

The Role of Brand Image, Promotion, Service Quality, Store Atmosphere and Trust in Increasing Consumer Satisfaction of Mie Gacoan Purwokerto

Muhamad Malik Maulana¹, Totok Haryanto^{2*}, Erny Rachmawati³, Hengky Widhiandono⁴

Faculty of Economics and Budiness, Universitas Muhammadiyah Purwokerto

Corresponding Author: Totok Haryanto feb.ump.th@gmail.com

ARTICLE INFO

Keywords: Brand Image, Promotion, Service Quality, Store Atmosphere, Consumer Satisfaction

Received : 11, June

Revised : 27, June

Accepted: 29, July

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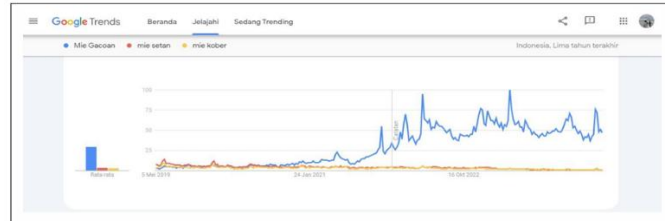
ABSTRACT

The purpose of this study is to test the influence of brand image, promotion, service quality, store atmosphere, and trust on consumer satisfaction of Mie Gacoan Purwokerto. This study uses a quantitative method with a purposive sampling approach and a sample of 107 consumers of Gacoan Noodles Purwokerto. Data analysis was carried out using SEM-PLS to determine the relationship between variables. The results of the study showed that the three variables, namely service quality, store atmosphere, and trust, had a positive and significant effect on consumer satisfaction in Mie Gacoan Purwokerto. Meanwhile, the brand image and promotion variables did not show an influence on consumer satisfaction. The implications of this study provide insight for consumers to understand the factors that can affect consumer satisfaction.

INTRODUCTION

The culinary industry in Indonesia, especially the restaurant sector, is currently experiencing rapid development, resulting in increasingly fierce competition. Business actors are required to not only offer quality products, but also provide a comprehensive and satisfying dining experience (Sajidah et al., 2025). Noodle-based food is very popular with the public, one of which is Gacoan Noodles.

Gambar 3. Data Penjualan Mie Gacoan, Mie Setan, Mie Kober Tahun 2019-2024



Sumber: Google Trends

Figure 1. Gacoan Noodle Sales Data

Figure 1 shows that the average sales of Gacoan Noodles from 2019 to 2024 were higher than their competitors such as Mie Setan and Mie Kober (Anggraini et al., 2024). This shows the success of Mie Gacoan's business strategy in attracting consumer interest while reflecting the high level of consumer satisfaction. Mie Gacoan is a trademark that is the parent company of PT. Pesta Pora Abadi. Established in early 2016 and the number 1 spicy noodle restaurant chain in Indonesia (Rizal et al., 2025). Gacoan noodles are known for the concept of a spicy noodle menu at affordable prices and a variety of unique products, so that they are able to reach consumers from various circles, especially students and students. At the Purwokerto branch, the phenomenon of consumer satisfaction can be seen from the crowded visitors and high number of repeat visits, although there are still several complaints such as the length of service, order mismatches, and a less conducive atmosphere. According to Wijaya et al., (2023) Consumer satisfaction is the sensation that results from the contrast of expectations with actual experiences. Therefore, maintaining and increasing customer satisfaction is an important strategy that Mie Gacoan must run. Because satisfied consumers will not only make a repeat purchase, but also tend to recommend the brand to others (Kusumawardani & Achsa, 2023). There are several factors that Mie Gacoan can do in increasing consumer satisfaction, including; brand image, promotion, service quality, store atmosphere, and trust.

The first factor is brand image, according to Febriana & Prabowo, (2022) Brand image is a belief or trust formed in the minds of consumers that distinguishes it from other brands. Mie Gacoan needs to maintain the brand image in terms of quality, reputation, character to maintain a strong brand image. Research conducted by Sisca et al., (2021), Subawa et al., (2023) and Wati et al., (2023) shows that brand image can positively and significantly affect consumer satisfaction. However, according to research by Nabila & Hidayat, (2025) shows that brand image has a negative and insignificant effect on consumer satisfaction.

Promotion, according to Hidayat et al., (2024) Promotion is an activity carried out to introduce and offer products to consumers. Thus, Mie Gacoan

needs to design attractive promotional and advertising strategies to be able to attract consumer interest in making purchases. Research conducted by Hasbi & Apriliani, (2021), Ulfa & Selviani, (2022) and Murtini, (2024) shows that promotion can positively and significantly affect consumer satisfaction. However, according to research by Khairun et al., (2022) indicates that promotions have a negative and insignificant effect on consumer satisfaction.

The quality of service, according to Kasinem, (2020) is all forms of optimal service provision by the company, which focuses on excellence in meeting customer expectations and needs. Therefore, Mie Gacoan needs to constantly improve the quality of its services to increase consumer satisfaction and build strong loyalty in the market (Rinata et al., 2024). Research conducted by Chandra & Megawati, (2022), Suriadi et al., (2024) and Palelu et al., (2022) shows that the quality of service positively and significantly can affect consumer satisfaction. However, according to research by Kasinem, (2020) shows that the quality of service has a negative and insignificant effect on consumer satisfaction.

Store Atmosphere, according to Nurjaya et al., (2022) is a physical characteristic that creates a comfortable and attractive atmosphere for consumers to linger inside the store. Mie Gacoan must provide a clean, neatly arranged dining atmosphere, sufficient lighting, modern interior design, and a fast-friendly service concept are important elements that create consumer comfort. Research conducted by Rahayu et al., (2022), Angelia & Setiawan, (2023) and Wijaya & Maskan, (2023) shows that store atmosphere can positively and significantly affect consumer satisfaction. However, according to research by Rijali & Rahmawati, (2022) shows that store atmosphere have a negative and insignificant effect on consumer satisfaction.

Belief according to Alifa et al., (2022) Is a basic element in every business activity, where transactions between parties can only occur if there is mutual trust. Therefore, Mie Gacoan needs to grow and maintain customer trust by maintaining the quality and cleanliness of its food products, in order to increase consumer satisfaction. By increasing their confidence in the product, it will increase the likelihood of buying it (Haryanto & Haryanto, (2025). Research conducted by Gemilang & Sutedjo, (2023), Dewi et al., (2023) and Fuadi et al., (2022) shows that trust can positively and significantly affect consumer satisfaction. However, according to research by Fadli et al., (2023) shows that trust has a negative and insignificant effect on consumer satisfaction.

This research is a development of a study conducted by Efendi et al., (2023) which discusses the influence of brand image, promotion, service quality, and store atmosphere on consumer satisfaction at Brastagi Supermarket. In this study, a belief variable based on a study of the Kasinem, (2020) to further analyze its impact on consumer satisfaction. In addition, this study also examines the relationship between variables in more depth to provide a new and more relevant perspective. The main difference between this study and the previous study lies in the use of samples, namely consumers of Gacoan Noodles in Purwokerto.

LITERATURE REVIEW

Theory Disconfirmation of Expectations

The Disconfirmation of Expectations theory states that consumer satisfaction arises from the comparison between expectations before purchase and perception of the performance of a product or service after use (Oliver, 1980). This theory is widely applied in research related to consumer satisfaction, where satisfaction is judged based on the extent to which the actual results of a product or service match, exceed, or are just below the consumer's initial expectations. Satisfaction is the result of a cognitive process in which consumers evaluate the extent to which the consumption experience fits or does not match initial expectations. This process is called confirmation or disconfirmation (Oliver, 1980).

In this theory, it explains how the relationship is related to brand image, promotion, service quality, store atmosphere, and trust. Brand image creates Cognitive Expectations before the consumer purchases or uses the service. When the perception of the actual experience is higher than the initial image, then it occurs positive disconfirmation and consumers become satisfied (Ebrahimi & Tootoonkavan, 2014). Promotions also affect consumers' expectations of a product or service. Promotions (advertisements, discounts, marketing campaigns) directly shape consumer expectations. If the promotion promises too much overpromise and the service is not suitable, then negative disconfirmation happen (Delima, 2019). In addition, Quality of service is one of the main drivers of actual perception of services. If the quality of service exceeds expectations, then it occurs positive disconfirmation and create satisfaction (Alharthey, 2019).

Store atmosphere It is also no less important in shaping the expectations of the shopping experience. Chaudhuri & Ligas, (2016) Stating that the atmosphere of the store indirectly creates differentiation that leads to positive disconfirmation. so as to build trust. When the atmosphere of the restaurant exceeds the initial expectations of consumers, it will happen positive disconfirmation, which encourages consumers to feel satisfied with the experience received. Instead store atmosphere that does not meet expectations produces negative disconfirmation and consumers are not satisfied. In the context of the Disconfirmation of Expectations theory, high trust will create high expectations as well. Lankton & McKnight, (2007) shows that Trust formed when expectations are exceeded (positive disconfirmation), and decreases when expectations are not met. So trust is important to shape consumer expectations.

Consumer Satisfaction

Consumer satisfaction according to Gemilang & Sutedjo, (2023) explained that the emotions that consumers get from the use of the goods they buy and the experience they expect from the use of the goods are known as consumer satisfaction. This sensation can be either happy or unhappy. If producers are able to create goods and services that meet the needs and desires of consumers, then consumers will feel satisfied (Hasbi & Apriliani, 2021). The above understanding leads to the conclusion that the satisfaction of the experience experienced by consumers after comparing expectations before purchase with the actual results of using a product or service is known as consumer experience.

The Relationship of Brand Image with Consumer Satisfaction

Brand image, according to Wati et al., (2023) is the impression that is formed in the minds and feelings of consumers when they see or hear the name of a brand. If the brand is able to provide a satisfactory experience, then consumers will have a positive view that the product meets their expectations (Ramdhani & Widyasari, 2022). Based on this definition, it can be concluded that brand image is the result of consumer perception which is influenced by personal experience, expectations, and level of satisfaction with the product or service offered. Research conducted by Wati et al., (2023), Sisca et al., (2021), Subawa et al., (2023) and Febriana & Prabowo, (2022) indicates that brand image positively and significantly influences consumer satisfaction. The consistency of the results of these studies shows that the more positive the brand image embedded in the minds of consumers, the more likely consumers are to feel satisfied with the products or services they receive. Therefore, the following hypotheses can be formulated:

H1: Brand Image has a positive and significant effect on consumer satisfaction

The Relationship of Promotion to Consumer Satisfaction

Promotion, according to Hasbi & Apriliani, (2021) is an activity that aims to convey information or messages about products, whether in the form of goods, services, brands, or companies to consumers, with the aim of supporting marketing strategies in encouraging increased sales. Attractive offers are one way to increase customer satisfaction when visiting a restaurant (Murtini, 2024). This means that promotion is a marketing communication activity to attract consumer interest and increase sales. Research conducted by Murtini, (2024), Hasbi & Apriliani, (2021) and Ulfa & Selviani, (2022) shows that promotions positively and significantly affect consumer satisfaction. The results of these various studies indicate that the right and attractive promotional strategy is able to create added value and form a positive perception of the product or service, which ultimately increases consumer satisfaction. Therefore, the following hypotheses can be formulated:

H2: Promotions have a positive and significant effect on consumer satisfaction

The Relationship between Service Quality and Consumer Satisfaction

According to Darmawan et al., (2020) The quality of service is the extent of the gap between the customer's expectations and the reality of the service received. The service provided to the maximum can create satisfaction for consumers, which ultimately encourages them to make repeated purchases because of the emotional satisfaction (Suriadi et al., 2024). In other words, quality service not only meets customer desires, but also strengthens loyalty and builds a positive image that leads to consumer satisfaction. Research conducted by Regina & Seno, (2020), Palelu et al., (2022), Chandra & Megawati, (2022) and Suriadi et al., (2024) shows that the quality of service can have a positive and significant influence on consumer satisfaction. The results of these studies confirm that responsive, friendly, and responsive service can create a positive experience that has a direct impact on the level of satisfaction felt by consumers. Therefore, the following hypotheses can be formulated:

H3: Service Quality has a positive and significant effect on consumer satisfaction

The Relationship between Store Atmosphere and Consumer Satisfaction

According to Efendi et al., (2023) store atmosphere is a physical element of a store that is able to create a certain impression and attract the interest of consumers. When customers come to the restaurant and feel that the atmosphere is up to their expectations, then a sense of comfort will arise and can encourage them to make a repeat visit (Wijaya & Maskan, 2023). This is in line with the opinion Satrya & Telagawathi, (2021) which mentions that the attractive atmosphere of the store will provide comfort for customers. Therefore, the more pleasant, comfortable, and attractive the atmosphere of the restaurant, the greater the level of satisfaction felt by consumers. Research conducted by Wijaya & Maskan, (2023), Rahayu et al., (2022) and Angelia & Setiawan, (2023) shows that store atmosphere positively and significantly affects consumer satisfaction. The results of these studies show that a physical atmosphere that is comfortable, attractive, and in accordance with consumer expectations is able to create a pleasant shopping or dining experience, which ultimately increases consumer satisfaction. Therefore, the following hypotheses can be formulated:

H4: Store atmosphere has a positive and significant effect on consumer satisfaction

The Relationship of Trust with Consumer Satisfaction

According to Akri et al., (2022) Trust is the ability of a person or group to rely on their emotions, because the actions of one party can affect the other party according to the existing agreement. Rinata et al., (2024) stating that a high level of consumer trust in a company will encourage the emergence of satisfaction with the products offered. Therefore, maintaining consumer trust through product quality, good service, and good communication is needed so that consumers feel safe and confident in making purchases. Research conducted by Fuadi et al., (2022), Gemilang & Sutedjo, (2023) and Dewi et al., (2023) shows that trust positively and significantly affects consumer satisfaction. This shows that the higher the level of consumer trust in a product or service, the more likely it is that consumers will feel satisfied, because trust creates security, comfort, and confidence in the purchase process. Therefore, the following hypotheses can be formulated:

H5: Trust has a positive and significant effect on consumer satisfaction

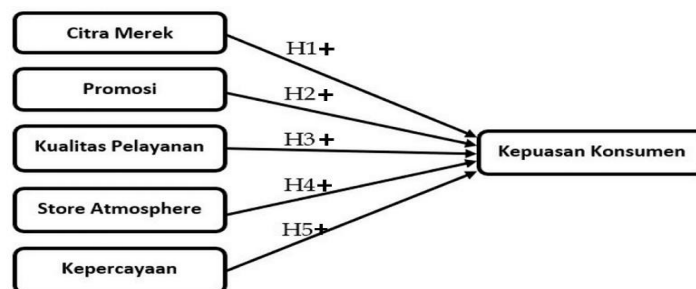


Figure 2. Path Diagram Thought Framework

METHODOLOGY

This type of research uses quantitative methods (Sugiono, 2023). Mie Gacoan Purwokerto, which is located at Arcawinangun, East Purwokerto, Banyumas Regency, Central Java was used as the location for this research. All consumers of Gacoan Purwokerto Noodles, whose number is unknown, are definitely used as a population in this study. The Lemeshow formula was applied in this study to determine the number of samples because the population was unknown (Caniago & Rustanto, 2022).

$$n = \frac{Z^2 \cdot p (1 - p)}{d^2}$$

Information:

- n = Number of samples
- With = Normal standard value (1.96)
- p = Maximum estimate = 50% = 0.5
- d = Interval/deviation = 10% = 0.1
- q = 1- p

So the sample size can be calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96,4$$

From the results of the formula, the minimum number of samples needed in this study was 97 respondents. However, the researcher added a sample of 10% so that it became 107 respondents to be analyzed with the consideration that the larger the number of samples analyzed, the less chance of generalization errors (Ferawati & Aminah, 2023). The samples in this study were taken by implementing the purposive sampling (Sugiono, 2023). Samples were selected based on characteristics, namely at least 17 years old who had bought Gacoan Noodles directly and ate on the spot more than 2 times (in the last 2 months).

The data of this study was collected by distributing an online questionnaire using google form and directly by scanning the barcode questionnaire to customers of Mie Gacoan Purwokerto. Each variable has statements that are arranged based on indicators as a benchmark for each statement item. The measurement of variables in this study uses the Likert scale, with each statement given points 1-5. The variables used include brand image, promotion, quality of service, store atmosphere, as well as trust as an independent variable, with dependent variables played by consumer satisfaction. The analysis tool used for this study is SmartPLS 3. In accordance with the hypothesis that has been designed, the use of SmartPLS in this study begins with measurements (outer model), continued with model structure (inner model), and finally hypothesis testing (Pratiwi et al., 2022).

RESEARCH RESULT

Respondent Characteristics

The respondents in this study consisted of all consumers of Gacoan Noodles Purwokerto. A total of 107 respondents were successfully collected. Based on Table 1, in determining the number of samples taken according to the Lemeshow formula by determining the number of consumers of Gacoan Noodles Purwokerto, there were 107 respondents.

Table 1. Respondent Description

Characteristics	Category	Sum	Percentage
Gender	Man	31	29%
	Woman	76	71%
Age	17-20 years old	27	25,2%
	21-24 years old	80	74,8%
Work	Student	6	5,6%
	Student	73	68,2%
	Self employed	6	5,6%
	Employee	19	17,8%
	Internship	1	0,9%
	Employees and Students	1	0,9%
	Ball	1	0,9%
Income/ allowance	< Rp. 1,000,000	45	42,1%
	IDR 1,000,000 – IDR 4,000,000	56	52,3%
	> Rp. 4,000,000	6	5,6%
Frequently selected menus	Mie Hompimpa	3	2,8%
	Gacoan Noodles	102	95,3%
	Mie Suit	1	0,9%
	Rambutan Shrimp	1	0,9%

Analysis of respondents' characteristics shows that the majority of consumers of Gacoan Noodles are 21–24 years old. Furthermore, 68.2% of the total respondents came from student groups. The majority of respondents were women (71%), which shows that Mie Gacoan has a strong attraction among female students. In terms of income/allowance, the majority of respondents are in the low to middle income group, which is Rp . 1,000,000 – Rp. 4,000,000 per month (52.3%). Of the four noodle menus chosen by respondents, almost all (95.3%) chose Gacoan Noodles.

Convergent Validity

The use of convergent validity is to prove that every statement in each variable is acceptable. A study is said to be reliable and valid if the outer loading value is >0.70 with an Average Variance Extracted (AVE) value of ≥ 0.50 (Hair et al., 2019). Based on Table 2, the results that are declared to have passed all outer loading values are >0.70 and the results of all AVE values are >0.50, so it can be said that each indicator is valid and the convergent validity test is met.

The reliability test is carried out to ensure that the indicators used can be measured with a contract, so that it can provide stable and consistent results. To assess reliability, Cronbach's Alpha and Composite Reliability values exceeding 0.70 were used, indicating good reliability (Hair et al., 2019). As shown in Table 2, the results of all Cronbach's Alpha and Composite Reliability values > 0.70, so it is concluded that the reliability test is met and the construct shows good reliability.

Table 2. Convergent Validity dan Realibity

Items	Outer Loading	Cornbach's Alpha	Composite Reliability	AVE
Brand Image (X1)		0.705	0.821	0.607
1. Brand Strength	0.703			
2. Brand Preferences	0.903			
3. Brand Uniqueness	0.716			
Promotion (X2)		0.846	0.890	0.619
1. Advertising	0.724			
2. Personal sales	0.793			
3. Sales promotion	0.842			
4. Public relations	0.806			
5. Direct marketing	0.763			
Quality of Service (X3)		0.876	0.910	0.669
1. <i>reliability</i>	0.846			
2. <i>responsiveness</i>	0.762			
3. <i>insurance</i>	0.824			
4. <i>empathy</i>	0.831			
5. <i>tangible</i>	0.822			
Store Atmosphere (X4)		0.834	0.889	0.667
1. <i>outside</i>	0.841			
2. <i>general interior</i>	0.805			
3. <i>store layout</i>	0.785			
4. <i>interior displays</i>	0.835			
Trust (X5)		0.767	0.861	0.675
1. <i>integrity</i>	0.756			
2. <i>benevolence</i>	0.817			
3. <i>ability.</i>	0.886			
Consumer Satisfaction (Y)		0.788	0.876	0.703
1. <i>Expetasi</i>	0.878			
2. Feeling	0.815			
3. Experience while in the restaurant	0.820			

Discriminant Validity

Discriminant validity is a test that functions as a measure of a construct and an indicator with other constructs. Therefore, the determination of discriminant validity indicates that a construct is unique and captures phenomena in the model that are not represented by other constructs. The high

value of discriminant validity shown by a construct and its indicators indicates the uniqueness that the construct has compared to other constructs. The value of discriminant validity can be observed from the value of the fornell-larcker criterion, that is, the root value of the AVE of each variable exceeds the AVE root in correlation with other variables, then it can be said to be valid (Hair et al., 2019). Based on Table 3, it is shown that all AVE root values of each variable exceed their AVE root correlation with other variables, indicating that the discriminant validity is met or valid.

Tabel 3. Fornell-Larcker Creterion

	Brand Image	Belief	Consumer Satisfaction	Quality of Service	Promotion	Store Atmosphere
Brand Image	0.779					
Belief	0.200	0.821				
Consumer Satisfaction	0.278	0.579	0.838			
Quality of Service	0.369	0.575	0.646	0.818		
Promotion	0.543	0.411	0.507	0.589	0.787	
Store Atmosphere	0.475	0.521	0.625	0.646	0.650	0.817

SRMR Test and NFI Test

Standardized Root Mean Square Residual (SRMR) testing was used to evaluate the suitability of the model in this study. The results obtained showed an SRMR value of 0.074, which is still below the maximum limit of 0.08. This shows that the model has a fairly good match rate, because the difference between the observed and predicted correlation matrix is relatively small, so the model is considered feasible. Meanwhile, the Normed Fit Index (NFI) shows a figure of 0.724. Although this value has not reached the ideal number of 0.9, it is still considered sufficient to state that the model is in accordance with the research data. Thus, these two indicators indicate that the proposed model is acceptable and sufficiently in accordance with the data obtained.

Tabel 4. Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.074	0.074
d_ULS	1.500	1.500
d_G	0.653	0.653
Chi-Square	386.114	386.114
NFI	0.724	0.724

Determinant Coefficient (R-Square)

R Square (R²) aims to explain the influence of independent variables on dependent variables, whether it shows a substantive impact or not. R Test² is declared good if the value is close to 1 and able to explain the dependent variable (Hair et al., 2019). Table 5, shows the R Square value of consumer satisfaction of 0.533 or 53.3%, meaning the variable brand image, promotion, service quality,

store atmosphere and trust was able to explain the variable of consumer satisfaction by 53.3 percent, the remaining 46.7 percent was explained by variables that were not included.

Table 5. R-Square

	R Square	R Square Adjusted
Consumer Satisfaction	0.533	0.510

Hypothesis Testing Results (Bootstrapping)

Hypothesis testers are carried out to test the significance of the statistical coefficients of paths or hypotheses obtained through the bootstrapping method. Hair et al., (2019) declare that the relationship is considered significant if the value of *t-statistic* above 1.96 and the value p-value is below 0.05. The direction of a positive relationship is indicated by the value original sample (O) which has a positive value, while the direction of the negative relationship is marked with a value original sample (O) negative.

Table 6. Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Brand Image -> Consumer Satisfaction	-0.058	0.703	0.482	Negative and Insignificant Effects
Promotions -> Consumer Satisfaction	0.079	0.784	0.433	Positive and Insignificant Effects
Quality of Service - > Consumer Satisfaction	0.303	2.638	0.009	Positive and Significant Effect
Store Atmosphere - > Consumer Satisfaction	0.281	2.413	0.016	Positive and Significant Effect
Consumer Satisfaction > Trust	0.238	2.533	0.012	Positive and Significant Effect

Based on Table 6, it can be seen that the value of the original sample (O) supports the results of the path model test. Therefore, multiple regression models can be formulated as follows:

$$KP = -0.058 CM + 0.079 P + 0.303 KL + 0.281 ST + 0.238 K \dots\dots\dots (1)$$

The interpretation of the regression equation above is as follows:

The coefficient for the brand image variable of -0.058 indicates that the relationship between brand image and consumer satisfaction is negative. This means that if the brand image increases by 1 unit, then the level of consumer satisfaction will decrease by 0.058 units, assuming other variables remain.

A promotion coefficient of 0.079 indicates a positive relationship, which means that every increase in promotion by 1 unit will increase consumer satisfaction by 0.079 units, assuming the other variables do not change.

The service quality coefficient of 0.303 shows that an increase in service quality by 1 unit will encourage an increase in consumer satisfaction by 0.303 units. Furthermore, the store atmosphere coefficient of 0.281 also shows a

positive relationship, meaning that if the store atmosphere increases by 1 unit, then consumer satisfaction will increase by 0.281 units.

A confidence coefficient of 0.238 means that every increase in the level of trust by 1 unit will increase consumer satisfaction by 0.238 units, with the other variable notes remaining.

Still referring to Table 6, the t-statistical value for the influence of brand image on consumer satisfaction is 0.703; promotion is 0.784; service quality is 2.638; store atmosphere is 2.413; and trust is 2.533. The t-statistic value on the variables of service quality, store atmosphere, and trust exceeded the threshold of 1.960, which means that all three have a significant and positive effect on consumer satisfaction. Therefore, an alternative hypothesis (H_a) is accepted for these three variables. Meanwhile, the t-statistic value for brand image and promotion was below 1.960, indicating that these two variables did not have a significant influence on consumer satisfaction, so H_a was rejected.

DISCUSSION

Referring to the test results, this study shows that brand image has a negative and insignificant influence (no effect) on consumer satisfaction of Mie Gacoan Purwokerto, so hypothesis 1 is rejected. From the descriptive statistical data, it can be seen that most respondents consider that the brand image of Mie Gacoan is widely known by various levels of society. However, despite the brand's high popularity, it is not enough to make a real contribution to customer satisfaction. These findings suggest that brand image does not always have an important role in shaping consumer satisfaction. The findings of this study are in line with the research carried out by (Nabila & Hidayat, 2025) who found that brand image had a negative and insignificant effect on satisfaction, because high brand recognition was not necessarily followed by consumer satisfaction. Therefore, Mie Gacoan is advised not only to rely on brand strength, but also to pay attention to other factors that more directly affect the consumer experience, such as service, restaurant atmosphere, and trust level.

The test results on hypothesis 2 showed that the promotion had a positive and insignificant influence on consumer satisfaction of Mie Gacoan Purwokerto, so hypothesis 2 was rejected. Based on descriptive statistics, the description of the highest respondents' answers stated that the promotion carried out by gacoan noodles can increase the initial appeal. These findings suggest that although promotions carried out by gacoan noodles can increase initial appeal, they are not enough to shape consumer satisfaction. Customers may view promotions only as a supporting factor, not as a key determinant of satisfaction. The findings of this study are in line with the research carried out by Woen & Santoso, (2021) which shows that promotions have a positive and insignificant effect on consumer satisfaction, because consumers consider the real quality received more than the initial attraction formed by the promotion. Mie Gacoan should not only rely on promotion as the main strategy, but must balance it with continuous improvement of product and service quality to create an optimal level of consumer satisfaction.

The results of hypothesis 3 testing show that the quality of service has a positive and significant effect on consumer satisfaction of Gacoan Noodles in Purwokerto, so this hypothesis is accepted. Based on descriptive statistics, the description of the highest respondent's answer stated that the service provided by Mie Gacoan was in accordance with what was promised. These findings reinforce that service elements such as the friendly attitude of the staff, speed of service, and a well-organized queue system greatly contribute to improving customer satisfaction. The findings of this study are in line with the research carried out by Suriadi et al., (2024), Palelu et al., (2022) and Chandra & Megawati, (2022) which states that the quality of service has a positive and significant influence on consumer satisfaction. Customers who are satisfied with the service tend to have a desire to return to the service in the future.

The results of hypothesis 4 testing show that store atmosphere has a positive and significant effect on consumer satisfaction of Gacoan Purwokerto Noodles, so this hypothesis is accepted. Based on descriptive statistics, the description of the highest respondents' answers states that Outside Mie Gacoan Purwokerto has a modern, clean and well-maintained exterior. These findings show that store atmosphere Gacoan Purwokerto noodles such as a modern, clean, and well-maintained exterior appearance are proven to have an important role in creating a first impression and comfort when visiting. This explains that by creating a good restaurant atmosphere, it will provide an optimal level of satisfaction. The findings of this study are in line with the research carried out by Rahayu et al., (2022), Wijaya & Maskan, (2023) and Angelia & Setiawan, (2023) who found that store atmosphere has a positive and significant influence on consumer satisfaction. This means that the better the atmosphere or conditions offered by a business place, the higher the level of satisfaction felt by consumers.

The test results on hypothesis 5 were accepted, where the trust had a positive and significant influence on consumer satisfaction of Mie Gacoan Purwokerto. Based on descriptive statistics, the description of the highest respondent's answer states that the respondents feel satisfied with the food, services, and physical environment at Mie Gacoan Purwokerto. These findings show that the higher consumer confidence in the quality and consistency of service, the higher the level of consumer satisfaction. Consumers trust Mie Gacoan Purwokerto because it is considered able to serve food with good quality consistently. This ability shapes consumer trust because they feel confident that the restaurant will meet their expectations. The findings of this study are in line with the research carried out by Dewi et al., (2023), Fuadi et al., (2022) and Gemilang & Sutedjo, (2023) which shows that trust has a positive and significant effect on consumer satisfaction, where consumers who have high trust can encourage the creation of consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussions, it can be concluded that brand image does not have a significant effect on consumer satisfaction and promotion does

not have a significant effect on consumer satisfaction of Mie Gacoan Purwokerto, while service quality, store atmosphere, and trust have a positive and significant effect on consumer satisfaction of Mie Gacoan Purwokerto. These findings show that although Mie Gacoan has been widely known and has attractive promotions, it has not been able to shape consumer satisfaction. The implication is that Mie Gacoan needs to maintain and continue to improve the quality of service and store atmosphere, while building consumer trust consistently. Promotion strategies and strengthening brand image should be directed to strengthen elements that are already felt positively by consumers.

ADVANCED RESEARCH

This study has limitations in its preparation, with a sample that only involves consumers of Mie Gacoan Purwokerto, so it is not representative of all consumers at large. In addition, limited research time is not able to capture the dynamics of consumer behavior in a sustainable manner. This research is limited to five main variables, namely brand image, promotion, service quality, *store atmosphere*, and trust. In addition, the majority of respondents are from young age groups, so the results obtained do not fully reflect consumer behavior in general. Therefore, for future research, it is recommended to expand the research area and involve respondents with more varied backgrounds. The addition of other variables such as perception of price, perceived value by consumers, loyalty, product quality, and customer experience also need to be considered to produce a more comprehensive analysis of consumer satisfaction.

ACKNOWLEDGMENT

The author would like to express his deepest gratitude to all parties who have provided support, direction, and assistance during the process of writing this scientific article. Especially to the supervisors who have guided and provided very valuable input. Thank you also to your family and colleagues who always provide motivation and enthusiasm.

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