

# THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASING DECISIONS AT RESTAURANTS

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## **THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASING DECISIONS AT RESTAURANTS**

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### **Abstract**

The culinary industry in Indonesia is experiencing rapid growth which is reflected in the phenomenon of increasing various culinary businesses offering a variety of dishes, including both local and international culinary delights. This development not only illustrates the richness of Indonesia's rich culinary culture, but also reflects the public's fascination with the variety of flavors and culinary experiences. This research aims to investigate the influence of price, product quality and service quality on consumer purchasing decisions at Mie Gacoan restaurants in Bekasi City. This research uses a quantitative approach with a population of 30 samples taken accidentally through a questionnaire, and analyzed with the help of SPSS 25.0. The research results show that price partially has a positive and significant effect on purchasing decisions. Product quality partially has a positive and significant effect on purchasing decisions. Service quality partially has a positive and significant effect on purchasing decisions. Furthermore, simultaneously the three dependent variables also influence purchasing decisions with a magnitude of 60.1%.

Keywords: Price, Product Quality, Service Quality, Purchasing Decision

### **A. INTRODUCTION**

The culinary industry in Indonesia has really experienced rapid development in the last few years (Wijaya, 2019). This phenomenon is evident in the rise of culinary businesses that offer a variety of dishes, ranging from local to international culinary delights (Hutahayan & Yufra, 2019). This development not only reflects the deep richness of Indonesia's culinary culture, but also creates a dynamic atmosphere where people are increasingly encouraged to explore different flavors and culinary experiences (Telfer & Wall, 1996). Restaurants, cafes, food stalls and food trucks have become innovative means of serving food, capturing the tastes of modern consumers with boundless creativity (Dong & Manning, 2017).

The emergence of these culinary places not only positions the culinary industry as a place to enjoy delicious dishes, but also as a place to celebrate culinary diversity throughout the archipelago and from various parts of the world (Cook & Crang, 1996). Apart from providing a unique culinary experience, this development also has a positive impact on the local economy (Haven-Tang & Jones, 2005). The number of new culinary businesses creates job opportunities and supports local supply chains, while Indonesia's reputation as an attractive culinary destination further strengthens the appeal of culinary tourism at national and international levels (Gaffar et al.,

2022). In this way, the culinary industry in Indonesia will not only be a food provider, but also an agent of positive economic and cultural change (Soeroso & Susilo, 2014).

One variant of the culinary industry that is currently loved by the public is processed food in the form of noodles. As time goes by, new variations of processed noodles are also becoming more numerous and varied (Fu, 2008). One of them is this variation of noodles, called Gacoan noodles, noodles that are always busy with buyers. Gacoan noodles are one of the many types of spicy noodles that have several levels of spiciness on offer. Apart from being delicious and having various levels of spiciness, this gacoan noodle also offers a variety of supporting food or snack menu choices (Fauzi et al., 2023). The growth of this brand, which is only six years old, is very rapid. Even though there are many competitors who compete with it, there is still no similar brand that can truly compete with Me Gacoan head-to-head (Subawa et al., 2020).

Although the development of Mie Gacoan shows impressive achievements, the rapid growth of similar restaurant businesses is also clear evidence that the business sector in the food sector is experiencing positive developments. The success of a business in facing increasingly fierce competition in this industry requires a smart strategy and focus on consumer satisfaction (Pantano et al., 2018). One effective approach is through developing consumer-oriented marketing strategies. Consumer-centered marketing focuses on understanding and fulfilling consumer needs and desires, providing a positive response to ever-evolving market dynamics (Cheng & Cheng, 2023).

Variable price is important in the culinary business. Cubilo (2006) states that price <sup>53</sup> has an important role in the decision-making process, namely the role of price allocation is to help buyers decide how to obtain the highest expected benefit or utility based on the strength of their purchasing power. It can be concluded that price is the currency value given to a product or service according to the quality and benefits provided, influenced by psychological factors and other factors that influence the price itself (Macdonald & Sharp, 2000). The high and low price offered to consumers is one of the considerations that will influence the decision to purchase a product. The price set must be in accordance with the consumer's economy, so that consumers can buy the goods. Meanwhile, for consumers, price is a consideration in making purchasing decisions. Because the price of a product influences consumer perceptions of the product (Diamond, 1971).

Product quality is no less important because product quality is also a determining factor in the level of satisfaction that consumers obtain after purchasing and using a product. With good product quality, consumers will fulfill their desires and needs for a product (Kartikasari & Albari, 2019). One thing that must be considered in competition is how after consumers receive and feel the benefits of the value of a product, these consumers have generous behavior, a sense of satisfaction and commitment to the product (Hess et al., 2010). A company's product must have different advantages. Products that have more advantages will certainly attract consumers/customers to consume them. If the product is food, of course the quality of taste is the main attraction of the food (Mancini et al., 2019).

Apart from product quality, service quality variables are important in the culinary business. Service quality is a level of superiority that a person feels about a service that is expected from the

comparison between desires and the service obtained by consumers. If the service received is in line with expectations, then the quality of service can be interpreted as good and satisfactory (Taylor & Baker, 1994). Thus, the image of good service quality is based on the customer's perspective. Berry et al. (1990) states that service quality is a company's way of working that seeks to continuously improve the quality of the processes, products and services produced by the company. And another opinion expressed by Zeithaml & Parasuraman (2004) that service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations.

Based on the background above, the author decided to conduct research with the title "The Influence of Price, Product Quality and Service Quality on Purchasing Decisions at Gacoan Noodle Restaurants in Bekasi."

## B. LITERATURE REVIEW

### 1. Price

Price, as defined by Kotler (2012), refers to the monetary value assigned to a commodity or service. In a broader sense, pricing refers to the overall value that consumers give up in order to obtain benefits from possessing a product or service. Consumers regard price as a significant determinant in their purchasing choices. According to Friedman (2017), pricing refers to the monetary value set by a corporation in exchange for goods or services, as well as any additional offerings made by the company to fulfill client needs. Prior to making a purchase, buyers will evaluate the price of a product in relation to the benefits it offers. If consumers perceive that the benefits offered by the goods do not align with the price they paid, they are likely to refrain from making future purchases. Hence, the price plays a crucial part in determining purchasing decisions. As per Smith & Nagle (1995), price refers to the value that customers give up in order to obtain the benefits of owning or utilizing a product or service. This value can be determined through negotiation between the buyer and seller, or it can be set by the seller at a fixed price for all buyers. There are 4 indicators for measuring prices, namely:

- (1) Price affordability the ability of consumers' purchasing power for the products they want to buy.
- (2) Matching price with product quality. The quality of the product obtained is in accordance with the value of the money spent.
- (3) Price competitiveness Price value that can compete with similar products.
- (4) Price matches the benefits of the product purchased which is large or in accordance with the value of the money spent

### Product quality

Leffler (1986) defines product quality as the capacity of a product to effectively perform its intended functions, encompassing attributes such as durability, reliability, and correctness, which are inherent to the product as a whole. Companies must continually enhance the quality of their products or services as doing so can lead to client satisfaction and encourage repeat purchases (Menon et al., 1997). Sebastianelli & Tamini (2002) state that the traditional concept of quality

encompasses various aspects such as product performance, reliability, simplicity of use, aesthetics, and more. Strategically, quality refers to anything that satisfies consumer wants in alignment with their desires.

Product quality refers to the inherent characteristics of an item or outcome that make it appropriate for the intended purpose of its production. As to Hallak's (2006) findings, product quality has a significant role in shaping the purchasing decisions of all customers. The higher the product's quality, the stronger the appeal to buyers seeking to purchase it. There are several benchmarks for product quality according to Kotler and Keller (2006), consisting of:

- (1) Shape, namely a product, can include size, or structure.
- (2) Features that complement the basic function of the product.
- (3) Adjustment is adapting to consumer desires.
- (4) Work quality is the most important dimension when a company implements a model and provides high quality.
- (5) Conformity quality is a product that meets the promised specifications
- (6) Durability is the size or lifespan of a product under normal or stressful conditions
- (7) Reliability means making it possible not to experience failure in the product
- (8) Ease of repair is ease when the product doesn't work
- (9) Style is the appearance and feel of the product

#### **Service Quality**

Quality refers to the capacity of a product or service to effectively meet the requirements or desires of clients. Enhancing the caliber of products or services is a crucial competitive obstacle encountered by organizations functioning in the market. From a consumer's perspective, it is commonly believed that quality is subjective and depends on personal preferences. According to Ladhari (2008), service quality refers to achieving utmost client happiness. A high-quality product or service can fully satisfy consumers, precisely meeting their expectations and desires. Gronross (1988) asserts that service quality should commence with an understanding of client requirements and culminate in customer perceptions. Consequently, the assessment of service quality relies on customer perception rather than the impression of service provision. Service quality refers to the extent to which consumer requirements and wishes are met, and the accuracy of delivery aligns with consumer expectations. It can also serve as a metric to gauge guest or consumer satisfaction (Boulding et al., 1993).

According to Zeithaml & Parasuraman (2004) explains that service quality has five main dimensions, namely:

- (1) Reliability is the ability to carry out proper services appropriately.
- (2) Responsiveness is the desire to help consumers and provide fast and affordable service.
- (3) Empathy is a feeling of caring and caring for each customer.
- (4) Assurance is the knowledge and friendliness of employees as well as the ability to give the impression of trustworthiness and confidence.
- (5) Tangible (tangibility) is the appearance of physical facilities, equipment, personnel and communications equipment.

### Buying decision

Munthiu (2009) asserts that purchasing decisions involve a cognitive process of problem-solving, encompassing the identification and analysis of requirements and desires, information search, evaluation of sources for potential purchase options, the actual decision-making process, and post-purchase behavior. Prior to making any purchasing choice, consumers typically undergo multiple stages. Initially, they would seek information about to product characteristics, offered costs, and also inquire about the services provided. In the study conducted by Schiffman et al. (1951), a decision is defined as the act of choosing one course of action from a set of two or more available options. In order for a consumer to make a decision, they must have a range of other options to choose from. According to Bunn (1993), consumer choice making is a cognitive process that involves the synthesis of information to assess multiple alternative behaviors and ultimately select one.

In this research the author uses four indicators to determine purchasing decisions taken, namely:

- (1) Steadiness in a product
- (2) Habits in purchasing products
- (3) Provide recommendations to others
- (4) Make a repeat purchase.

### Conceptual framework

From all the research above, a hypothesis and conceptual framework can be developed. The following is an overview of the hypothesis and conceptual framework.

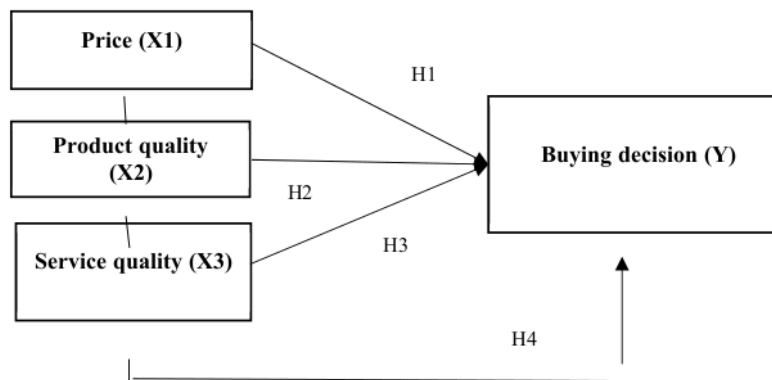


Figure 1 conceptual framework of the research

### Hypothesis

- H1: There is a significant influence between price on purchasing decisions.
- H2: There is a significant influence between product quality on purchasing decisions.
- H3: There is a significant influence between service quality on purchasing decisions.

H4: There is a significant influence between price, product quality and service quality on purchasing decisions.

## A. METHOD

The method used is quantitative which aims to test hypotheses. Because there are variables whose relationships will be studied and the aim is to present a structured, factual picture regarding the facts of the relationship between the variables studied. The variables that will be tested are the independent variables, namely price, product quality and service quality on the dependent variable, namely purchasing decisions. The population of this research is the unknown number of visitors to Mie Gacoan in Bekasi Bintara. The sampling method uses Accidental Sampling, a technique for determining samples based on chance, namely who happens to meet the researcher and can be used as a sample if that person is appropriate or suitable as a data source. From the results of the calculations above, the number of samples or respondents that must be studied is 30 people. The data collection technique for this research uses a questionnaire distribution method, namely a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer. Next, the collected data will be analyzed through classic assumption tests and regression analysis with the help of the SPSS 25.0 for Windows tool.

## B. RESULTS AND DISCUSSION

### 1. Validity test

An item in a test or assessment is considered valid if the total score exceeds 0.30. In this context, the try out results show that all the statements submitted can be considered valid, because the Corrected Total Item Correlation value of each statement all exceeds the limit of 0.30. This fact illustrates that each statement has a strong correlation with the overall total score, indicating that each question makes a significant contribution to the desired measurement .

### 2. Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A construct or variable is said to be reliable if it provides a Cronbach Alpha value  $> 0.60$ .

**Table 1 Reliability Test Results**

Variable	Cronbach's Alpha	Information
Price	0.822	Reliable
Product quality	0.939	Reliable
Quality of service	0.857	Reliable
Buying decision	0.884	Reliable

Based on the data in Table 1, it can be seen that all statements related to the variables Price, Product Quality and Service Quality on Purchasing Decisions show a Cronbach's Alpha value that exceeds 0.60. From this it can be concluded that all statements used to measure the variables Price, Product Quality and Service Quality on Purchasing Decisions in the context of this research are considered to have a high level of reliability. This reliability shows that the research instruments used have good consistency in measuring these concepts, and the data obtained can be considered reliable for further analysis.

### 3. Classic assumption test

#### Normality test

The normality test is used to evaluate whether in a regression model, the distribution of confounding or residual variables can be considered normal. This normality test uses the non-parametric one sample Kolmogorov-Smirnov (one sample KS) method. If the KS test results show a low significance value, it can be concluded that the residuals do not have a normal distribution. Conversely, if the KS significance value is not significant, it can be concluded that the residual has a normal distribution (Ghozali, 2011). If the significance value is greater than 0.05, it can be interpreted that the residuals are normally distributed.

<sup>26</sup>  
Table 2 Kolmogorov-Smirnov test

		Standardized Residual
N		30
Normal Parameters <sup>a, b</sup>		Mean
		Std. Deviation
Most Differences		Absolute Positive
Extreme Differences		Negative
Kolmogorov-Smirnov Z Asymp. Sig. (2-tailed)		.080 - .066 .445 .995



From the picture above, it is known that the Kolmogrov-Smirnov test results with a value of 0.445 at a significance of 0.995 (Asymp. Sig. (2-tailed)), meaning that it can be concluded that the residuals are normally distributed, because the p value is  $> 0.05$ .

**Multicollinearity Test**

To detect whether there is multicollinearity, you can look at the VIF (Variance Inflation Factor) value and the Tolerance value. The regression model is said to be free from multicollinearity if the VIF value is  $\leq 10$ , and the tolerance value is  $\geq 0.1$ .

**Table 3 Multicollinearity Test results**  
Coefficients <sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Price	.886	1.129
Product quality	.891	1.122
Quality of service	.803	1.246

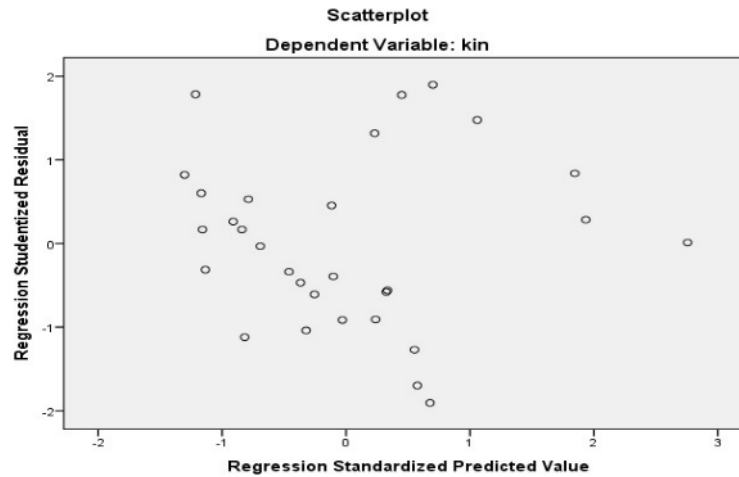
a. Dependent Variables: performance

The results of the table above calculating the Variance Inflation Factor (VIF) value show the VIF value for Price is 1.129, the VIF value for product quality is 1.122, the VIF value for Service Quality is 1.246. This shows that not a single independent variable has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**Heteroscedasticity Test**

Heteroskedasticity testing serves the purpose of examining whether there exists unequal variance among the residuals of different observations in a regression model. The term "heteroskedasticity" refers to the scenario where the variance of residuals varies across

observations, indicating a lack of uniformity. In contrast, if the residual variance remains constant across observations, it is termed as homoscedasticity. The identification of heteroskedasticity is crucial in assessing the robustness of regression models, as it can impact the reliability of statistical inferences drawn from the model. Detecting and addressing heteroskedasticity is essential for ensuring the validity of assumptions underlying regression analysis.



**Figure 2 Heteroscedasticity Test Results**

From the scatterplot graph, it can be seen that the points are spread randomly and do not form a clear pattern, either above or below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use to predict employee performance based on input variables: independent (free) Price Style, Product Quality, and Service Quality.

#### 4. Multiple Linear Regression Equation

The analysis technique used in this research is multiple linear regression analysis technique. Multiple regression analysis is used as a statistical analysis tool because this research is designed to examine variables that influence the independent variable on the dependent variable where there is more than one variable used in this research. To determine the regression equation, it can be seen in the following table:

**Table 4 Multiple Linear Regression Results**

**Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.899	7.584		.119	.907		
Price	.345	.159	.275	2.196	.037	.886	1.129
Product quality	.366	.180	.593	4.779	.000	.891	1.122
Quality of service	.377		.278	2.115	.045	.803	1.246

a. Dependent Variables: buying decision

Based on the coefficient table above, multiple linear equations can be obtained as follows:

$$Y = 0.899 + 0.345X1 + 0.366X2 + 0.377X3$$

From the SPSS 25 calculation results above, it can be concluded as follows:

- A constant of -0.898 means that if the variables price (X1), product quality (X2), and service quality (X3) are 0 then the purchasing decision value is -0.899 assuming other variables that can influence purchasing decisions are considered constant.
- The price variable regression coefficient of 0.345 states that for every additional price variable of 1 unit, there will be an increase in purchasing decisions, assuming a fixed value.
- The regression coefficient for the product quality variable of 0.366 states that for every additional variable of 1 unit, there will be an increase in purchasing decisions, assuming a fixed value.
- The regression coefficient for the service quality variable of 0.377 states that for every additional service quality variable of 1 unit, there will be an increase in purchasing decisions, assuming a fixed value.

## 5. Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination test (R<sup>2</sup>) aims to determine how much <sup>56</sup> the independent variable can explain the dependent variable .

**Table 5 Determination Coefficient Test Results (R<sup>2</sup>)**

<sup>36</sup> Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 <sup>a</sup>	.641	.601	2.479

From the table of the coefficient of determination (R<sup>2</sup>) seen from <sup>37</sup> the adjusted R Square value, it shows that the adjusted R square value is 0.601. These results show that 60.1% of the purchasing decision variables can be explained by the variables Price, Product Quality and Service Quality. Meanwhile, the difference is 39.9% explained by other variables not examined in this research.

**6. Hypothesis testing**

**Partial Test (t test)**

The t-count test aims to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable.

**Table 6 partial test (t test) Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.899	7.584		.119	.907		
Price	.345	.159079	.27	2.196	.03	.88	1.12

Product quality	.366	.180	5	4.779	7	6	9
Quality of service	.377		.593	2.115	.000	.891	1.122
			.278		.045	.803	1.246

a. Dependent Variables: buying decision

From table 6 the following results are obtained:

- From the results obtained from comparing the sig value with the significance level;  $\text{sig } \alpha = 0.037 < 0.05$ . Because  $\text{sig} < \alpha$ , it can be concluded that H1 is accepted and Ho is rejected, meaning that the regression coefficient on the price variable partially influences purchasing decisions at the Mie Gacoan restaurant.
- From the results obtained from comparing the sig value with the significance level;  $\text{sig } \alpha = 0.000 < 0.05$ . Because  $\text{sig} < \alpha$ , it can be concluded that H2 is accepted and Ho is rejected, meaning that the regression coefficient on the product quality variable partially influences purchasing decisions at the Mie Gacoan restaurant.
- From the results obtained from comparing the sig value with the significance level;  $\text{sig } \alpha = 0.045 < 0.05$ . Because  $\text{sig} < \alpha$ , it can be concluded that H3 is accepted and Ho is rejected, meaning that the regression coefficient on the service quality variable partially influences purchasing decisions at the Mie Gacoan restaurant.

### Simultaneous Test (F Test)

Simultaneous hypothesis testing aims to measure the magnitude of the influence of the independent variables together on the dependent variable

Table 7 simultaneous test results (F test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	289.179	3	96.489	15.672	.000 <sup>b</sup>
Residual	160.135	26	6.149		
Total	449.862	29			

a. Dependent Variables: Performance

b. Predictors: (Constant), Service quality, Product quality, Price

Conclusions can be obtained from comparing the sig value with the significance level ( $\alpha$ ) which is (0.000) so it can be seen that the comparison of sig values  $< \alpha$  (0.000  $<$  0.05). Because the sig value  $< \alpha$  has a probability smaller than 0.05, it can be concluded that  $H_0$  is accepted and  $H_1$  is rejected. This means that the three independent variables, namely price (X1), product quality (X2), service quality (X3), together (simultaneously) influence the dependent variable purchasing decision (Y). The results of the analysis show that price, product quality and service quality influence simultaneously or simultaneously on purchasing decisions at the Mie Gacoan restaurant, which means  $H_4$  is accepted.

## Discussion

### The Influence of Price on Purchasing Decisions

Based on the research results, it was found that price has a positive and significant effect on purchasing decisions at Gacoan noodle restaurants. The importance of price in influencing consumer satisfaction cannot be ignored, especially in the context of the restaurant and culinary industry. If the price offered is affordable, matches the taste of the food, and is even more economical compared to other restaurants, this can be a crucial factor in increasing consumer satisfaction. According to Stanton (2004), price is the amount of value that consumers exchange for the benefits of owning or using a product or service. This value can be determined through a bargaining process between buyers and sellers or directly set by the seller at the same price for all buyers.

Perceptions of the price of a product, whether it is considered expensive, cheap, or standard, are relative and can vary between individuals. This is caused by differences in the background, living conditions and views of each individual. Therefore, the assessment of price cannot be seen as a universal measure, but rather depends on the perception of each consumer which is influenced by these factors. In the competitive culinary industry, a deep understanding of consumer perceptions of prices is the key for business actors to develop appropriate pricing strategies that have a positive impact on consumer satisfaction levels. This research is in accordance with research Chaerudi & Syafarudin, (2021).

### The influence of product quality on purchasing decisions

Based on the research results, it was found that product quality has a positive and significant effect on purchasing decisions at gacoan noodle restaurants . Increasing the level of repeat orders from customers is the main focus for companies in the culinary industry, and improving product quality is a strategic step that cannot be ignored. Product quality has a direct impact on customers' decisions to return and revisit. In the context of culinary businesses, delicious food, attractive presentation, and consistency of taste are the main factors that influence consumer experience. By ensuring food quality is consistent and meets high standards, companies can create a strong appeal to invite customers back.

Improving product quality is not only about attractive taste, but also includes high-quality raw materials and cleanliness in the serving process. Customers not only look for a satisfying culinary experience, but also trust that the food they consume is safe and high quality. Therefore, the company's efforts to continuously improve the quality standards of its products not only create customers who return regularly, but also build long-term trust in business relationships. Investing in product quality is a long-term investment that can differentiate a company in a competitive market and provide a significant boost to increasing customer loyalty. This research is in accordance with research Wahyuni & Ginting, (2017).

#### **The influence of service quality on purchasing decisions**

Based on the research results, it was found that service quality has a positive and significant effect on purchasing decisions at Gacoan noodle restaurants. The service provided by this restaurant creates a very positive experience for customers, from arrival to payment at the cashier. The service staff seems to be well trained and responsive to customer needs throughout the meal process. Skills in providing good service are evident from the moment customers arrive at the restaurant, where they are greeted in a friendly manner and given full attention to their needs. The waiter's alertness and skill in taking orders, giving recommendations and explaining the menu creates a pleasant atmosphere.

The importance of good service continues to be felt as customers enjoy their meal. Servers who are responsive to customer needs and preferences make a positive contribution to the overall culinary experience. The continuity of good service is also reflected when customers finish eating and go to the cashier for payment. The skill and patience of cashier staff in providing information regarding bills, then carrying out transactions efficiently, is an integral part of the overall service experience that makes customers feel appreciated and well served. Thus, excellent service from this restaurant not only creates customer satisfaction, but also builds a positive reputation that can increase customer loyalty and recommendations to others. This research is in accordance with research Pradita & Sitio, (2020)

#### **The influence of price, product quality and service quality on purchasing decisions**

Based on the research results, it was found that price, product quality and service quality simultaneously had a positive and significant effect on purchasing decisions at Gacoan noodle restaurants. In the food industry, price is often a crucial factor influencing consumer decisions. With its affordable prices, the Mie Gacoan restaurant may have succeeded in attracting the attention of potential customers and encouraging them to choose the restaurant as their culinary destination. Apart from that, this research also highlights the importance of product quality and service quality as the main determinants of purchasing decisions. Good product quality and a satisfactory service experience at a Mie Gacoan restaurant can be the main driver of customer satisfaction and the tendency to make repeat purchases.

Customer purchasing decisions are not only influenced by one factor, but by a combination of various aspects such as price, product quality and service quality. Therefore, Mie Gacoan restaurant owners and management can use the results of this research as a basis for improving or maintaining their strategy in determining appropriate prices, improving the quality of the products

offered, and continuing to improve customer service. By understanding the positive relationship between these variables, they can design more effective marketing strategies and support their business growth in the increasingly fierce competition in the culinary industry. This research is in accordance with research Anggita & Ali, (2017).

## E. CONCLUSION

The culinary industry in Indonesia is experiencing positive development with the emergence of various culinary businesses offering a variety of dishes, both local and international. This phenomenon reflects people's fascination with a variety of tastes and culinary experiences. In the context of research related to the influence of price, product quality and service quality on purchasing decisions at Mie Gacoan restaurants, the research results show that these three factors simultaneously have a positive and significant influence on purchasing decisions. The role of price as an important factor in influencing consumer purchasing decisions is becoming apparent, especially in the competitive culinary industry. However, product quality and service quality have also proven themselves to be crucial factors that are inseparable in creating a positive experience for customers. In an effort to increase repeat orders and customer satisfaction, improving product quality, responsiveness to consumer needs, and appropriate pricing strategies can be the key to success. Apart from that, excellent service from restaurants, from arrival to payment at the cashier, makes a positive contribution on customer experience. The promptness and friendliness of the staff, including waiters and cashiers, creates a friendly and comfortable atmosphere, which has the potential to build long-term relationships with customers.

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