The Influence Of Taste And Product Varıance On Purchase Decısıon Of Mıe Gacoan Madıun

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Abstract

This research aims to identify and analyze the influence of several factors on the purchasing decision of Mie Gacoan Madiun. The factors under investigation are product taste, product variety, The research employed a survey method, distributing questionnaires to respondents who are consumers of Mie Gacoan Madiun in a specific region. Data collection was carried out through interviews and online questionnaires. Subsequently, the gathered data were analyzed using multiple linear regression to examine the relationship between the independent variables (product taste, product variety,) and the dependent variable (purchasing decision).The results of the study indicate that product taste, product variety, significantly influence the purchasing decision of Mie Gacoan Madiun. Unique product taste and diverse product variety attract consumers' interest in buying Mie Gacoan.. This research provides insights for Mie Gacoan Madiun businesses to devise more effective marketing strategies. By considering the mentioned factors, it is hoped that they can enhance product appeal and increase customer loyalty. Furthermore, this study can serve as a reference for further research in the field of food and beverage marketing to delve deeper into consumer preferences and the factors influencing purchasing decisions.

Keywords: Taste, Product Variations

1.   INTRODUCTION

Competition in the food industry is getting tougher as new brands and innovative products enter the market. Food manufacturers have to face fierce competition to maintain and increase their market share. In this era of globalization, consumers have wider access to various brands and product variants from all over the region. This gives consumers many choices and encourages manufacturers to continue to innovate and improve the quality of their products. In the context of increasingly fierce competition in the food industry, Mie Gacoan exists as a producer that is able to meet modern consumer preferences.

Mie Gacoan, a restaurant that is a pioneer in serving the best spicy noodles in Indonesia, has achieved high popularity since 2016 (Sabillah, 2022). This restaurant has succeeded in becoming a market leader and has penetrated into the number one brand throughout the country (Ibrahim, 2023). Mie Gacoan offers a variety of different levels of spiciness, giving customers the freedom to choose according to their taste. With affordable prices and delicious tastes, Mie Gacoan is a favorite all over Indonesia (Simamora, 2022). Apart from noodles, this restaurant also offers various snacks and drinks with unique names, attracting the attention and interest of the customers. Mie Gacoan, a subsidiary of PT Pesta Pora Abadi, is a spicy noodle restaurant chain that dominates the market in the provinces of East Java, Central Java and Bali (Paramitha, 2022).

One of the branches of PT Pesta Pora Abadi, namely Mie Gacoan Madiun, is able to offer quality processed noodles and dimsum at affordable prices. All groups and ages can enjoy the menu available at Mie Gacoan Madiun. This noodle restaurant, which is located at Jalan Captain Saputro no 37 Jururon, Taman Madiun, is one of the favorite restaurants frequented by the people of Madiun. Based on pre-research conducted by researchers, out of 100 respondents found that there are 70% of respondents more often make purchases at Mie Gacoan Madiun, while the other 30% choose to buy noodles at Mie Kober, Mie Ramen Ya, Mie MPS and so on. An overview of pre-research results can be seen in the following table:

Table 1. Pre Research Results of Noodle Restaurants Frequently Visited in Madiun

Noodle Restaurant Name	Number of visitors (%)
Gacoan noodles	70%

Kober Noodles	16%
Mie Bledek Madiun	8%
Mie Gulun	4%
Sensational Spicy Noodles	2%

Source: Research Pre Research Results, 2023

Even though the results of pre-research showed that Mie Gacoan Madiun was a noodle restaurant that was frequently visited in Madiun, it was also found that there was a phenomenon that occurred at Mie Gacoan Madiun, where consumers complained that the price of drinks was not comparable to the price of food. Where the price of drinks such as gendruwo ice is quite expensive compared to the price of the food. Consumers feel that the taste of the food served sometimes varies, including bland, inconsistent levels of spiciness, and so on. In the midst of increasingly fierce competition in the food industry, manufacturers need to understand the factors that influence consumer preferences in buying their products.

One of the crucial factors that must be considered by food manufacturers such as Mie Gacoan Madiun is taste. Good taste and consistency in taste quality have a very important role in influencing consumer purchasing decisions. To maintain and improve the quality of their taste, producers such as Mie Gacoan Madiun need to understand consumers' preferences well regarding the desired taste. By understanding what consumers want in terms of taste, manufacturers can adjust and develop recipes accordingly, and ensure consistent quality of taste in every dish they offer. This is supported by the findings of Dwi &Soebiantoro(2022) who stated that taste has a positive and significant influence on purchasing decisions.

Besides taste, the next factor that influences purchasing decisions is product variety. According toPurwatiet al. (2019), product variety includes a wide selection of products that differ in terms of size, price, appearance, or other characteristics as factors that differentiate them.Salim(2023) stated that product variations have an influence on purchasing decisions. The diversity of product variants allows consumers to have a wider choice according to their preferences and desires. Consumers can choose products according to their tastes, for

example different flavors or types of noodles with the addition of certain ingredients. With this variety, manufacturers can reach a wider market segment and meet diverse consumer preferences. The role of product variants in influencing consumer preferences is also related to trends and changes in consumer tastes.

2.   LİTERATURE REVİEW
2.1   Taste

Palawan's Findings &Marwati(2020) states that there is a positive influence of Taste on the decision to buy Koreaspicy chinken noodles. Jamal &Busman(2021) states that Taste has a positive and significant effect on purchasing decisions for Geprek Junior Chicken. Dwi's findingsSoebiantoro(2022) states that Taste contributes to Purchase Decisions. Wuntu(2019) also stated that taste did not significantly influence purchasing decisions at Warung Sidik Batu Restaurant. So it can be concluded that the hypothesis in this study is as follows:

H1. It is suspected that there is a partially significant influence between taste and purchasing decisions at Mie Gacoan Madiun

2.2   Product Variants

Consumer interest in a variety of products will greatly affect sales volume. Product variety is the development of a product so as to produce a variety of choices. Product diversity consists of the completeness of products and goods sold, the types of brands sold, variations in the size of goods sold, availability products sold. Product diversity is a collection of all products and goods offered by certain sellers to buyers. The variety of products produced by a company has a certain width, length, depth, and consistency.

Research resultHave faithet al. (2022) shows that there is a positive and significant influence of product variants on purchasing decisions at Pancious SOMA Palembang Restaurant. FindingsCalcium& Usuli (2022) states that product variation has a significant effect on purchasing decisions on the Boba Brown Sugar Gar_Fresh drink. So the second hypothesis in this study is as follows:

H2. It is suspected that there is a partially significant influence between Product Variants on purchasing decisions at Mie Gacoan Madiun

3.   RESEARCH METHODOLOGY

This study uses quantitative research. This research is the object of the Madiun community who make the decision to buy gacoan noodles. Because the number of consumers who visited Mie Gacoan Madiun was not known in this study, using the report report formula with an error rate of 5%, 485 respondents were obtained. purposive sampling method is used as a non-probabilistic sampling technique to take samples. The main data used in this study were obtained from respondents' answers through a questionnaire given to Mie Gacoan Madiun visitors. The sample criteria are respondents who buy Mie Gacoan Madiun more than 1 time.

4.   RESEARCH RESULT
4.1   Validity test

The validity test aims to ensure that the instruments used can measure the constructs or variables studied accurately and consistently.

Table 2. Taste Variable Validity Test Results (X1)

Items	Count	R table	Information
C1	0.726	0.100	Valid
C2	0.809	0.100	Valid
C3	0.770	0.100	Valid
C4	0.860	0.100	Valid
C5	0.880	0.100	Valid

Source: Processed data, 2023

Based on the results of the analysis using SPSS, the taste variable (X1), which consists of five items, shows a strong and significant positive correlation with this variable. Items C2, C4, and C5 have a very high correlation with the taste variable, with rcount values of 0.809,

0.860, and 0.880, respectively. Meanwhile, items C1 and C3 also show a fairly strong correlation with this variable, although with a slightly lower rcount. These results confirm that all items in the taste variable consistently measure the desired construct, and thus, it can be concluded that the taste variable in the measurement instrument has good validity and can be used in this study.

Table 3. Product Variant Variable Validity Test Results (X2)

Items	Count	R table	Information
V1	0.741	0.100	Valid
V2	0.673	0.100	Valid
V3	0.739	0.100	Valid
V4	0.529	0.100	Valid

Source: Processed data, 2023

Based on the results of the analysis using SPSS, the product variance variable (X2) which consists of four items shows varying levels of correlation. Items V1 and V3 have a fairly high correlation with the product variant variable, with rcount values of 0.741 and 0.739, respectively. This shows that these items are significantly related to the variable being measured. Items V2 and V4 show a slightly lower correlation with the product variant variable, with rcount values of 0.673 and 0.529 but still have a significant correlation. Therefore, the overall product variant variables in this measurement instrument have fairly good validity.

4.2 Reliability Test

In the reliability test, testing was carried out using the Cronbach's Alpha method to evaluate the reliability of a variable. Reliability refers to the level of consistency or reliability of measurement instruments in producing consistent results. In general, the expected Cronbach's Alpha value to indicate adequate reliability is at least 0.6. That is, if the rcount value exceeds this number, then the variable can be considered reliable. Rcount shows the

extent to which the items in these variables are related to each other and are consistent in measuring the same concept.

Table 4. Reliability Test Results

No	Variable	N of I tems	Crobach's Alpha	Information
1	Taste	5	0.867	Reliable
2	Product Variants	4	0.625	Reliable

Source: Processed data, 2023

Based on the results of the reliability test using the Cronbach's Alpha method, the variables Taste, Price, Brand Image, e-WOM, and Purchase Decision show an adequate level of reliability. The Cronbach's Alpha value obtained for the Taste variable is 0.867, Product Variance is 0.625. This gives confidence that the measurement instrument used can provide consistent and reliable results in measuring the construct being studied.

4.3   Classic assumption test
a.   Normality test

In the normality test, testing was carried out using the Kolmogorov-Smirnov Goodness of Fit Test to evaluate whether a data is normally distributed or not. This test is used to check the suitability between the observed data distribution and the expected normal distribution. In the Kolmogorov-Smirnov Goodness of Fit Test, the resulting significance value (p-value) will be used as a reference to determine whether the data is normally distributed or not. If the p-value is above 0.05, it can be concluded that the data is normally distributed. However, if the p-value is less than or equal to 0.05, then the data is not normally distributed.

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		385
Normal Parameters, b	Means	.0000000
	std. Deviation	.92796385
Most Extreme Differences	absolute	.130
	Positive	.122
	Negative	-.130
Test Statistics		.130
asymp. Sig. (2-tailed)		.200c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed data, 2023

Based on the results of the Kolmogorov-Smirnov Test, a statistical test value of 0.130 was obtained with an asymp value. sig. (2-tailed) of 0.200. In this context, this test is used to evaluate whether the distribution of observed data is significantly different from the expected normal distribution. In interpreting these results, it is known that the asymp. sig. (2-tailed) of 0.200 is greater than the specified level of significance (0.05). s Therefore, it can be concluded that the data can be considered normally distributed. Thus, based on the results of the Kolmogorov-Smirnov Test, the data observed in this study can be considered normally distributed.

b. Multicollinearity Test

In the multicollinearity test, evaluation is carried out using two methods, namely Variance Inflation Factor (VIF) and Tolerance to determine whether there is a multicollinearity disorder between the variables in the analysis. If the VIF value of each

variable is less than 10 and the tolerance value is greater than 0.1, it can be concluded that there is no significant multicollinearity disturbance. This shows that each variable has a unique and independent contribution to the model, so that further interpretation and analysis can be carried out without having to worry about the effect of multicollinearity which can significantly affect the results of the analysis.

Table 6. Multicollinearity Test Results
Coefficientsa

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Taste	.327	3,059
Product Variants	.377	2,656

a. Dependent Variable: Purchase Decision

Source: Processed data, 2023

Based on these results, the Taste variable has a Tolerance value of 0.327 and a VIF of 3.059, Product Variant has a Tolerance value of 0.377 and a VIF of 2.656. Therefore, the results of the analysis can be interpreted with confidence that multicollinearity disturbances do not significantly affect the results of the analysis.

c. Heteroscedasticity Test

In the heteroscedasticity test, an evaluation was carried out to find out whether there were heteroscedasticity problems in the regression model. One method that is commonly used is the significance test between the independent variables and the absolute residual. In this context, testing is carried out using the significance value between the independent variables and the absolute residual.

Table 7. Heteroscedasticity Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1011	.405		2,494	013
X1	058	.028	.180	2057	.540
X2	.160	039	.339	1.157	.349

a. Dependent Variables: RES2

Source: Processed data, 2023

Based on the results of the heteroscedasticity test in the regression model with the independent variable Taste, Variance on the dependent variable Purchase Decision, it can be seen that all independent variables have a p-value (sig.) of more than 0.05. This shows that there is no indication of a heteroscedasticity problem in this regression model. Thus, the results of the heteroscedasticity test provide confidence that the homoscedasticity assumption is fulfilled in the regression model of this study.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis aims to understand the relationship between the independent variables and the dependent variable, and to measure the extent to which the independent variables can explain the variation in the dependent variable. In this analysis, the regression coefficients and statistical significance of each independent variable will be evaluated.

Table 8. Multiple Linear Regression Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,330	.570		2,335	.020
Taste	.174	040	.194	4,382	.000
Product Variants	.281	054	.214	5.191	.000

a. Dependent Variable: Purchase Decision

Source: Processed data, 2023

Based on the results of multiple linear regression analysis, an interpretation can be given for each variable in the regression equation:

a. Constant (Constant): The value of the constant (1.330) indicates the approximate value of the purchase decision (Y) when all the independent variables (X1-X5) have zero values. In this context, the constant value indicates the initial purchase decision before other factors are taken into account.

b. Taste (X1): The regression coefficient (0.174) indicates that each one-unit increase in the taste variable, assuming other factors are constant, will result in a 0.174 increase in purchasing decisions. The standard coefficient (0.040) indicates the level of accuracy of the estimated regression coefficient.

c. Product Variance (X2): The regression coefficient (0.281) indicates that each one-unit increase in the product variance variable leads to a 0.281 increase in purchase decisions, taking into account the other independent variables in the model.

4.5   Hypothesis Testing (t test)

In testing the hypothesis using the t test, the main objective is to find out whether there is a partially significant effect between the independent variables (taste, product variant,) on the dependent variable (purchasing decision). In making t-test decisions, there are two rules used:

a. If the significance value (p-value) of the t test is above or equal to 0.05, or the -t value in the t distribution table is less than or equal to the t count obtained, then the null hypothesis (Ho) can be accepted, and the alternative hypothesis (Ha) unacceptable. This indicates that there is no significant effect partially between the independent variables on the dependent variable.

b. Conversely, if the significance value (p-value) of the t test is below 0.05, or the -t value in the t distribution table is greater than the t count obtained, then the null hypothesis (Ho) cannot be accepted, and the alternative hypothesis (Ha) acceptable. This indicates that there is a partially significant influence between the independent variables on the dependent variable.

In the context of hypothesis testing in multiple linear regression analysis, the results of the t test on each regression coefficient are used to determine whether the variable has a significant effect on the dependent variable. By using the t value, degrees of freedom, and the level of significance that has been determined, the decision can be determined whether the independent variables partially have a significant effect on purchasing decisions.

Table 9. Partial Test Results (t test)
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,330	.570		2,335	.020
Taste	.174	040	.194	4,382	.000
Product Variants	.281	054	.214	5.191	.000

a. Dependent Variable: Purchase Decision

Source: Processed data, 2023

In the results of the t test that has been carried out, the following is an interpretation for each independent variable (taste, product variant, price, brand image, e-wom) on purchasing decisions:

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a. Taste Variable (X1): The regression coefficient is 0.174 with a standard error of 0.040. The calculated t value is 4,382 with a significance level of 0,000. Therefore, the taste variable has a partially significant effect on purchasing decisions.

b. Product Variance Variable (X2): The regression coefficient is 0.281 with a standard error of 0.054. The calculated t value is 5.191 with a significance level of 0.000. This shows that the product variant variable also has a partially significant effect on purchasing decisions.

5.   DİSCUSSİON
5.1   The influence of taste on purchasing decisions of Mie Gacoan Madiun

The influence of taste on purchasing decisions of Mie Gacoan Madiun involves several important indicators such as shape/appearance, smell, taste, texture, and temperature. The findings from the partial test analysis show a regression coefficient of 0.174 with a standard error of 0.040. The calculated t value is 4,382 with a significance level of 0,000. Therefore, the taste variable has a partially significant effect on purchasing decisions.

First of all, the shape and appearance of Mie Gacoan Madiun will affect the consumer's visual appeal. Attractive appearance and noodles that look delicious can increase the interest of buyers to try the product. Furthermore, smell is an important factor in attracting consumers to buy Mie Gacoan Madiun. The distinctive and appetizing aroma can provoke the consumer's appetite and make them interested in tasting the noodles. If the aroma of Mie Gacoan Madiun smells clear and tempting, consumers will be more likely to choose it.

In addition, delicious and authentic taste is also very influential. Mie Gacoan Madiun, which has a distinctive taste with a perfect mixture of spices, will provide consumers with a satisfying eating experience. The delicious taste can be a strong reason for consumers to repurchase the product in the future. Furthermore, noodle texture is also an important factor in influencing purchasing decisions. Chewy or al dente noodles provide a delicious and satisfying biting sensation. If Mie Gacoan Madiun has the right texture and is in accordance with consumer preferences, they will be more likely to choose it compared to other products that have an unsatisfactory texture.

Finally, temperature also plays an important role in influencing the purchasing decision of Mie Gacoan Madiun. Noodles that are served at the right temperature, be it hot or cold, can provide a deeper enjoyment in enjoying a dish. If Mie Gacoan Madiun is served at the right temperature, consumers will feel more satisfied and impressed with their eating experience. Overall, the influence of taste on purchasing decisions of Mie Gacoan Madiun involves aspects such as shape/appearance, smell, taste, texture, and temperature. The perfect combination of all these indicators will create a satisfying dining experience and increase consumers' desire to buy the product.

Based on the explanation above, the results of this study are supported by the findingsScienceet al. (2020) who in his research stated that taste has a significant and significant effect on purchasing decisions for Mie Sedap Korean Spicy Chicken with a significance of 0.000. Then Dwi &Soebiantoro(2020) also stated that taste positively and significantly influences purchasing decisions for Mie Ayam Yamin Gubeng Kertajaya Surabaya.

5.2   The effect of product variants on purchasing decisions of Mie Gacoan Madiun

The influence of product variants plays an important role in the decision making process for Mie Gacoan Madiun. The results of the SPSS analysis in the partial test obtained a regression coefficient of 0.281 with a standard error of 0.054. The calculated t value is 5.191 with a significance level of 0.000. This shows that the product variant variable also has a partially significant effect on purchasing decisions.

First, the product brand is one of the factors that influence purchasing decisions. Brands that are known to have a good reputation can give consumers confidence in the quality and reliability of products. Consumers often choose Mie Gacoan Madiun product variants that come from brands that have been tested and have a positive image in the eyes of consumers. Furthermore, product completeness also has a significant influence on the purchasing decision of Mie Gacoan Madiun. Consumers tend to choose product variants that offer a wide variety of flavors and additional ingredients, such as eggs, vegetables or meat. The wide range of products provides consumers with more variety and choices, thereby increasing their satisfaction.

Product size is also an important consideration in purchasing decisions. Consumers can choose a product variant of Mie Gacoan Madiun with a size according to their needs or preferences. Some consumers may choose the smaller size for individual consumption, while others may choose the larger size for family consumption or sharing with others. Flexible size options help meet various consumer needs. Finally, product quality plays a very important role in purchasing decisions. Consumers tend to choose Mie Gacoan Madiun product variants that offer the best quality. Product quality includes factors such as delicious taste, chewy noodle texture, cleanliness and safety of raw materials, and consistency in serving.

Overall, the influence of Mie Gacoan Madiun product variants on purchasing decisions is determined by factors such as product brand, product completeness, product size, and product quality. A good understanding of consumer preferences for these factors can assist producers and marketers of Mie Gacoan Madiun in developing effective marketing strategies, so as to increase consumer attractiveness and satisfaction in choosing their product variants.

Research resultLaser(2022) stated that product variations have an influence on purchasing decisions for Indomie Instant Noodle products for Microskil University students. Then other findings byAlifaldo(2022) shows that product variation has a significant and positive effect on purchasing decisions for Samyang Noodles. Besides the findingsNuralifah(2023) also stated that product variety has a significant effect on purchasing decisions for Mie Gacoan Purwokerto. Thus, the research results that have been mentioned indicate that product variations have a significant influence on purchasing decisions

6.   CONCLUSİON

Based on the results of the research and analysis described in the previous chapter, the conclusions in this study are as follows:

1. Taste has a partially significant effect on purchasing decisions with a calculated t value of 4,382 with a significance level of 0,000.
2. Product variant has a partially significant effect on purchasing decisions with a calculated t value of 5,191 with a significance level of 0,000.

Suggestions for Mie Gacoan Madiun companies based on the research findings that have been presented are as follows. First, companies need to maintain the quality of the taste of their products and the consistency of the taste they produce. This will have a positive impact in influencing consumer purchasing decisions. Second, companies can develop more diverse product variants of Mie Gacoan, provide consumers with more choices, and increase the attractiveness of their products.

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