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The Influence of Customer Perceived Value and Sales Promotion on Customer Satisfaction: A Study of the *Mie Gacoan* Tebet Branch, Jakarta

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Abstract

In the marketing domain, customer perceived value and sales promotion are critical factors that can impact customer satisfaction. This study aims to examine the influence of customer perceived value and sales promotion on customer satisfaction at the *Mie Gacoan* Tebet Branch, Jakarta. A descriptive quantitative research method was employed, utilizing a non-probability sampling technique, specifically convenience sampling. A total of 100 respondents were included in the sample. The data analysis involved descriptive statistical analysis, cross-tabulation, multinomial logistic regression, the coefficient of determination, t-tests, f-tests, and Spearman correlation. The findings indicate that customer perceived value does not have a positive or significant effect on customer satisfaction among *Mie Gacoan* Tebet Branch customers. However, sales promotion exhibits a positive and significant effect on customer satisfaction. Additionally, the combined effect of customer perceived value and sales promotion demonstrates a positive and significant influence on customer satisfaction for *Mie Gacoan* Tebet Branch customers.

Keywords: *Customer Perceived Value; Sales Promotion; Customer Satisfaction; Mie Gacoan.*

Introduction

Food is a fundamental human necessity that cannot be neglected. In Indonesia, rice is traditionally the staple food and has become an integral part of the nation's culture and daily life. However, over time, there has been a noticeable shift in dietary patterns, with an increasing interest in rice alternatives, particularly noodle-based products. Data from the World Instant Noodles Association (2023) indicates that global demand for instant noodles continues to rise annually. Indonesia ranks second globally in instant noodle consumption, positioning itself as the largest market for noodles after China, with increasing levels of production.

Sebayang and Situmorang (2019) emphasize that customer value is a critical aspect of the marketing process, which involves understanding customer needs and desires to drive product or service demand and achieve customer satisfaction. Customer perceived value plays a significant role in shaping customer satisfaction, making the concepts of value creation and delivery essential for businesses aiming to attract and retain customers.

One key element of the marketing mix that is vital for companies to implement is promotion. According to Taris and Sugeng (2022), sales promotion encompasses a range of motivational tools, typically short-term, designed to encourage efficient and increased purchases of a product or service by customers. Companies often employ various strategies to leave a lasting impression on customers, and *Mie Gacoan* regularly uses sales promotions as a key marketing strategy. These promotions include offers such as "buy 1 get 1 free," flash sales, bundle packages, special day discounts, and grand opening deals. *Mie Gacoan*'s aggressive sales

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promotion efforts are aimed at attracting potential customers and encouraging them to purchase its products.

The increasing number of new restaurants has intensified competition in the food industry, making brand recognition a crucial factor in attracting customers. With the advancement of technology and the shift in marketing paradigms, product orientation has given way to customer orientation. The food industry must continuously adapt to changing consumer preferences and trends. Conducting thorough market research to understand customer needs is key to maintaining relevance and competitiveness in the food and beverage sector. Customer satisfaction has become an essential metric, and its impact on brand strength is critical for businesses operating within the modern marketing context. Thus, for *Mie Gacoan*, maintaining customer satisfaction is crucial to fostering consumer loyalty.

In the marketing context, customer perceived value and sales promotion are influential factors that affect customer satisfaction. Customer perceived value reflects the customers' assessment of the value they receive from purchased products or services, while sales promotion influences customer perceptions and motivates purchasing behaviour. This study aims to analyze the impact of customer perceived value and sales promotion on customer satisfaction at the *Mie Gacoan* Tebet Branch, Jakarta.

Literature Study

Customer Perceived Value

Kotler and Keller (2016) describe marketing as a social process in which individuals or groups fulfill their needs and wants by creating, offering, and freely exchanging valuable products and services with others. Marketing management, on the other hand, is defined as the art and science of identifying target markets and acquiring, retaining, and expanding the customer base through the creation, delivery, and communication of superior customer value.

Customer Perceived Value

Zeithaml (1988), as cited in Benata (2021), explains that customer perceived value is the overall consumer evaluation of a product's usefulness, based on the perceived balance between what they receive and what they give in exchange. Kotler and Keller (2016) further define customer perceived value as the difference between a potential customer’s evaluation of all the benefits and costs of a product compared to perceived alternatives. The greater the perceived benefits relative to sacrifices or other options, the higher the value consumers derive from the offering.

Sales Promotion

According to Kotler and Keller (2016), sales promotions are a variety of short-term incentives designed to encourage product or service trials or purchases. These promotions can take the form of consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business or sales force promotions. Belch and Belch (2018) emphasize that the primary goal of sales promotion is to drive immediate sales by offering incentives or added value to distributors, sales staff, or end consumers.

Customer Satisfaction

Kotler and Keller (2016) assert that when customers perceive that a company's performance aligns with their expectations, they experience satisfaction. If expectations are met, customers are satisfied; if exceeded, they become delighted. Satisfied customers are more likely to speak positively about the company, make repeat purchases, remain loyal over time, and exhibit lower

sensitivity to price changes. Customer satisfaction is experienced not only before a purchase but also during and after, making it a critical factor in assessing business performance and maintaining competitiveness (Nassè, 2024).

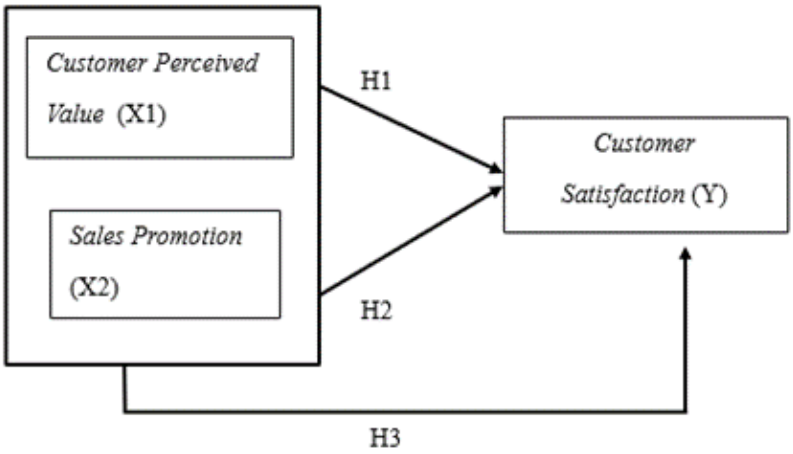


Figure 1: Research Framework
(Source: Researcher's Personal Documentation, 2024)

H1: Customer Perceived Value has a positive and significant effect on Customer Satisfaction of *Mie Gacoan* Tebet Branch customers.
H2: Sales Promotion has a positive and significant effect on customer satisfaction of *Mie Gacoan* Tebet Branch customers.
H3: Customer Perceived Value and Sales Promotion together have a positive and significant effect on Customer Satisfaction of *Mie Gacoan* Tebet Branch customers.

Research Methodology

This study employs a descriptive quantitative research method, aimed at investigating specific populations or samples. Data collection is conducted through a survey distributed via Google Forms, using a structured questionnaire as the research instrument. The analysis of the data is carried out using quantitative statistical techniques, which are applied to test the hypotheses formulated prior to the study. The research is scheduled to be conducted over a six-month period, from March to August 2024. Data analysis in this study is performed using the SPSS statistical software, version 25.

The population targeted in this research consists of all customers of the *Mie Gacoan* Tebet Branch. A sample size of 100 respondents was utilized, selected through a non-probability sampling approach, specifically using the convenience sampling technique.

Table 1 Operational Variables

Variable	Dimensions	Statement
Customer perceived value (X1)	Emotional Value	I feel happy when enjoying *Mie Gacoan* products
(Sweeney & Soutar, 2001) in (Chi & Kilduff, 2011)	Social Value	*Mie Gacoan* products help me to connect with other people who have similar interests
and (Slack et al., 2020)	Quality/ Performance Value	*Mie Gacoan* provide quality that is in line with the cost I spend

	Price/ Value for Money	The price charged to enjoy *Mie Gacoan* products is reasonable
Sales promotion (X2) (Kotler & Armstong, 2019)	Promotion Frequency	I feel that *Mie Gacoan* often provides attractive promotions
	Promotion Type	*Mie Gacoan* provides many discounts during promotions
	Ease of Getting Promotions	The requirements to get the promotions offered by *Mie Gacoan* are easy to do
Customer satisfaction (Y) Zeithaml, Parasuraman, and Berry (1988) in (Pujiani et al., 2023)	Expectations	*Mie Gacoan* is able to provide products that match what I want
	Perceived delivery product or service	*Mie Gacoan* is able to provide good service to customers when the product is given
	Confirmation or disconfirmation	*Mie Gacoan* is able to provide customer needs so that customers are satisfied with the product according to the company's promise
	Complaining Behaviour	*Mie Gacoan* customer service is able to respond to complaints from customers

Source: Researcher's Personal Documentation

The data collection method in this research involves distributing questionnaires to a predetermined sample based on specific criteria. The instrument used for data collection is an online questionnaire, administered via Google Forms. Each variable indicator is measured using an ordinal scale, specifically the Likert scale, which ranges from "strongly disagree" to "strongly agree."

In this study, the primary data is obtained from respondents' answers to a structured questionnaire distributed to customers of the *Mie Gacoan* Tebet branch. The primary data is then used to inform and test the research hypotheses. Secondary data is also utilized to supplement the primary data, and is sourced from relevant books, journals, company websites, and other online resources related to the variables under investigation.

Statistics Results

Research Instrument Testing Results

Validity Test:

The critical value of r for the table is 0.361. Since the overall r values exceed the r table, it can be concluded that all statements in this research are valid.

Reliability Test:

The results of the reliability test indicate that each variable attained a Cronbach's Alpha value greater than 0.60. Therefore, it can be asserted that the questionnaire utilized in this study is reliable

Data Analysis Testing

Descriptive statistical analysis was conducted to provide a comprehensive overview of the variables, including the minimum value, maximum value, and mean.

a. Customer Perceived Value:

Mean: 4.35

Highest Value: "The price charged for enjoying *Mie Gacoan* products is reasonable" (4.55)

Lowest Value: "*Mie Gacoan* products help me to connect with other people who have similar interests" (3.92)

b. Sales Promotion:
Mean: 4.06
Highest Value: "The conditions for obtaining promotions offered by *Mie Gacoan* are easy to fulfil" (4.16)
Lowest Value: "I feel that *Mie Gacoan* often provides attractive promotions" (3.97)

c. Customer Satisfaction:
Mean: 4.24
Highest Value: "*Mie Gacoan* is able to provide products that align with my preferences" (4.42)
Lowest Value: "*Mie Gacoan* customer service is capable of addressing customer complaints" (4.09)

Crosstabulation:

Crosstab analysis was performed by categorizing the Customer Satisfaction variable into three groups: disagree, neutral, and agree, in preparation for subsequent multinomial logistic regression tests. The findings of the crosstab analyses are presented below:

a. Crosstabulation of Gender and Customer Satisfaction
The analysis revealed that among male respondents, none disagreed with the Customer Satisfaction statement indicators, three responded neutrally, and twenty-five agreed. In contrast, female respondents included one who disagreed, seven who responded neutrally, and sixty-four who agreed. Overall, the majority of responses indicated agreement, resulting in a total of 89%.

b. Crosstabulation of Age and Customer Satisfaction
For respondents aged 15-20 years, there were no disagreements, one neutral response, and seventeen agreements regarding the Customer Satisfaction statement indicators. Among respondents aged 21-25 years, one disagreed, seven responded neutrally, and seventy-one agreed. For respondents over 25 years old, there were no disagreements, two neutral responses, and one agreement. The overall results indicated that the predominant response was agreement, accounting for a total of 89%.

c. Crosstabulation of Last Education and Customer Satisfaction
Among respondents with a junior high school education, none disagreed or responded neutrally, while five agreed with the Customer Satisfaction statement indicators. In the senior high school (SMA or SMK) category, there were no disagreements, seven neutral responses, and fifty-nine agreements. In the Diploma category, one respondent disagreed, none were neutral, and two agreed. For graduate respondents, there were no disagreements, three neutral responses, and twenty-three agreements. Overall, the majority of respondents indicated agreement, resulting in a total of 89%.

Multinomial Logistic Regression Test

The multinomial logistic regression test is a statistical model employed to address regression problems involving a dependent variable that is quantitative and categorical, consisting of more than two categories, alongside one or more independent variables. The multinomial logistic regression encompasses several tests, detailed as follows:

a. Model Fit Test (Goodness of Fit):
The Goodness of Fit test is utilized to evaluate the appropriateness of the model by examining the linking function of the explanatory variables that yields the most suitable results for comparing the fit between different models. In this test, the significance value of the chi-square statistic on Pearson's test is assessed. If the significance value exceeds 0.05,

the model is considered a good fit (feasible for use); conversely, if the significance value is below 0.05, the model is deemed inadequate (not feasible for use). The results of the Goodness of Fit test conducted in this study are presented below:

Table 2 Goodness of Fit

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	19,147	24	0,744
Deviance	22,996	24	0,520

Source: Primary data processed with SPSS v25

Based on table 4, it shows that the significance value of chi-square on Pearson is 0.744> 0.05, which means that in accordance with the provisions in this regression model that the model is fit or feasible to use.

b. Coefficient of Determination Test:
The coefficient of determination test is a test used to determine the percentage contribution between the influence of the independent variables simultaneously on the dependent variable.

Table 2 Pseudo R-Square

Pseudo R-Square

Cox and Snell	0,181
Nagelkerke	0,339
McFadden	0,262

Source: Primary data processed with SPSS v25

Based on table 5, it shows that the Nagelkerke value is 0.339, meaning that the variability of the dependent variable that can be explained by the variability of the independent variable is 33.9% or about 66.1% of the rest is explained by other factors outside the model that are not used in this study.

c. Parameter Estimates:
Parameter Test is a test that is used individually to use the Wald test which aims to determine the significance of the predictor variable parameters on Customer Satisfaction. Based on the results obtained from the output parameter estimates, the following model is obtained:

First Model (Y Neutral)

$$\pi \text{ neutral} = \frac{\exp(a_1 + \beta_1 X)}{1 + \exp(a_1 + \beta_1 X) + \exp(a_2 + \beta_2 X)} = \frac{\exp(16{,}6 - 18{,}5 * \text{C.Satisfaction} + 0{,}46 * \text{S.Promotion})}{1 + \exp(16{,}6 - 18{,}5 * \text{C.Satisfaction} + 0{,}46 * \text{S.Promotion}) + \exp(13{,}8 + 0{,}91 * \text{C.Satisfaction} - 19{,}3 * \text{S.Promotion})}$$

Second Model (Y Agree)

$$\pi \text{ agree} = \frac{\exp(a_1 + \beta_2 X)}{1 + \exp(a_1 + \beta_1 X) + \exp(a_2 + \beta_2 X)} = \frac{\exp(13{,}8 - 0{,}91 * \text{C.Satisfaction} - 19{,}3 * \text{S.Promotion})}{1 + \exp(16{,}6 - 18{,}5 * \text{C.Satisfaction} + 0{,}46 * \text{S.Promotion}) + \exp(13{,}8 + 0{,}91 * \text{C.Satisfaction} - 19{,}3 * \text{S.Promotion})}$$

Model Three (Y Disagree)

$$\pi \text{ disagree} = \frac{1}{1 + \exp(a_1 + \beta_1 X) + \exp(a_2 + \beta_2 X)} = \frac{1}{1 + \exp(16{,}6 - 18{,}5 * \text{C.Satisfaction} + 0{,}46 * \text{S.Promotion}) + \exp(13{,}8 + 0{,}91 * \text{C.Satisfaction} - 19{,}3 * \text{S.Promotion})}$$

Hypothesis Testing Analysis

Partial Test (T Test):

Partial hypothesis testing aims to determine whether the independent variable partially affects the dependent variable. Partial tests are carried out by comparing the value between each chi-square with an error degree of 5% or 0.05. Where if the chi-square significance value is less than 0.05, H1 and H2 is accepted, which means that there is a partial influence on the independent variable on the dependent and vice versa. The hypothesis results in this test are as follows:

Table 3 T Test

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	31,551[a]	0,000	0	
Customer Perceived Value	32,924	1,373	2	0,503
Sales Promotion	40,569	9,017	2	0,011

Source: Primary data processed with SPSS v25

Based on table 6 above, it can be seen as follows:

1. The Customer Perceived Value variable has a significance value of 0.503 which means greater than 0.05 so it can be concluded that Customer Perceived Value has no effect on Customer Satisfaction.
2. The Sales Promotion variable has a significance value of 0.011 which is smaller than 0.05 so it can be concluded that Sales Promotion has a positive and significant effect on Customer Satisfaction.

Simultaneous Test (F Test):

Simultaneous hypothesis testing aims to determine whether there is a simultaneous influence (together) given by the independent variable (X) on the dependent variable (Y). This test is carried out by comparing the chi-square significance of the two variables with an error degree of 5% or 0.05. If the chi-square significance value is less than 0.05 then H3 is accepted or there is a simultaneous influence between all independent variables on the dependent variable and vice versa.

Table 5 F Test

Model Fitting Information

Model	Model Fitting Criteria: -2 Log Likelihood	Likelihood Ratio Tests: Chi-Square	df	Sig.

Intercept Only	51,469			
Final	31,551	19,918	4	,001

Source: Primary data processed with SPSS v25

Based on the results in table 4.16, it shows that the chi-square value is 19.918 and the significance value is 0.001 or it can be interpreted as smaller than 0.05. So, it can be concluded that together the variables Customer Perceived Value and Sales Promotion have a significant effect on Customer Satisfaction.

Spearman Correlation Analysis:
The Spearman correlation analysis aims to assess the relationship between variables. This test falls under non-parametric statistics, allowing for the examination of both positive and negative relationships between the variables. The results of the analysis are as follows:

a. The significance value (Sig. 2-tailed) is 0.000. Since this value is less than 0.05, it indicates a significant relationship between the customer perceived value variable and customer satisfaction. According to the interpretation guidelines, the Spearman correlation value of 0.583 is categorized as indicative of a strong relationship. The positive correlation coefficient of 0.583 suggests a unidirectional relationship, implying that as customer perceived value increases, customer satisfaction also rises.
b. Similarly, the significance value (Sig. 2-tailed) is again 0.000, indicating a significant relationship between the sales promotion variable and customer satisfaction, as this value is also less than 0.05. The Spearman correlation value of 0.492 falls within the range of a moderate relationship. The positive correlation coefficient of 0.492 indicates a unidirectional relationship, suggesting that improvements in sales promotion are associated with an increase in customer satisfaction.

Discussion

The Effect of Customer Perceived Value on Customer Satisfaction at the Tebet Branch of Mie Gacoan.
The findings from this study indicate that customer perceived value significantly influences customer satisfaction among patrons of the Tebet Branch of *Mie Gacoan*. This conclusion is drawn from the results of the partial test (t-test), which revealed a significance value of 0.503, exceeding the threshold of 0.05. Consequently, it can be stated that the customer perceived value variable does not exert a partial effect on customer satisfaction. Thus, the first hypothesis (H1), which posits that customer perceived value positively and significantly affects customer satisfaction among customers of the Tebet Branch of *Mie Gacoan*, is rejected. These results diverge from those of Rohman et al. (2023), who found a positive and significant impact of customer perceived value on customer satisfaction. Field surveys conducted by the researchers indicate that customers derive positive emotional experiences from their consumption of *Mie Gacoan* products, often sharing these moments with friends and family, thereby enhancing their social value. Customers perceive both the product quality and service quality at the Tebet Branch as satisfactory. The availability of clean facilities, such as restrooms, sinks, and prayer rooms, further contributes to a comfortable dining experience, even during peak hours.

The Effect of Sales Promotion on Customer Satisfaction at the Tebet Branch of Mie Gacoan.
The results of this study demonstrate that sales promotion positively influences customer satisfaction among patrons of the Tebet Branch of *Mie Gacoan*. This is evidenced by the t-test results, which showed a significance value of 0.011, indicating that the sales promotion variable

does exert a partial influence on customer satisfaction. Thus, the second hypothesis (H2), which asserts that sales promotion has a positive and significant effect on customer satisfaction among customers of the Tebet Branch of *Mie Gacoan*, is accepted. These findings align with the research conducted by Nurjuman et al. (2023), which also identified a positive and significant relationship between sales promotion and customer satisfaction. Field surveys revealed that customers appreciate discounted prices as a component of *Mie Gacoan*'s sales promotion strategy, as discounts incentivize the purchase of additional menu items. Respondents noted that sales promotions available on online food delivery platforms enhance their interest in ordering *Mie Gacoan* products online. Additionally, *Mie Gacoan* offers various sales promotions, including the popular saving combo package menu, which features two noodles, two dim sum, and two lemon teas, all of which are well-received by customers.

The Effect of Customer Perceived Value and Sales Promotion on Customer Satisfaction at the Tebet Branch of Mie Gacoan.

The results indicate that customer perceived value and sales promotion collectively influence customer satisfaction among patrons of the Tebet Branch of *Mie Gacoan*. The results of the F-test regarding the combined effect of customer perceived value and sales promotion on customer satisfaction yielded a chi-square value of 19.918 and a significance value of 0.001, which is less than 0.05. Thus, it can be concluded that together, the variables of customer perceived value and sales promotion significantly affect customer satisfaction. The Nagelkerke value of 0.339 suggests that these variables account for approximately 33.9% of the variance in customer satisfaction, with the remaining 66.1% attributable to other factors not considered in this study. These results can prove that the third hypothesis (H3), namely Customer Perceived Value and Sales Promotion together have a positive and significant effect on

Customer Satisfaction of Tebet Branch Mie Gacoan customers, is accepted.

Findings from the researcher's field observations and open-ended questionnaire responses indicate that the primary driver of customer satisfaction at the Tebet Branch of *Mie Gacoan* is the positive benefits received by customers, which enhance their emotional experience with the products consumed. Respondents noted that *Mie Gacoan* offers affordable prices along with regular discount promotions, both in-store and via online food delivery platforms. Satisfied customers are likely to make repeat purchases and recommend the establishment to others, thereby contributing to increased sales and revenue for the Tebet Branch of *Mie Gacoan*. Consequently, it is essential for *Mie Gacoan* to maintain customer satisfaction by focusing on customer perceived value and effective sales promotion strategies to ensure product accessibility.

Conclusion

This study investigates the "Analysis of the Influence of Customer Perceived Value and Sales Promotion on Customer Satisfaction Among Customers of the Tebet Branch of *Mie Gacoan*." The research encompasses two independent variables—customer perceived value and sales promotion—and one dependent variable, customer satisfaction. Based on data collected via Google Forms questionnaires and analysed using SPSS version 25, the following conclusions can be drawn:

a. Effect of Customer Perceived Value (X1): The analysis indicates that customer perceived value does not exert a positive and significant influence on customer satisfaction (Y) among patrons of the Tebet Branch of *Mie Gacoan*. The variable indicator reflecting the highest average value is price/value for money. The t-test results reveal a significance value of 0.503, which is greater than 0.05. Consequently, the first hypothesis (H1) is rejected.

b. Effect of Sales Promotion (X2): The findings demonstrate that sales promotion has a positive and significant impact on customer satisfaction (Y) among customers of the Tebet Branch of *Mie Gacoan*. The indicator with the highest average value for sales promotion is the ease of obtaining promotions. Data analysis shows that the t-test results yield a significance value of 0.011, which is less than 0.05. Thus, the second hypothesis (H2) is accepted.
c. Combined Effect of Customer Perceived Value (X1) and Sales Promotion (X2): The results indicate that customer perceived value and sales promotion, when considered together, have a positive and significant influence on customer satisfaction (Y) among customers of the Tebet Branch of *Mie Gacoan*. The F-test results reveal a chi-square value of 19.918 and a significance value of 0.001, which is less than 0.05. Additionally, the Nagelkerke value is found to be 33.9%, indicating that approximately 66.1% of the variance in customer satisfaction is attributed to other factors not included in this study. Therefore, the third hypothesis (H3) is accepted.

Implications and Recommendations

This research presents several implications, outlined as follows:

a. *Theoretical Implications:* This study reinforces the importance of customer perceived value in influencing customer satisfaction, corroborating existing theories that connect perceived value to consumer behaviour. Furthermore, it enhances this theoretical framework by demonstrating how customer satisfaction is influenced by the disparity between expectations and actual experiences, particularly in the context of sales promotions.
b. *Managerial Implications:* Managers are encouraged to enhance customer perceived value through quality improvements and effective communication of product benefits to elevate customer satisfaction. Additionally, implementing targeted sales promotions can significantly increase customer satisfaction. This suggests that promotional strategies should be customized to align with customer expectations and perceived value.

For future researchers, it is recommended to build upon this study by conducting more detailed and comprehensive analyses. Expanding the sample size in future research could yield more varied results, thereby providing a more accurate depiction of the actual circumstances.

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