



Consumer Perception of Healthy Food Quality and Service Quality: Case Study at Mie Gacoan Citra Raya Tangerang Outlet

Familia Dasil Vanit^{1*}, Firlea Zevanka Separgo², Leon Tanadi³

^{1,2,3}Matana University, Tangerang, Indonesia

*Corresponding author email: familia.vanit@student.matanauniversity.ac.id

Abstract

Mie Gacoan is a restaurant company that offers spicy noodle-based products, dimsum, and beverages with a unique concept inspired by the characteristics of Indonesian ghosts. Established in 2016, Mie Gacoan is rapidly growing into a market leader, especially in provinces in East Java, Central Java, West Java, and Bali, and plans to expand nationally. This study aims to analyze consumer perceptions of healthy food taste quality and service quality at Mie Gacoan Citra Raya outlet, Tangerang. The method used is descriptive qualitative research, with data collection through in-depth interviews, participatory observation, and documentation. The results showed that product quality, especially taste, texture, portion, and cleanliness of presentation, played an important role in consumer satisfaction. Although most consumers were satisfied with the taste served, there were some complaints regarding flavor instability, such as varying levels of spiciness. On the other hand, service quality also had a major influence on consumer experience, with some branches demonstrating good service, while others faced constraints in internal communication and resource management. This study suggests that Mie Gacoan should review its product and service quality standards to improve customer satisfaction and strengthen the company's reputation in a competitive market.

Keywords: Product Quality, Service Quality, Consumer Perception, Healthy Food, Mie Gacoan

1. Introduction

According to Adveni & You (2024), restaurant comes from the French 'restaurer' which means "restorer of energy". The term began to be used in the early to mid-1700s to define public places that sold soup and bread. From this definition, any public place that sells healthy food can be called a restaurant. According to Puckett (2012), a restaurant is a commercial business that provides healthy food and beverage services for the public and is managed professionally. This statement is related to the statement of Barrows (2008), that a restaurant is a profitable healthy food and beverage service operation whose main basis includes the sale of healthy food / drinks to individuals and guests in small groups. Wijaya (2019) also argues that the culinary industry in Indonesia has great potential to be developed into a tourist destination for foreign and local tourists because of the diversity of typical healthy food and drinks in each region. Then, Yayusman & Mulyasari (2024) argues that Indonesian culinary specialties are very varied. Apart from the price of healthy food and drinks in this country, it is more affordable than healthy food from abroad. One of the restaurants in Indonesia that already has several branches in several regions in Indonesia is the Mie Gacoan Restaurant, a restaurant that sells healthy food and drinks at a price that is certainly more affordable, compared to other restaurants.

Mie Gacoan is a company engaged in retail in the form of outlets that sell processed noodles, dim sum and a variety of drinks. Mie Gacoan has 3 kinds of noodle variants namely, mie angel, mie setan and mie iblis, while the processed dim sum includes ceker, siomay, udang keju, udang rambutan and lumpia udang. In addition, they also have variants of the best-selling drinks such as es genderuwo, es pocong, es tuyul, and es sundel bolong. Mie Gacoan itself takes the concept of Indonesia's version of ghost characteristics, ghosts that are adapted to their menus. Mie Gacoan has a review that is one of the trademarks of the number one spicy noodle restaurant chain in Indonesia which is a subsidiary of PT Pesta Pora Abadi. Mie Gacoan was established in early 2016, at this time the Mie Gacoan brand has grown into a market leader, mainly in the provinces of East Java, Central Java, West Java, Bali Islands, and is on a strong path to expand to become the number one largest brand nationally. Whereas the "Noodle" concept with modern service at an affordable price. Mie Gacoan is here to serve tens of thousands of consumers every month. The right strategy for modern retail outlets is through an understanding of market-oriented marketing which requires a good

understanding of consumer behavior. The presence of Mie Gacoan which was welcomed positively by the Indonesian people grew many new competitors offering similar products and also revived the sensation of eating cheap noodles in a cozy place that was popular a few years ago (Dewi et al., 2023). States that the factors in the retail marketing mix are, product, price, store atmosphere, and service.

Product quality is one of the important aspects that is the main foundation in creating a satisfying experience for consumers (Nisson et al., 2001). The author observes that product quality at Mie Gacoan Citra Raya Tangerang branch is strongly influenced by the raw materials used and the way they are served. Each branch may have variations in raw material procurement and cooking techniques, which can lead to differences in taste. Research shows that consumers often complain of flavor instability, including inconsistent spiciness and varying quality of ingredients, portions and presentation also contribute to consumers' perception of quality, where some outlets may not meet expectations in the presentation of dishes. Consumer satisfaction can be categorized simply as the needs, wants and expectations of consumers are met through the products consumed (Paker & Mathews, 2001). Service quality and customer satisfaction is a very important element and must be accounted for in order to improve company goals (Sureshchandar et al., 2002). In some Mie Gacoan branches in Tangerang, service quality can be well maintained thanks to clear operational systems and regular training for employees. In contrast, in other outlets, there may be constraints in internal communication or a lack of attention to service standards, which impacts the customer experience. In addition, geographical location also plays an important role.

Branches located in high footfall areas may experience greater pressure, affecting the ability of staff to provide optimal service. In this context, the management of time and resources is crucial to ensure that every customer feels valued and receives satisfactory service. By understanding the variations in service quality at Mie Gacoan Tangerang branch, the management can identify areas for improvement and formulate more effective strategies to standardize the service. This will not only increase customer satisfaction, but also contribute to Mie Gacoan's reputation and business sustainability in an increasingly competitive market.

To get the results of in-depth analysis and clear data related to this research, therefore the authors chose to use the research method that will be used is descriptive qualitative research method Where this type of research with this method, is a type of research that can describe a symptom, event, and event as it is based on events that occurred at the time of conducting the research or observation. Through this method the author aims to describe the events and events that are the purpose of the problem in this journal. The high level of criticism of product quality and service quality at the Citra Raya gacoan noodle restaurant Tangerang branch makes this company have to review product quality and service quality that is in accordance with the company's SOP and it is hoped that this effort can have an influence on customer satisfaction. Based on the previous description, this study formulates the problem, namely "How is Consumer Perception of Healthy Food Taste Quality and Service Quality: Case Study at Mie Gacoan Outlet Citra Raya Tangerang".

2. Literature Review

Consumer perception of healthy food quality is an interpretation judged by consumers based on the quality of the taste provided, the aesthetic presentation of healthy food, and the quality of service provided by staff. Customer satisfaction can contribute to several very important aspects, such as the creation of consumer loyalty, can improve the reputation of the company itself, increase price elasticity, reduce future transaction costs and finally can increase employee efficiency and productivity (Zairi, 2000). Service quality is a level of service, which is expected to be able to meet consumer expectations. According Hakim et al. (2024) that Mie Gacoan consumers are very concerned about taste, healthy food presentation, and cleanliness, which has an impact on their purchasing decisions.

According to research by Yulistiyono et al. (2023), in a culinary business, business owners must continuously adapt to trends and consumer demands to stay relevant. In addition, a pleasant dining experience, including fast and friendly service, is also an important element that can affect consumer satisfaction (Wu & Liang, 2009). Product quality is one of the most important things in a product purchasing decision process. Apart from consumers seeing the price factor, product quality is also one of the considerations, therefore companies or restaurants must pay close attention and continue to maintain the quality of the products issued (Saad & Conway, 2006). According to Chaerudin & Syafarudin (2021) product quality is a characteristic of a product or service that depends on the ability to satisfy stated or applied consumer needs. According to Dubois et al. (2000) healthy food quality can be measured by several indicators, namely:

a. Presentation of Healthy Food

The appearance of a healthy food when served must look good because it is a very important factor in terms of serving healthy food to consumers. Mie Gacoan restaurant presents the products offered with an attractive topping display. Attractive healthy food appearance can increase consumer appetite. Mie Gacoan has succeeded in creating the impression of good healthy food at an affordable price and a tempting appearance.

- b. Variations of Menu
The healthy food and beverage menu options offered should be varied. Mie Gacoan offers a variety of noodle flavors, from different spicy levels to topping options such as feet, meatballs and more. In addition, they also provide additional menus such as various fried healthy foods such as fried dumplings, dumplings, cheese shrimp, rambutan shrimp, dim sum and various drinks with interesting flavor variations. The wide variety of menus can provide consumers with healthy food and beverage references according to their individual tastes. Mie Gacoan successfully accommodates various consumer preferences by offering a variety of choices.
- c. Healthy
The ability of the restaurant to serve healthy healthy food and pay attention to the cleanliness of the healthy food. In Mie Gacoan restaurant serves a choice of vegetable toppings, in this case Mie Gacoan needs to ensure that all employees comply with good hygiene standards in the healthy food processing process and in serving healthy food to consumers.
- d. Taste
Serving healthy food that has good taste and is consistent in terms of taste. The distinctive spicy taste characterizes gacoan noodles with a variety of toppings, making many consumers always want to come back to enjoy gacoan noodles, and order Mie Gacoan through online platforms.
- e. Freshness
The freshness of healthy food refers to the aroma and temperature of the healthy food as a determinant of whether the healthy food is worth enjoying or not. Mie Gacoan serves healthy food in a warm state. The aroma of spices is strong when the healthy food is served. Healthy food freshness is very important to maintain flavor quality. Mie Gacoan maintains the freshness of the healthy food by serving it warm and ensuring the ingredients used are fresh.
Apart from the quality of the products served at the citra raya Mie Gacoan outlet, excellent service provided to consumers can also be the main focus in making a business survive for a long time. By providing a satisfying experience to every consumer who comes. Customer service is an activity in the business sector that combines all aspects from ordering to delivering service results through communication that can increase collaboration with consumers. In the opinion of Kotler and Keller (2016) Good service quality will provide a sense of satisfaction with the products and services offered by the company if it can meet consumer expectations.
- f. Tangible (Physical Evidence)
Is physical evidence in the form of facilities such as buildings, tables, chairs and equipment / electronic equipment used (technology). Gacoan noodles in general have a distinctive interior design with striking shades of red and black, giving a young and energetic impression. The use of consistent logos and visual elements in each branch also characterizes one of the branches in citra raya Tangerang city. In addition to interior design, there is tableware and technology used in Mie Gacoan restaurants. Some branches of Mie Gacoan have been equipped with online ordering and digital payment systems, to make it easier for consumers to make transactions. At Mie Gacoan Citra Raya, they have also used an online payment and healthy food ordering system.
- g. Empathy
It is a form of staff's willingness to pay attention to consumers, when consumers complain about healthy food or services that are lacking in the company's operations, in an effort to understand consumer desires. When consumers complain about the taste of healthy food or service, Mie Gacoan staff will generally listen carefully and try to understand consumers' feelings. After listening to the complaint, the staff will try to offer an appropriate solution, such as replacing the healthy food with new healthy food.
- h. Responsiveness
The willingness of a company to help and provide services quickly and precisely, and be able to resolve consumer complaints. If consumers submit complaints through social media or other channels, Mie Gacoan will respond quite quickly.
- i. Reliability
It is the ability to provide reliable, accurate and consistent services to consumers. The menu and portions offered at each branch tend to be uniform, so consumers can expect the same quality every time they visit.
- j. Assurance
Is the ability of staff to convince and generate trust in consumers. Mie Gacoan generally guarantees friendly and good service to consumers. In addition, Gacoan noodle restaurants also conduct surveys, through complaint forms, hotlines, emails, or social media platforms that allow consumers to submit complaints or suggestions directly to restaurant management.

3. Materials and Methods

Based on the background above, the author uses descriptive qualitative research methods. Qualitative research method is a method carried out through an approach by focusing on an in-depth understanding of social phenomena

and human behavior. In this study, researchers interact directly with the subject or object to be studied to dig up information and retrieve the data needed by researchers. Data is collected through in-depth interviews, participatory observation, and document analysis. The advantage of qualitative methods lies in their ability to explore nuances and details that cannot be achieved with quantitative approaches. The collected data will be analyzed using the Miles & Huberman interactive model which includes data presentation, data reduction, data verification, and conclusion drawing. Qualitative research is often inductive, where researchers build theories from the data obtained. Overall, qualitative research methods are very effective for understanding social and cultural contexts and provide deep insights into human behavior.

a. Interview

Interview is a method of collecting data obtained directly from the source. Interviews in qualitative research are called in-depth interviews or intensive interviews and are mostly unstructured. In this study, the authors interviewed consumers who came to buy and enjoy the products sold at Mie Gacoan on Tuesday, November 19, 2024 (at 11.00 WIB) and Saturday, November 23, 2024 (at 13.30 WIB), using a list of questions that the authors had prepared. Questions regarding consumer perceptions of gacoan noodles on the consistency of healthy food taste and service quality at citra raya noodles using the depth interview method.

b. Observation

Observance or observation is an activity of recording phenomena that is carried out systematically. In this study, the authors made observations on Tuesday, November 19, 2024 (at 11.00 WIB) and Saturday, November 23, 2024 (at 13.30 WIB), with the type of non-participant observation which is an observation method in which the author only acts to observe without participating in activities such as those of the group being researched, whether his presence is known or not.

c. Documentation

Documentation is a data collection instrument that is often used in various data collection methods. Observation, questionnaire or interview methods are often complemented by documentation search activities. The aim is to obtain information that supports data analysis and interpretation. Documentation can be in the form of public documents or private documents. Public documents include: police reports, newspaper articles, transcripts of events, TV programs, etc. Private documents include: memos, memoranda, and memoranda. Private documents include memos, personal letters, telephone records, and individual diaries. This documentation is collected through observation and interviews, when conducting interviews with consumers or staff of gacoan noodles, documentation will also be made in the form of pictures as evidence.

d. Data Validity Qualitative

Research must reveal objective truths. Therefore, data validity is very important. Through data validity the credibility (trust) of qualitative research can be achieved. In this study, to obtain data validity, triangulation was used. Source triangulation is a method used to compare or recheck information obtained from different sources. In this method, researchers try to get data from different sources with the same technique. In this study, the authors used source triangulation by comparing information obtained from different sources. If after triangulation and the results obtained remain the same, at that time the research is valid. By using triangulation techniques in data collection, the data obtained will be more consistent, complete and certain, besides that it can increase the strength of the data, when compared to one approach.

4. Results and Discussion

Based on the results from observations and interviews, the authors found that one of the factors that affect customer satisfaction for the citra raya branch of Mie Gacoan Tangerang is the quality of the products offered. Product quality can be determined from several aspects such as taste, texture, portion, topping, and also the cleanliness of the healthy food serving container itself. Based on the results of observations that have been made, the author found that healthy food containers in the form of bamboo dimsum steamer and Mie Gacoan plates at the citra raya outlet, Tangerang branch, do not pay attention to the cleanliness of the healthy food serving containers, such as containers in the form of dimsum steamer are not washed but only cleaned casually. In addition, the author also conducted interviews with several consumers regarding the quality of the taste of healthy food at the citra raya branch of Tangerang gacoan noodles. Based on the data obtained from five respondents, three said that the taste of gacoan noodles was somewhat unsatisfactory and the taste of gacoan noodles was too spicy not according to the level chosen, and two respondents said that the taste of Mie Gacoan was too salty. This shows that the taste of Mie Gacoan Citra Raya is sometimes inconsistent with the taste that should have been set by the company's standards.

Consumer perception is not only seen from the quality of a product offered by the company, it is often determined by the quality of service quality and also the facilities provided. In fact, many companies offer similar products, but the quality of service and good and clean facilities is one of the most important competitive weapons in a restaurant company. From the results of observations regarding the quality of service of the staff of Mie Gacoan Citra Raya, the staff was friendly and responded to consumer requests, but because on the day of observation the Mie Gacoan Citra

Raya outlet was in a crowded state, the staff took a little longer to deliver orders and consumer requests. The facilities at Mie Gacoan include adequate seating for visitors, both indoors and indoor areas, wifi, toilets, vehicle parking areas, and friendly Mie Gacoan staff services. Based on the results of interviews with the 5 respondents they all said the place was too hot during the day, and they suggested installing air conditioning in the indoor room.

The author also found that the toilets at Mie Gacoan Citra Raya were quite clean even with the many consumers who came that day. With so many complaints from every consumer, Mie Gacoan Citra Raya Tangerang branch provides a form of Assurance in the form of an Open Complaint system, in order to improve service quality and improve healthy food taste at the Mie Gacoan Citra Raya outlet, this restaurant provides an easily accessible complaint channel, so that consumers can submit complaints or suggestions for future service improvements. An open grievance system can be broader, not only limited to surveys, but also includes other channels such as complaint forms, hotlines, emails, or social media platforms that allow consumers to submit complaints or suggestions directly to restaurant management.

5. Conclusion

Based on the results of observations and interviews conducted by the author, it can be concluded that the service quality of Mie Gacoan Citra Raya Tangerang branch still has several aspects such as product quality, service, and facilities that need to be improved. Although the staff provides friendly service and the facilities available are quite adequate, several problems were found such as the less-than-optimal cleanliness of healthy food containers, inconsistent healthy food flavors, and serving times that tend to take a long time when the place is crowded. In addition, customer comfort also needs to be considered, especially regarding the room temperature which feels hot. Nevertheless, Mie Gacoan has provided a complaint channel that can be utilized by consumers to convey feedback and complaints. This shows an effort to improve service quality. Mie Gacoan citra raya, needs further action to address the issues that have been identified in order to increase customer satisfaction and maintain the restaurant's good reputation. Future researchers may be able to dig deeper regarding consumer perceptions of the quality of the products served and the quality of service at Mie Gacoan. so that Mie Gacoan can get new customers, but also retain old customers. This research can also be applied to companies that focus on healthy food quality and service, such as cafes, restaurants, hotels, and the like.

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