

Mie Gacoan Consumer Loyalty: The Influence Halal Certification, Quality Product, Taste Quality and Location

Nita Puspitasari^{1*}, Norma Rosyidah²

Abstract: The rapid growth of Indonesia's culinary industry has intensified competition among spicy noodle brands, with halal certification, product quality, taste satisfaction, and location emerging as factors that may shape consumer loyalty among student consumers. This study examines the influence of these four factors on consumer loyalty to Mie Gacoan among students in Sidoarjo. A quantitative approach was used, with data collected through questionnaires distributed to 100 students who had purchased Mie Gacoan products, selected via purposive sampling, and analysed using validity, reliability, t-tests, and F-tests with SPSS version 27. The results show that taste satisfaction and location have a positive and significant influence on consumer loyalty, while halal certification has a significant but negative influence, and product quality has a negative and non-significant influence. All four variables together significantly affect consumer loyalty, explaining 55.3% of its variance. These findings suggest that loyalty among student consumers is shaped primarily by taste satisfaction and accessibility of location, with the role of halal certification requiring further investigation given its unexpected direction. Mie Gacoan is encouraged to maintain taste consistency and location accessibility while reassessing how halal certification is communicated to consumers.

Keywords: Consumer Loyalty, Halal Certification, Product Quality, Taste Satisfaction and Location, Mie Gacoan

¹STAI An Najah Indonesia Mandiri Sidoarjo, Sari Rogo, Sidoarjo, Jawa Timur 61234, Indonesia

²STAI An Najah Indonesia Mandiri Sidoarjo, Sari Rogo, Sidoarjo, Jawa Timur 61234, Indonesia

e-mail: nitapita0403@gmail.com^{*1}, normarosyidah24@gmail.com²

*Corresponding Author

1. Introduction

The culinary industry in Indonesia is growing rapidly, the growth of the culinary sector promises to set new standards for customer self-esteem in the market. Customer behaviour, which holds the power to determine whether to purchase products in this industry, is the most crucial business aspect and must be closely monitored in such a highly competitive sector.

This not only increases customer awareness of the culinary world but also influences lifestyle trends and consumption behaviour, leading to a shift in preferences towards fast, affordable, and high-quality food. Economic actors need to be mindful of the desires and preferences of their target market in order to adapt to changing lifestyles and meet basic human needs.

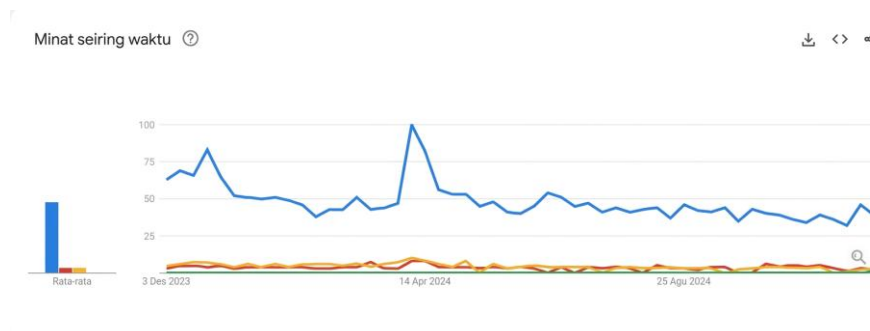


Figure 1. Chart Gacoan Noodle Sales 2024

Source: Google Trends, 2024

Fast-food companies currently face fierce competition. “Mie Gacoan” is a fast-food restaurant that is currently popular among the general public and students. Mie Gacoan is famous for its spicy flavour, which sets it apart from other varieties (Febriyanti, 2023). The graph in figure 1, shows that Mie Gacoan is blue, Mie Setan is red, Mie Kober is yellow, and Wizz Mie is green. In 2024, Mie Gacoan will outperform its competitors, such as Mie Kober, which was established more recently than

Mie Gacoan. Furthermore, Mie Gacoan also outperforms Mie Setan and Wizz Mie.



Figure 2. Chart Order Gacoan Noodle Sales in East Java
Source: Google Trends, 2024

If we look at the graph in figure 2, the number of orders in Sidoarjo ranks thirty-sixth out of forty three cities in East Java. Mie Gacoan has branches in almost every city in East Java, as do other brands; however, as the graph shows, the number of orders for Mie Gacoan ranks lowest when compared with other brands in East Java Province.

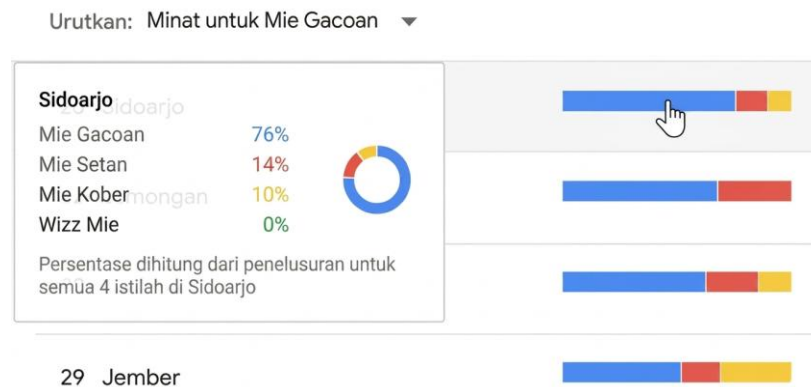


Figure 3. Chart Order Gacoan Noodle Sales in East Java
Source: Google Trends, 2024

Based on the graph in figure 3, showing the sales percentages of the four noodle brands above, it can be seen that Mie Gacoan achieved the highest percentage compared to other brands such as Mie Setan, Mie Kober and Wizz Mie. Sales of Mie Gacoan reached 76%, Mie Setan 14%, Mie Kober 10% and Wizz Mie 0%. Halal certification, product quality, taste satisfaction, and location influence a person's decision to purchase a product. These factors were identified by the researchers from the results of a survey conducted among consumers who had purchased Mie Gacoan products in Sidoarjo.

Halal certification plays a crucial role in ensuring consumer confidence in food products. Halal certification has become an essential element of Indonesia's halal industry ecosystem, serving as both a regulatory requirement and a trust-building mechanism between producers and Muslim consumers (Faridah, 2019; Sayogo, 2017). Mie Gacoan, a food brand popular among students, has begun to attract attention for offering spicy noodles with a unique flavour at an affordable price. Halal certification provides Muslim consumers with peace of mind that the products comply with religious regulations, which ultimately influences their purchasing decisions.

According to Ahyari (2010), quality products refer to the high-quality services and goods provided by a company. Companies with superior quality products will develop and grow rapidly and outperform their competitors in the long term. Furthermore, unique flavours tailored to consumers' regional preferences can enhance satisfaction and ultimately influence consumer loyalty. Factors such as price, product quality, and promotion have also been shown to play a significant role in shaping consumers' purchasing decisions (Sulaiman, et al., 2022).

A strategic and easily accessible location is also important, as student consumers seek places that are convenient, easy to reach, and accessible. Several studies have examined how brand image and related marketing factors influence purchasing decisions and loyalty toward Mie Gacoan across different branches and cities (Febrianti & Ramadhika, 2024; Anisa & Yulianto, 2024; Widiastuti & Novita, 2022; Zakiyah & Hariasih, 2023). In this study, the author found that halal certification, product quality, taste satisfaction, and location contribute to consumer loyalty towards Mie Gacoan among students in Sidoarjo. The aim of this study is to determine how these variables contribute to the formation of loyal consumers and how a brand can strengthen its market position by meeting consumer needs and preferences.

2. Materials and Methods

This study collected key data via a questionnaire. The target population for this study was customers of Mie Gacoan in Sidoarjo; the exact total number is not yet known. This study employed a non-probability sampling method using a purposive sampling strategy (Bougie, 2016).

Purposive sampling is a procedure in which the selection of the sample is determined based on specific criteria. The testing in this study was conducted on students in Sidoarjo who purchased Mie Gacoan products in Sidoarjo City. The factors in this study include independent variables, such as halal certification, product quality, taste satisfaction, and location. The variable of consumer loyalty is the dependent variable. This study used a Likert scale: 1: strongly disagree, 4: strongly agree.

This evaluation covers the validity and reliability of the questionnaire to ensure its ability to accurately represent the variables. A validity test is used to evaluate the questionnaire's alignment with the targeted points. For the research results to be deemed valid, there must be consistency between the collected data and the data related to the subject under study (Sugiyono, 2017). The second test is the reliability test, which is conducted to determine whether a question can consistently measure a variable at different points.

This is carried out only once, after which the results are compared with answers to other questions to ensure the level of correlation, in accordance with Ghozali's criteria, whereby a variable is considered reliable if the Cronbach's Alpha coefficient exceeds 0.6 (Ghozali, 2013). Multiple regression analysis determines the extent of the influence of the independent variables (halal certification, product satisfaction, taste quality, and location) on the dependent variable (consumer loyalty) using the following equation:

$$Y + \alpha\beta X_1 + B x_2 + \beta X_3 + B x_4 + e$$

Y = Consumer loyalty

A = Constant

βX_1 = Halal certification

βX_2 = Satisfaction with Taste

βX_3 = Quality product

βX_4 = Location

e = Standard error

The testing hypothesis has two approaches: T-test (partial test) and F-test (simultaneous test). In addition to partial and simultaneous tests, coefficient tests are also used. The study aims to test the influence of independent variables against variable dependent can using the T-test, assuming that several variables free others have a connection with variable bound fixed. The test was used to identify the connections between various independent variables, namely the T-test. Conclusions are drawn by comparing mark significance (Sig) with the threshold set by 5%. If Sig is less than H0, H0 has a real impact, whereas If Sig exceeds H0, H0 is not supported own influence. At the same time, the F test is used for tests X and Y. To justify the rejection of H0 and acceptance of Hi, testing Considers mark probability F count.

3. Results and Discussion

3.1 Validity Test

To know whether or not the questionnaire data is used, a validity test is required to measure every variable. Consequently, the product-moment correlation coefficient was used, where the calculated r value was greater than the table r value. The following are the results of the validity test using SPSS

version 27. The table shows that all X and Y variables appear in the valid metric questions. There is a significant r value > the table r value.

Table 1. Validity Test Results

Variables	Indicator	RValue Calculation	R Table Value	Description
Halal certification	X1.1	0.787	0.195	Valid
	X1.2	0.808		
	X1.3	0.770		
	X1.4	0.776		
	X1.5	0.774		
Quality Product	X2.1	0.802	0.195	Valid
	X2.2	0.775		
	X2.3	0.779		
	X2.4	0.811		
	X2.5	0.838		
Satisfaction with Taste	X3.1	0.840	0.195	Valid
	X3.2	0.843		
	X3.3	0.780		
	X3.4	0.798		
	X3.5	0.718		
Location	X4.1	0.838	0.195	Valid
	X4.2	0.837		
	X4.3	0.870		
	X4.4	0.805		
	X4.5	0.713		
Consumer loyalty	Y1.1	0.815	0.195	Valid
	Y1.2	0.853		
	Y1.3	0.881		
	Y1.4	0.824		
	Y1.5	0.795		

Source: Processed data, 2024

3.2 Reliability Test

A reliability test is used to determine whether a survey is reliable. A reliability questionnaire is used to measure the variables under investigation. The reliability test uses the Cronbach's alpha formula to measure the instrument's level of consistency. If the value is greater than 0.6, the variable is considered reliable; if the result is less than 0.6, the variable is not reliable. The Cronbach alpha value of variables X and Y in the reliability test is >0.6, then stated reliable.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Reliable Standard	Information
Halal certification	0.901	0.6	Reliable
Quality Product	0.915	0.6	Reliable
Satisfaction with Taste	0.910	0.6	Reliable
Location	0.919	0.6	Reliable
Consumer loyalty	0.930	0.6	Reliable

Source: Data processed, 2024

3.3 Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.155	1.991		.580	.563
Halal certification	-.191	.095	-.148	-2.005	.048
Quality Product	.249	.130	.201	1.909	.059
Satisfaction with Taste	.267	.131	.221	2,028	.045
Location	.527	.109	.445	4.823	.000

Source: Data processed, 2024

According to table on obtained the equation model like following:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 1.155 - 0.191X_1 + 0.249X_2 + 0.267X_3 + 0.527X_4 + e$$

According to the formula, on can conclude as follows:

- If the consumer loyalty variable No is influenced by the variables halal certification (X1), product quality (X2), taste satisfaction (X3), and location (X4), then the value of α , which is 1.155, is fixed or conditional. If not, there are independent variables, meaning that the consumer loyalty variable No will change.
- The coefficient for the halal certification variable is -0.191. This means that a one unit change in the halal certification variable will increase variable Y by -0.191 units, provided all other factors remain constant.
- The product quality variable has a coefficient of 0.249. This means that a one unit change in the product quality variable will increase the Y variable by 0.249 units, provided all other factors remain constant.
- The coefficient for the taste satisfaction variable is 0.267. This means that a one-unit change in the taste satisfaction variable will increase the dependent variable (Y) by 0.267 units, provided that all other factors remain constant.
- The coefficient for the location variable is 0.527. This means that a one-unit change in the location variable will increase the customer loyalty variable (Y) by 0.527 units, assuming that all other factors remain constant.

3.4 T-test

Table 4. T-Test Results

Model	B	Sig	Information
X1. Total	-0.191	0.048	Hypothesis Accepted
X2. Total	0.249	0.059	Hypothesis Rejected
X3. Total	0.267	0.045	Hypothesis Accepted
X4. Total	0.527	0,000	Hypothesis Accepted

Source: Processed data, 2024

T-test results for each variable on:

- X1 influences variable Y. Based on the table above, the “Halal Certification” variable has a t-test value greater than 0.05 and a regression coefficient of 0.048. The research findings demonstrate that the Halal Certification variable has a significant and positive influence on consumer loyalty. Based on these results, the hypothesis is accepted.
- X2 has a negative effect on variable Y. Based on the table above, the “Product Quality” variable is not significant, the t-test value is greater than 0.05, and the regression coefficient is

- 0.059. This study demonstrates that Product Quality has a negative effect on consumer loyalty, but the effect is small, so the hypothesis is rejected.
- X3 has a positive effect on variable Y. Based on the table above, the t-test value for the variable “Satisfaction with Taste” is above 0.05, and the regression coefficient is 0.045. The study demonstrates that the variable Satisfaction with Taste has a positive and significant effect on consumer loyalty; therefore, the hypothesis is accepted.
 - X4 has a positive effect on Y. Based on the table above, the effect of the “Location” variable is positive and significant on consumer loyalty. The location variable shows that the significance of the t-test is greater than 0.05, and the regression coefficient is 0.000. This study proves that the effect of the Location variable is positive and significant on consumer loyalty, therefore the hypothesis is accepted.

3.5 F Test

To test whether variable X impacts variable Y, research uses the F test to prove the results mentioned. The following is the output of the F test in SPSS version 27:

Table 5. F Test Results

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	672.431	4	168.108	29.706	.000 ^b
Residual	543.272	96	5.659		
Total	1215.703	100			

Source: Processed data, 2024

According to the F test above, see that the F Test output is obtained as many as 0.000, which means < 0.05 . This means that variable allowance halal profession, quality product, taste satisfaction, and location suggest variable dependent simultaneously. This means that all variables are independent and stated fit for analysis, and more carry on.

3.6 R2 Test (Determination Test)

Table 6. Determination Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
.744 _a	.553	.535	2,379

Source: Processed data, 2024

From the results of SPSS version 27, an example summary is generated. The R2 value is 0.553 or 55.3%. With this, it can be concluded that variable X affects variable Y by as much as 55.3%. In comparison, the remaining 44.7% is determined from other variables and not yet including the variable in the study.

4. Discussion

Research shows that halal certification has a positive and significant impact on consumer loyalty to Mie Gacoan among students in Sidoarjo. Halal certification is a key factor in building trust among muslim consumers, as it is seen as a guarantee that the product complies with Islamic law. This supports earlier findings indicating that halal labelling significantly influences Muslim consumers' purchase intentions and behaviour (Sani et al., 2023; Afendi et al., 2024). Following the attainment of halal certification by all Mie Gacoan outlets on 22 June 2023, consumer confidence and comfort regarding the products have increased further (Prambadi, 2023). This aligns with the growing awareness among the Indonesian public regarding the halal lifestyle, leading consumers to become more selective in choosing the food and drink they consume.

Product quality is also a key aspect in consumers purchasing decisions. This is consistent with previous findings showing that product quality has a significant influence on consumers' purchasing decisions (Ernawati, 2019). Mie Gacoan is known for its distinctive spicy flavour, chewy noodle texture, and a range of heat levels, which are the main attractions for students and young people.

However, the research findings indicate that product quality has a negative yet insignificant effect on consumer loyalty. This suggests that customer loyalty is influenced not only by product quality but also by other factors such as price, trends, the atmosphere of the venue, and the social experience during a visit. Increasingly fierce competition in the food industry also means consumers have many alternative food options of nearly equivalent quality.

Satisfaction with Taste has been proven to have a positive and significant influence on consumer loyalty. This finding aligns with previous studies showing that customer satisfaction is a key determinant of loyalty among Mie Gacoan consumers (Sejagad et al., 2024) and that consumer satisfaction contributes to the development of the halal food and beverage industry in Indonesia (Fitri et al., 2022). A diverse range of menu options, such as Mie Gacoan levels one to eight, Mie Suit, Hompimpa, various dim sum, and unique drinks, create an enjoyable dining experience for customers. Satisfaction with taste and menu variety encourages consumers to make repeat purchases and recommend the products to others. Furthermore, location is also a significant factor influencing consumer loyalty. The strategic and easily accessible locations of Mie Gacoan outlets provide convenience for customers, particularly students who often use the restaurant as a place to gather and discuss matters.

Overall, the research findings indicate that Halal Certification, Product Quality, Satisfaction with Taste, and Location collectively influence Mie Gacoan Consumer Loyalty among students in Sidoarjo. Customer loyalty is formed through a combination of the reassurance provided by halal certification, positive experiences regarding the taste of the food, service quality, and the ease of access to the location. Therefore, Mie Gacoan needs to continue maintaining service quality, taste consistency, and the comfort of the premises, as well as innovating its menu to retain customer loyalty amidst the increasingly competitive culinary industry.

5. Conclusion

Based on the results of the analysis of the influence of halal certification, product quality, Satisfaction with Taste and location on Mie Gacoan consumer loyalty amongst students in Sidoarjo, it can be concluded that the halal certification variable has a positive and significant influence on Mie Gacoan consumer loyalty amongst students in Sidoarjo, the product quality variable has a negative and insignificant effect on consumer loyalty to Mie Gacoan among students in Sidoarjo, the Satisfaction with Taste variable has a positive and significant effect on consumer loyalty to Mie Gacoan among students in Sidoarjo; and the location variable has a positive and significant effect on consumer loyalty to Mie Gacoan among students in Sidoarjo.

References

- Afendi, A., Mashilal, M., Ghofur, A., & Izza, N. B. (2024). Behavior of halal cosmetic product purchase decision in Generation Z. *Journal of Digital Marketing and Halal Industry*, 6(1), 45–66. <https://doi.org/10.21580/jdmhi.2024.6.1.16288>
- Ahyari, A. (2010). *Basics Management (Edition 1)*. UGM BPFE. Yogyakarta
- Anisa, D. F., & Yulianto, A. E. (2024). Pengaruh brand image, promotion, dan online customer review terhadap keputusan pembelian produk Mie Gacoan cabang Manyar di platform ShopeeFood. *Jurnal Ilmu dan Riset Manajemen*, 13(2), 1–15.
- Ernawati, D. (2019). The Influence of Product Quality, Product Innovation and Promotion on Purchasing Decisions of Hi Jack Sandals Bandung Products. *Online Journal of Students of the Faculty of Agriculture*, 2(1), 1-6.
- Faridah, H. D. (2019). Halal certification in Indonesia; history, development, and implementation. *Journal of Halal Product and Research*, 2(2), 68. <https://doi.org/10.20473/jhpr.vol.2-issue.2.68-78>
- Febrianti, R., & Ramadhika, A. (2024). Pengaruh Brand Image terhadap Keputusan Pembelian Produk Mie Gacoan pada Kalangan Mahasiswa Kota Bandung. *Jurnal Disrupsi Bisnis*, 7(3), 601–605. <https://doi.org/10.32493/drj.v7i3.39108>
- Febriyanti, N. (2023). The Influence of Halal Labels and Promotion on Purchasing Decisions Gacoan Noodle Products Ponorogo for Students Faculty of Sharia, IAIN Ponorogo (Thesis, IAIN Ponorogo)

- Fitri, Y. Y., Fasa, M. I., & Suharto, S. (2022). Pengaruh Kepuasan Konsumen Terhadap Laju Perkembangan Industri Produk Makanan Dan Minuman Halal Indonesia. *Jurnal Bina Bangsa Ekonomika*, 15(1), 122-129. <https://doi.org/10.46306/jbbe.v15i1.128>
- Gandhi, P., Yulianti, A. S., Andri, K. B., Dewi, S. P., & Purbawan, K. W. (2024). Digital Platforms and the Financial Feasibility of Halal Frozen Food Marketing: A Feasibility Assessment. *Journal of Digital Marketing and Halal Industry*, 6(1), 101–122. <https://doi.org/10.21580/jdmhi.2024.6.1.15770>
- Ghozali, I. (2013). *Application Multivariate Analysis with IBM SPSS 21 Program*. Diponegoro University Research Agency. Semarang
- Google Trends. 2024. <https://www.google.com/trends>
- Prambadi, G. A. (2023). Seluruh Gerai Mie Gacoan Kini Kantungi Sertifikat Halal MUI, Ini Kata Direktur. *Republika*. Accessed July 2023. <https://news.republika.co.id/berita/rx59cc456/seluruh-gerai-mie-gacoan-kini-kantungi-sertifikat-halal-mui-ini-kata-direktur>
- Sani, A. A., Rahmayanti, D., Kamal, A. H., Ilmiah, D., & Abdullah, N. B. (2023). Understanding consumer behavior: halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1). <https://doi.org/10.21580/jdmhi.2023.5.1.16543>
- Sayogo, D. S. (2017). Online traceability for halal product information: perceptions of Muslim consumers in Indonesia. *Journal of Islamic Marketing*, 9(1), 99–116. <https://doi.org/10.1108/jima-07-2016-0057>
- Sejagad, B. B., Trisna, M. a. T., & Hidayat, S. (2024). Analisis Kepuasan pelanggan Mie gacoan. *GEMILANG Jurnal Manajemen Dan Akuntansi*, 4(2), 316–326. <https://doi.org/10.56910/gemilang.v4i2.1290>
- Sekaran, U. and Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach. 7th Edition*, Wiley & Sons, West Sussex.
- Sugiyono. 2017. *Research Methods Quantitative, Qualitative, and Combination (Mixed Method)*. Alfabeta. Bandung
- Sulaiman. H. D, Taufik., & R, Shadiq, F.T. (2022). Analysis of Halal Certification, Price, Product Quality and Promotion on Purchase Decisions of Halal Herbal Products. *Jurnal Pemandhu*. Vol. 3. No. 2
- Widiastuti, E., & Novita, D. (2022). Analisis pengaruh citra merek, harga, dan digital marketing terhadap keputusan pembelian pada konsumen Mie Gacoan cabang Solo Baru. *JEKU (Jurnal Ekonomi dan Kewirausahaan)*, 22(4), 273–284.
- Zakiah. A, & Hariasih. M. (2023). Purchase Decision Reviewed from Brand Trust, Digital Marketing and Online Customer Review (Case Study on Mie Gacoan Sidoarjo). *Scientific Journal of Management Accounting*. Vol. 6. No. 2. DOI: 10.35326/jiam.v6i.4062



© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).