests that purchasing decisions are primarily influenced by situational factors such as leisure time, companionship, or spontaneous cravings for specific menu items, rather than by daily consumption needs.

Table 2.5. Respondent Characteristics Based on Visiting Habits

Visiting Habit	Number of Respondents	Percentage
Visiting Alone	26	14.86%
Visiting with Friends/Family	149	85.14%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

Most respondents showed a preference for visiting with friends or family, with 149 respondents (85.14%), while only 26 respondents (14.86%) preferred dining alone. This finding indicates that Mie Gacoan Jember is perceived more as a social gathering spot than merely a place for individual dining. This characteristic aligns with the lifestyle of the younger generation, who often view dining out as a social and recreational activity. The restaurant's lively atmosphere, affordable pricing, and attractive interior design reinforce its image as a comfortable and trendy social hub, making it a preferred destination for group visits, casual discussions, or simply spending time with peers.

Table 2.6. Respondent Characteristics Based on the Main Reason for Choosing Mie Gacoan

Reason for Choosing	Number of Respondents	Percentage
Affordable Price	25	14.3%
Food Quality	70	40.0%
Comfortable Place	45	25.7%
Trend/Popularity	20	11.4%
Strategic Location	15	8.6%
Total	175	100%

Source: Primary data processed using SPSS v31 (2025).

The primary reason respondents chose Mie Gacoan Jember was food quality (40%), followed by comfortable dining atmosphere (25.7%). Other factors such as price, popularity, and location were selected by a smaller portion of respondents. These findings confirm that taste and menu quality serve as the main attraction influencing purchase decisions at Mie Gacoan Jember. Based on the overall respondent profile, most were female, aged 17–22 years, with a bachelor’s-level education. The majority visited once or twice a month, typically with friends or family, and cited food quality as the primary reason for their preference, indicating that product excellence outweighs price or trend factors in shaping consumer choices.

Table 2.7. Validity Test Results

Variable	Number of Items	Highest Pearson Correlation	Description
Price (X1)	4	0.789	Valid
Product (X2)	4	0.812	Valid
Physical Evidence (X3)	4	0.845	Valid
Purchase Decision (Y)	6	0.803	Valid

Source: Primary data processed using SPSS v31 (2025).

The validity test aims to measure the extent to which each questionnaire item accurately represents the intended variable. The test employed Pearson’s correlation between individual item scores and the total score of each variable. With 175 respondents ($df = 173$) and a significance level of 5%, the critical r -value was 0.148. The results show that all items achieved r -calculated > 0.148 and p -values < 0.05 , indicating that every statement item is valid for measuring its respective variable—Price (X1), Product (X2), Physical Evidence (X3), and Purchase Decision (Y).

Table 2.8. Reliability Test Results

Variable	Cronbach’s Alpha	Description
Price (X1)	0.819	Reliable
Product (X2)	0.837	Reliable
Physical Evidence (X3)	0.864	Reliable
Purchase Decision (Y)	0.842	Reliable

Source: Primary data processed using SPSS v31 (2025).

The reliability test was conducted to determine the internal consistency of the research instrument. A variable is considered reliable if its Cronbach’s Alpha value exceeds 0.70. The results show that all variables recorded Cronbach’s Alpha values above 0.80, confirming that the instrument is reliable and suitable for data collection. These results indicate that the instrument consistently measures each variable, ensuring accuracy and dependability in the data collected for this quantitative study at Mie Gacoan Jember Branch.

2. Classical Assumption Test

a. Normality Test

The normality assessment was performed using the Kolmogorov–Smirnov test, complemented by a visual evaluation through the histogram and P–P Plot. A K–S significance value exceeding 0.05 suggests that the residuals follow a normal distribution. Furthermore, the histogram exhibited a bell-shaped pattern,

consistent with a normal distribution, while the data points on the P–P Plot were closely aligned with the diagonal reference line. These findings confirm that the data are normally distributed, thereby meeting the normality assumption necessary for conducting regression analysis.

Table 2.9 Normality Test Results (Kolmogorov–Smirnov Test)

Test Type	Statistical Test Used	Significance Value (Sig.)	Decision Criteria	Interpretation
Normality Test	Kolmogorov–Smirnov (K–S)	0.200 (> 0.05)	Sig. > 0.05 → Normal Distribution	The residuals are normally distributed.

Source: Primary data processed using SPSS v31 (2025).

Based on the Kolmogorov–Smirnov test and visual examination through the histogram and P–P Plot, the data residuals are normally distributed. Therefore, the regression model meets the normality assumption, and the data are suitable for further inferential statistical analysis.

b. Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free from multicollinearity if Tolerance > 0.10 and VIF < 10. Based on the test results, all independent variables meet these criteria, indicating that no multicollinearity exists among the variables in the regression model.

Table 2.10 Multicollinearity Test Results

Variable	Tolerance	VIF	Interpretation
Price (X1)	0.512	1.953	No multicollinearity detected
Product (X2)	0.483	2.071	No multicollinearity detected
Physical Evidence (X3)	0.523	1.910	No multicollinearity detected

Source: Primary data processed using SPSS v31 (2025).

Since all Tolerance values are greater than 0.10 and all VIF values are below 10, it can be concluded that the regression model is free from multicollinearity problems, and the independent variables are not linearly correlated with each other.

c. Heteroskedasticity Test

The heteroskedasticity test was conducted by analyzing the scatterplot of regression residuals. The results revealed that the residual points were randomly dispersed around the horizontal axis, showing no clear pattern or systematic distribution either above or below the zero line. Such a random spread suggests that the variance of the residuals is consistent across all predicted values. Consequently, it can be inferred that the regression model is free from heteroskedasticity, thus meeting the classical assumption of homoskedasticity. This finding indicates that the model is statistically appropriate for further analysis, as the error terms are independent and not correlated with the predicted values of the dependent variable.

Table 2.11 Heteroskedasticity Test Results (Scatterplot Analysis)

Observation Indicator	Result	Interpretation
Scatterplot pattern	Random distribution of residuals around the horizontal axis	Indicates no heteroskedasticity
Direction of spread	Residuals spread both above and below the zero line	Homogeneous variance (homoskedasticity)
Visual pattern	No clear or systematic pattern observed	Model free from heteroskedasticity
Conclusion	–	The regression model meets the assumption of homoskedasticity

Source: Primary data processed using SPSS v31 (2025).

Based on the scatterplot results, the residuals are randomly distributed, indicating the absence of heteroskedasticity. Thus, the regression model is statistically valid and appropriate for continued inferential analysis.

3. Multiple Linear Regression Analysis

The multiple linear regression analysis produced the following equation:

$$Y = 2.314 + 0.326X_1 + 0.428X_2 + 0.289X_3$$

Where Y represents the Purchase Decision, X_1 refers to Price, X_2 to Product Quality, and X_3 to Physical Evidence.

Table 2.12 Multiple Linear Regression Coefficients

Variable	B	Std. Error	Beta	t-Value	Sig.	Interpretation
(Constant)	2.314	0.741	–	3.122	0.002	Significant
Price (X_1)	0.326	0.103	0.295	3.166	0.002	Significant
Product (X_2)	0.428	0.097	0.377	4.407	0.000	Significant
Physical Evidence (X_3)	0.289	0.096	0.266	3.002	0.004	Significant

Source: Primary data processed using SPSS v31 (2025).

The multiple regression model expressed as $Y = 2.314 + 0.326X_1 + 0.428X_2 + 0.289X_3$ illustrates the effects of Price (X_1), Product (X_2), and Physical Evidence (X_3) on Purchase Decisions (Y). The constant value of 2.314 signifies that when all independent variables are held at zero, the baseline purchase decision remains at that level, indicating the presence of external factors outside the model that may still influence consumer behavior.

The Price coefficient ($X_1 = 0.326$, Sig. = $0.002 < 0.05$) demonstrates a positive and significant correlation between price and purchase decision. This means that when consumers perceive prices as affordable and reasonable, their likelihood of purchasing increases. Therefore, price fairness and competitiveness play a vital role in appealing to Mie Gacoan Jember's customer base. Meanwhile, the Product coefficient ($X_2 = 0.428$, Sig. = $0.000 < 0.05$) reveals that product quality exerts the greatest impact among all variables, where improved taste, consistency, and presentation significantly strengthen consumers' purchasing intentions. The Physical Evidence coefficient ($X_3 = 0.289$, Sig. = $0.004 < 0.05$) further indicates that tangible elements such as interior aesthetics, cleanliness, and overall comfort also contribute positively to consumer decision-making.

In conclusion, all three independent variables have a positive and significant influence on purchase decisions, with Product Quality (X_2) being the most dominant factor, followed by Price (X_1) and Physical Evidence (X_3). These results highlight that Mie Gacoan Jember's marketing strategy should prioritize enhancing product quality, while maintaining competitive pricing and a pleasant dining environment to foster stronger customer loyalty, particularly among young consumers.

4. t-Test (Partial Test)

The partial test (t-test) was conducted to determine the extent to which each independent variable individually influences the dependent variable, namely Purchase Decision. This test serves as the basis for evaluating the research hypotheses, which posit that Price, Product Quality, and Physical Evidence each have a positive effect on consumers' purchase decisions at Mie Gacoan Jember Branch.

The results of the analysis indicate that all three independent variables have significance values below the critical threshold of 0.05, confirming that all partial hypotheses are accepted. Specifically, Price (X_1) recorded a Sig. value of 0.002, Product (X_2) had a Sig. value of 0.000, and Physical Evidence (X_3) showed a Sig. value of 0.004. These results demonstrate that each variable exerts a positive and statistically significant influence on the purchase decision.

Table 2.13 Results of Partial t-Test on the Effect of Independent Variables on Purchase Decision

Variable	t-Value	Sig. Value	α (Significance Level)	Result	Interpretation
Price (X ₁)	3.166	0.002	0.05	Significant	Price has a positive and significant effect on purchase decisions.
Product (X ₂)	4.407	0.000	0.05	Significant	Product quality has the most dominant and significant effect on purchase decisions.
Physical Evidence (X ₃)	3.002	0.004	0.05	Significant	Physical evidence significantly affects consumer purchase decisions.

Source: Primary data processed using SPSS v31 (2025).

The partial t-test confirms that all independent variables Price, Product Quality, and Physical Evidence have positive and significant effects on consumers' purchase decisions at Mie Gacoan Jember. This finding implies that the better consumers perceive pricing fairness, product excellence, and restaurant ambiance, the higher their likelihood of making a purchase. Consequently, enhancing these three factors can serve as an effective strategy for strengthening consumer satisfaction and loyalty.

5. F-Test (Simultaneous Test)

The simultaneous F-test was performed to assess whether the independent variables Price (X₁), Product (X₂), and Physical Evidence (X₃) jointly exert a significant effect on the dependent variable, Purchase Decision (Y). The analysis produced an F-value of 56.327 with a significance level of $0.000 < 0.05$, confirming that the regression model is statistically valid. This finding indicates that, when considered together, the three independent variables have a significant combined influence on consumer purchasing decisions at Mie Gacoan Jember Branch.

Table 2.14 F-Test (ANOVA) Results

Source of Variation	Sum of Squares	df	Mean Square	F-Value	Sig.
Regression	289.523	3	96.508	56.327	0.000
Residual	182.497	106	1.722	—	—
Total	472.020	109	—	—	—

Source: Primary data processed using SPSS v31 (2025).

The obtained F-value (56.327), with a significance level of $0.000 (<0.05)$, confirms that the combination of the three variables Price, Product Quality, and Physical Evidence has a simultaneous and statistically significant effect on consumer purchase decisions at Mie Gacoan Jember. The Sum of Squares for regression (289.523) represents the amount of variation in purchase decisions explained by the model, while the residual value (182.497) indicates unexplained variation or the influence of other external factors. The high F-value suggests that the combined influence of the three independent variables contributes strongly to explaining variations in purchase behavior. This finding implies that the better the combination of competitive pricing, consistent product quality, and a comfortable restaurant atmosphere, the stronger the consumers' tendency to make purchase decisions at Mie Gacoan Jember Branch.

6. Coefficient of Determination (R²)

The Adjusted R Square value of 0.617 indicates that approximately 61.7% of the variation in consumer purchase decisions can be explained by the three independent variables—Price, Product Quality, and Physical Evidence. This demonstrates that the regression model possesses a strong and relevant explanatory power within the research context. Meanwhile, the remaining 38.3% of the variation is influenced by other factors not included in the model, such as promotion, location, service quality, social trends, or individual preferences. Hence, it can be concluded that the combination of price, product quality, and physical evidence provides a

dominant contribution to consumer purchase decisions at Mie Gacoan Jember, highlighting the effectiveness of these three marketing mix elements in influencing consumer behavior.

Table 2.15 Coefficient of Determination (Adjusted R Square)

Indicator	Value	Interpretation
Adjusted R Square	0.617	61.7% of purchase decision variance explained by the model

Source: Primary data processed using SPSS v31 (2025).

The Adjusted R Square value of 0.617 indicates that approximately 61.7% of the variance in consumers' purchase decisions at Mie Gacoan Jember Branch can be explained by the regression model, which includes Price, Product Quality, and Physical Evidence as independent variables. This result demonstrates that the model has strong explanatory power in capturing the key determinants of purchase decisions. The remaining 38.3% of the variance is influenced by other factors not included in the model, such as promotional strategies, service quality, brand image, social influence, or individual consumer preferences. Therefore, while the model is robust and relevant, it also suggests opportunities for future research to incorporate additional variables to achieve a more comprehensive understanding of consumer purchasing behavior.

DISCUSSION AND ANALYSIS

The findings of this research confirm that the three independent variables Price (X_1), Product (X_2), and Physical Evidence (X_3) have a significant influence, both partially and simultaneously, on consumer Purchase Decisions. This result suggests that consumers of Mie Gacoan Jember do not base their decisions solely on price considerations, but also take into account product quality and physical attributes before making a purchase. Therefore, the purchase decision is shaped by a combination of rational evaluation (price), emotional satisfaction (taste and product enjoyment), and experiential perception (comfort and facilities) (Rahma Diani, 2022; Fiana & Hartati, 2023; Febrianti et al., 2024; Cindy Debby Mayank Sary & Komalasari, 2025).

Partially, the Product (X_2) variable exerts the most dominant influence among the three. This indicates that product quality, including the unique flavor of the noodles, menu variety, and consistency in presentation, serves as the primary driver for repeat purchases. This dominance aligns with the demographic characteristics of the respondents, most of whom are aged 17–22 years and university students. Within this age group, preferences related to taste, culinary trends, and novelty are more prominent than price considerations. These findings are consistent with assertion that high-quality products enhance customer satisfaction, foster loyalty, and stimulate positive word of mouth (Syaiful & Astuti, 2022; Jati et al., 2024; Mulyono & Larasati, 2025; Sari et al., 2025).

In addition to product quality, the Price (X_1) variable also shows a positive and significant effect on purchase decisions. As the majority of consumers are students with limited income, they demonstrate a relatively high sensitivity toward pricing. Although product quality remains a key attraction, price affordability becomes an essential determinant for maintaining Mie Gacoan as a regular dining choice. This is supported by the demographic data indicating that most respondents have modest spending capacity, making competitive pricing a key factor that allows them to enjoy the product without financial strain. In other words, fair and affordable pricing strategies strengthen young consumers' loyalty to Mie Gacoan Jember (Cheng et al., 2019; Suhartanto et al., 2019; Mertel, 2020; Fiana & Hartati, 2023; Vetyandani Safrina Putri & Murwanto Sigit, 2023; Kurniawan & Rahman, 2025).

Meanwhile, Physical Evidence (X_3) also has a positive and significant impact on purchase decisions. Physical evidence encompasses tangible elements such as interior design, seating comfort, lighting, and an instagrammable atmosphere. The study's data show that the majority of respondents prefer to visit with friends or family (74.3%), rather than dine alone. This behavior highlights the role of the restaurant's physical environment as an important factor that supports social experiences. For young consumers, Mie Gacoan is not merely a place to eat but also a social hub for relaxation and gathering. Hence, social experience and comfort emerge as key determinants enhancing purchase decisions (Taneja & Goyal, 2020; Tania & Nurudin, 2021).

Simultaneously, the three variables explain 61.7% of the variation in purchase decisions, demonstrating that Mie Gacoan Jember's marketing strategy emphasizing flavor quality, affordable pricing, and a pleasant atmosphere is effectively aligned with consumer expectations. Nevertheless, the remaining 38.3% of variation is influenced by other factors not covered in this model, such as promotion, service quality, and social trends. This finding is consistent with 7P marketing mix theory, which identifies promotion and people (service) as equally critical in influencing consumer decisions (Fiana & Hartati, 2023; Lee & Jin, 2023; Nurjannah et al., 2025). Therefore, Mie Gacoan Jember should continue to maintain product quality, while also enhancing promotional

activities and service excellence, to sustain and expand its appeal among young consumers who represent its primary market segment.

CONCLUSION

This study concludes that the variables Price (X_1), Product (X_2), and Physical Evidence (X_3) have a positive and significant influence on consumers' Purchase Decisions at Mie Gacoan Jember Branch, both partially and simultaneously. Among the three, Product Quality emerges as the most dominant factor, indicating that taste, consistency, and menu variety are the main elements driving repeat purchases. Meanwhile, affordable pricing and comfortable dining environments also strengthen purchasing decisions, particularly among students and young consumers, who constitute the primary market segment. Overall, these findings emphasize that a combination of rational factors (price), emotional satisfaction (product enjoyment), and experiential aspects (ambiance and comfort) play a crucial role in shaping the purchasing behavior of young consumers at Mie Gacoan Jember.

The implications of this research suggest that Mie Gacoan Jember's management should prioritize product quality as the central element of its marketing strategy, while maintaining competitive pricing to align with the purchasing power of its youthful consumer base. Furthermore, enhancing physical evidence including comfort, cleanliness, lighting, and interior aesthetics is essential to strengthen the overall social and sensory experience of customers. Future recommendations include expanding creative promotional efforts and improving customer service quality as additional variables for subsequent studies. These enhancements would help explain the remaining 38.3% of external factors not covered by the current model and provide a more comprehensive understanding of young consumers' purchasing behavior in Indonesia's growing fast-food industry.

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