The Impact of Taste and Service Quality on Adolescents' Purchase Decisions: A Study of Mie Gacoan in Padang City

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ABSTRACT - This study examines the impact of taste and service quality on adolescents' purchase decisions at Mie Gacoan in Padang City. The rising popularity of this restaurant among young consumers highlights the importance of understanding the key determinants of their purchasing behavior. Employing a quantitative associative approach with a cross-sectional survey design, data were collected from 100 respondents, determined using the Lemeshow formula under the assumption of an infinite population. Statistical analysis revealed that taste has a positive and significant effect on purchase decisions ($t = 11.971$; $p < 0.05$), while service quality also demonstrates a positive and significant influence ($t = 6.033$; $p < 0.05$). Furthermore, simultaneous testing confirmed that both variables collectively exert a positive and significant impact on purchase decisions ($F = 220.563$; $p < 0.05$). The findings underscore the critical role of maintaining consistent taste quality and enhancing service standards to strengthen adolescents' purchasing behavior. Practical implications suggest that Mie Gacoan should prioritize flavor consistency, implement systematic staff training, and improve service efficiency to foster customer satisfaction and repeat patronage. These measures are expected to cultivate long-term loyalty among adolescent consumers. Future studies are encouraged to expand the research model by incorporating variables such as price, promotion, and brand image, thereby offering a more comprehensive understanding of fast-food purchase decisions among adolescents.

Keywords: Consumer behavior, purchase decision, service quality, taste, adolescents.

INTRODUCTION

The rapid expansion of the Indonesian culinary industry reflects profound transformations in urban consumption patterns, which increasingly prioritize practicality and modern lifestyles. According to the Biro Pusat Statistik (2024), there were 4.85 million food and beverage service enterprises in 2023, marking a 21.13% increase since 2016. This development underscores the growing demand for ready-to-eat food, particularly among adolescents. National surveys indicate that individuals aged 15–24 dominate fast-food consumption, with 43.5% consuming it 6–7 times per week and 42.0% reporting consumption exceeding 7 times per week (Kurious, 2024). Such statistics illustrate that fast food has become not only a dietary preference but also a social and cultural practice among adolescents. This trend is further supported by JakPat (2024), which found that nearly half of Generation Z consumes fast food 1–2 times per week, with a significant proportion reporting daily consumption.

One of the most prominent brands in this market is Mie Gacoan, established in Malang in 2016 under PT Pesta Pora Abadi. The brand differentiates itself by offering spicy noodle dishes at affordable prices within a modern dining environment that appeals to youth culture. Its expansion has been remarkable, growing from five outlets in 2016 to more than 280 outlets nationwide by 2024 (SWA, 2025). Despite this success, consumer response in Padang City has shown signs of volatility. Google Trends data from May 2024 to May 2025 revealed fluctuating public interest in the

keyword "Mie Gacoan," while outlet managers reported a 35% decline in daily sales during the same period. Moreover, a preliminary survey of 30 adolescents highlighted dissatisfaction with taste consistency and service delivery, both of which may contribute to reduced repurchase intentions.

Consumer decision-making in the fast-food industry is primarily shaped by product and service attributes (Kotler et al., 2024). Among these, taste is frequently regarded as the most decisive factor because it directly informs perceptions of product quality (Bawajeeh et al., 2020; Cen, 2020; Elimelech et al., 2024; Landeng et al., 2023). According to Bawajeeh et al. (2020), sensory attributes such as flavor and texture strongly influence consumers' emotional responses and satisfaction levels, ultimately shaping their purchase intentions. Cen (2020) further explains that taste acts as a critical determinant in food evaluation because it represents consumers' immediate sensory judgment and expectation of product quality. Similarly, Elimelech et al. (2024) emphasize that taste perception not only determines food acceptance but also reflects cultural and psychological dimensions that guide consumer loyalty. This consideration is especially salient in Padang, a city with strong culinary traditions that place a premium on flavor authenticity and consistency (Fitrah, 2025). At the same time, service quality, encompassing efficiency, friendliness, and responsiveness, plays a critical role in shaping adolescents' dining experiences, as this demographic places high value on convenience and interpersonal engagement (Tjiptono, 2020). Nevertheless, existing empirical findings remain inconclusive. Nugraheni et al. (2024) found that service quality significantly influenced purchase decisions whereas taste did not, while Mufiyanti & Cempena (2024) reported the reverse. Conversely, Chesylia & Dewi (2024) concluded that both factors exerted simultaneous effects. These contradictory outcomes underscore an unresolved research gap, particularly regarding how adolescents in specific cultural and regional contexts evaluate taste and service quality in shaping their purchase decisions.

The present study seeks to address this gap by analyzing the impact of taste and service quality on adolescents' purchase decisions at Mie Gacoan in Padang City. To the best of the authors' knowledge, this is the first empirical investigation of adolescent fast-food consumption behavior in Padang, a city with distinct culinary traditions and a rapidly evolving fast-food market. The study is significant in three respects. First, it clarifies the relative importance of taste and service quality in adolescent purchasing behavior within a localized context. Second, it contributes to the broader literature on adolescent consumer decision-making in emerging economies, offering insights into generational preferences and regional dynamics. Third, the findings carry practical implications for fast-food enterprises, suggesting that improvements in taste consistency and service delivery may enhance adolescent satisfaction, stimulate repeat patronage, and foster brand loyalty in competitive urban markets.

METHOD

This study employed a quantitative approach with an associative research type through a cross-sectional survey design. The quantitative approach was chosen because it enables hypothesis testing and objectively measures the influence among variables with the aid of statistical analysis techniques. The cross-sectional survey design was applied because data were collected once within a specific period (Sugiyono, 2022). This method aligns with the research objective, which is to examine the impact of taste and service quality on adolescents' purchase decisions regarding Mie Gacoan in Padang City. The study was conducted at two Mie Gacoan outlets, namely on Jl. Khatib Sulaiman and Jl. Dr. Sutomo, during July to August 2025.

The research subjects were adolescents aged 15–24 years who reside in Padang City and had purchased Mie Gacoan, while the research object was purchase decisions analyzed based on taste and service quality variables. The research population was categorized as an infinite population, as there is no exact data on the number of adolescent Mie Gacoan consumers in Padang City. According to Sugiyono (2022), when the population is infinite, the sample size can be determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error. Based on this calculation, a total sample of 100 respondents was obtained, evenly distributed between the two research sites. The sampling technique used was purposive sampling with the following criteria: respondents aged 15–24 years, had purchased Mie Gacoan at least once in the past three months, resided in Padang City, and were willing to complete the questionnaire in full.

To operationalize the constructs under investigation, each variable in this study was defined through specific indicators that could be empirically measured. The development of these indicators was based on established theoretical frameworks and prior empirical studies to ensure both validity and reliability. A summary of the variables, along with their respective dimensions and measurement indicators, is presented in **TABLE 1**. This table serves as a reference point for understanding how abstract concepts such as taste, service quality, and purchase decisions were

translated into measurable items within the research instrument. All indicators were measured using a five-point Likert scale with interval categories.

TABLE 1. Variable–Indicator Summary.

Variable	Indicators	Source
Taste (X1)	(1) Basic taste, (2) Aroma, (3) Texture, (4) Aftertaste, (5) Taste balance	Trianasari (2021)
Service Quality (X2)	(1) Product quality, (2) Service speed, (3) Staff friendliness, (4) Cleanliness & comfort, (5) Order accuracy, (6) Supporting facilities, (7) Delivery order speed	Pitra & Hertin (2024)
Purchase Decision (Y)	(1) Fulfillment of needs, (2) Product attractiveness, (3) Expectation fulfillment, (4) Repurchase intention, (5) Decision based on information, (6) Post-purchase satisfaction	Kotler et al. (2024)

Data were collected through structured questionnaires developed based on the operational indicators of each research variable, ensuring content validity and conceptual alignment with the study objectives. The questionnaires consisted of closed-ended items measured on a five-point Likert scale to capture respondents' perceptions with clarity and comparability. A total of 100 respondents participated in the survey, all of whom were adolescent consumers who had made purchases at Mie Gacoan outlets in Padang City. Prior to large-scale distribution, the instrument was pilot-tested with 30 participants to assess its reliability, yielding Cronbach's alpha coefficients above 0.70, which confirmed satisfactory internal consistency. In addition to the survey, direct field observations were conducted to obtain complementary qualitative insights. The observations took place at both Mie Gacoan outlets during peak hours to document service dynamics, customer interactions, and situational contexts.

The analytical process was executed in two systematic stages. The first stage involved descriptive analysis to summarize respondent demographics such as age, gender, frequency of visits, and order preference and to describe the distribution of mean and standard deviation values for each research variable. This step provided a foundational understanding of consumer tendencies and behavioral patterns among adolescents. The second stage employed inferential analysis through multiple linear regression to determine both the simultaneous and partial effects of taste and service quality on purchase decisions. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were performed to ensure the robustness and reliability of the regression model. All statistical analyses were processed using IBM SPSS Statistics version 25 to maintain precision, consistency, and replicability of results.

The key findings of this study are visually summarized in the research flowchart below, which systematically delineates the research trajectory from problem identification and literature review to instrument development, data collection, and analysis. The flowchart serves as a visual synthesis of the methodological process, clarifying the relationships among variables and demonstrating the logical flow of the research framework. This structured representation reinforces the transparency, coherence, and scientific rigor of the study's methodology.
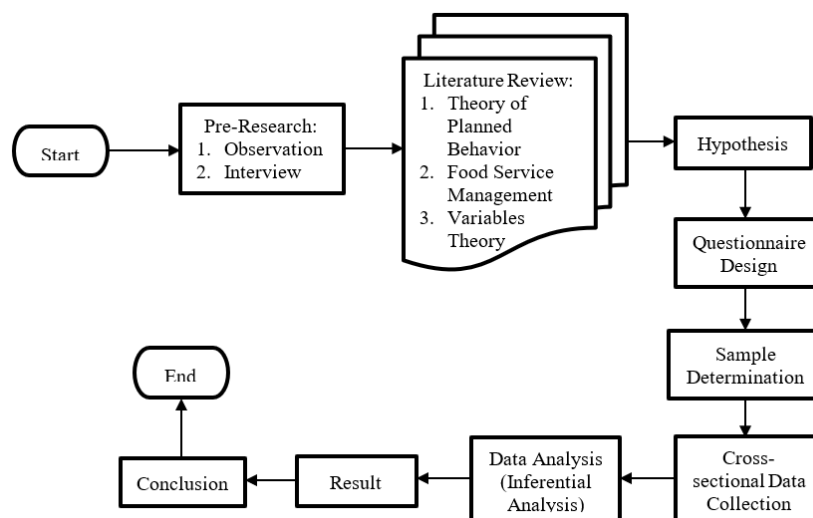
FIGURE 1. Research flowchart.

The research flowchart in **FIGURE 1** outlines the sequential steps undertaken in this study, beginning from the preliminary stage of observation and literature review through to hypothesis formulation, sampling, data collection, and statistical analysis. This systematic process not only ensures methodological rigor but also provides a clear roadmap of how the study was operationalized. Building on this procedural design, the subsequent analytical framework (**FIGURE 2**) was developed to conceptualize the causal relationships among the independent variables, taste and service quality, and the dependent variable, adolescents' purchase decisions. The framework functions as both a theoretical guide and an analytical model, linking the methodological execution of the research with the statistical techniques employed to test the hypotheses.
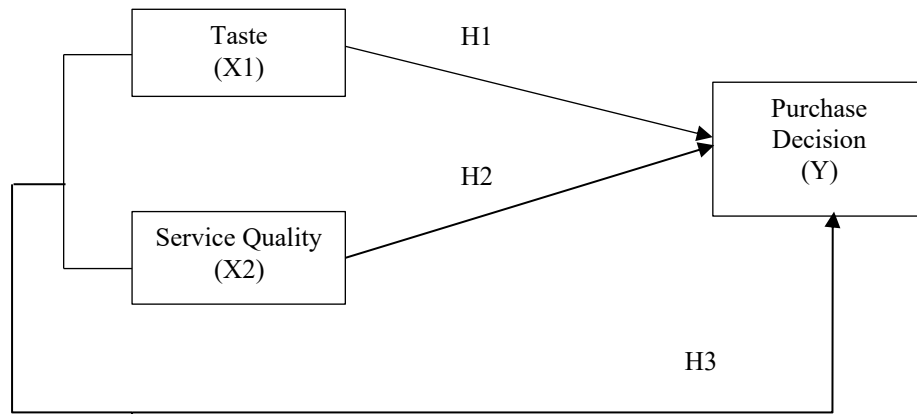

FIGURE 2. Analytical framework.

Building upon the research design, instruments, and analytical procedures previously delineated, the subsequent stage of this study involves the systematic presentation of empirical findings obtained from the respondents. The results are organized in a structured manner, beginning with a detailed account of respondent characteristics, followed by descriptive analyses of each research variable, and subsequently advancing to hypothesis testing through multiple linear regression. This progression ensures methodological rigor and clarity in conveying the research outcomes. The findings are not only presented as statistical outputs but are further contextualized through an in-depth discussion that engages with established theoretical frameworks and relevant empirical studies. Such integration provides a nuanced and comprehensive interpretation, thereby strengthening the explanatory power of the study. Ultimately, this approach facilitates a deeper understanding of how taste and service quality collectively influence adolescents' purchase decisions of Mie Gacoan in Padang City, while also situating the study's contributions within the broader body of scholarly discourse.

RESULTS AND DISCUSSION

Result

Respondent Demographics

This section presents an overview of the demographic characteristics of the study participants. Understanding these characteristics provides essential context for interpreting the findings, as variables such as age, gender, and educational background may influence responses and insights obtained in the study. The demographic profile is summarized in **FIGURE 3** for clarity and ease of reference.
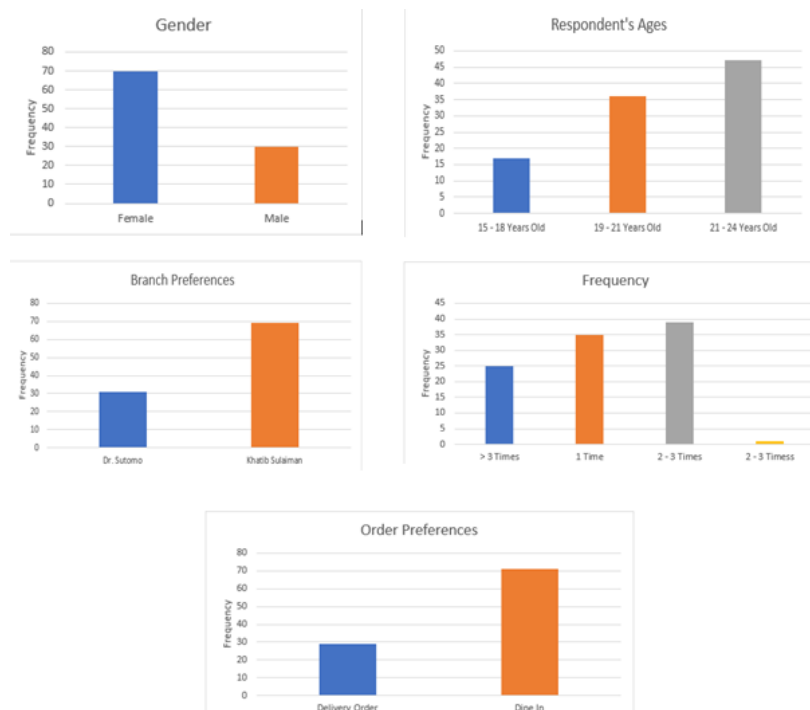
FIGURE 3. Respondent demographics.

Source: Processed Data, 2025

This study involved 100 adolescents respondents in Padang City with diverse demographic distributions. Based on gender, 30 respondents (30%) were male and 70 respondents (70%) were female. This composition indicates a dominance of female respondents, meaning that the overall findings are more reflective of female consumers' preferences in making purchase decisions regarding Mie Gacoan. However, the presence of male respondents remains significant, as the study still accounts for variations in preferences across genders.

The age distribution shows that 17 respondents (17%) were between 15–18 years old, 36 respondents (36%) were 19–21 years old, and 47 respondents (47%) were 21–24 years old. The majority of respondents were within the 21–24 age group, comprising nearly half of the sample. This highlights that purchase decisions for Mie Gacoan are more strongly influenced by late adolescents to young adults, who typically possess higher independence in determining culinary preferences as well as more stable purchasing power.

In terms of branch preference, 31 respondents (31%) favored the Mie Gacoan outlet on Jl. Dr. Sutomo, while 69 respondents (69%) preferred the outlet on Jl. Khatib Sulaiman. The Jl. Khatib Sulaiman branch emerged as the dominant choice, likely due to better accessibility, atmosphere, and perceived service quality. This finding potentially affects the study results, as most consumer experiences in evaluating taste and service quality were derived from this branch, although the Jl. Dr. Sutomo branch still contributed relevant variations.

Regarding consumption frequency, 25 respondents (25%) had consumed Mie Gacoan more than three times in the past three months, 35 respondents (35%) only once, and 40 respondents (40%) between two and three times. This distribution shows that the majority of respondents fell into the moderate category with a frequency of 2–3 times. The varied levels of consumption intensity suggest differences in consumer experiences with the product and service, which in turn influence how they evaluate taste and service quality.

In terms of consumption method, 29 respondents (29%) chose delivery orders, while 71 respondents (71%) preferred dining in at the Mie Gacoan outlets. The dominance of dine-in preferences indicates that most consumer experiences in evaluating taste and service quality were obtained through direct interaction at the outlets. Nevertheless, delivery orders provided alternative consumption experiences, especially concerning service speed, order accuracy, and the quality of food received outside the outlet.

Overall, the demographic distribution of respondents reveals that the findings of this study are shaped by the dominance of female respondents, the 21–24 age group, the preference for the Jl. Khatib Sulaiman branch, moderate consumption frequency, and a stronger tendency toward dine-in experiences. These varied characteristics enrich the analysis by providing multiple perspectives on the influence of taste and service quality on adolescents' purchase decisions regarding Mie Gacoan in Padang City.

Descriptive Statistical Analysis

Descriptive statistics were used to summarize the key characteristics of the collected data, providing an overview of respondent demographics, patterns, and distributions prior to further inferential analysis, as presented in **TABLE 2**.

TABLE 2. Descriptive statistics.

|	N	Minimum	Maximum	Mean	Std. Deviation
Taste	100	18	50	37.51	7.907
Service Quality	100	25	70	51.43	8.594
Purchase Decision	100	20	60	45.38	8.697
Valid N (listwise)	100				

Source: Processed Data, 2025

The descriptive statistics for the 100 respondents, as summarized in Table 2, offer critical insights into the influence of taste and service quality on adolescents' purchase decisions at Mie Gacoan. The taste variable exhibited a mean score of 37.51 (range: 18–50; SD: 7.907), indicating that respondents generally perceive the flavor as highly appealing. This suggests that taste functions as a primary determinant of consumer satisfaction, likely shaping both immediate and repeat purchase behavior. The moderate variability further implies that while the majority of adolescents share this positive perception, individual differences in preference could exist, potentially influenced by prior experiences or personal taste sensitivity.

The service quality variable recorded a higher mean of 51.43 (range: 25–70; SD: 8.594), demonstrating that respondents broadly evaluate service positively in terms of speed, accuracy, and staff friendliness. The wider score range compared to taste indicates that perceptions of service are somewhat heterogeneous, underscoring the importance of consistently maintaining high service standards to reinforce customer satisfaction. Variations in service perception could moderate the relationship between product quality and purchase decisions, highlighting a potential area for targeted managerial intervention.

The purchase decision variable yielded a mean of 45.38 (range: 20–60; SD: 8.697), reflecting a generally strong intent among respondents to buy Mie Gacoan. Notably, the distribution suggests that while most adolescents are inclined toward purchase, individual differences exist, possibly shaped by factors such as price perception, promotional influence, or peer recommendations.

Taken collectively, these descriptive findings imply a positive alignment between product attributes (taste) and service performance with purchase behavior. The consistently high mean scores reinforce the notion that both variables are instrumental in fostering strong consumer purchase intentions. These observations provide a rationale for subsequent inferential analyses, such as regression testing, to quantify the strength and significance of the relationships between taste, service quality, and purchase decisions. The descriptive statistics of this study can also be visually represented, as shown in **FIGURE 4**, to provide a clearer and more intuitive illustration of the patterns and trends across the three variables.
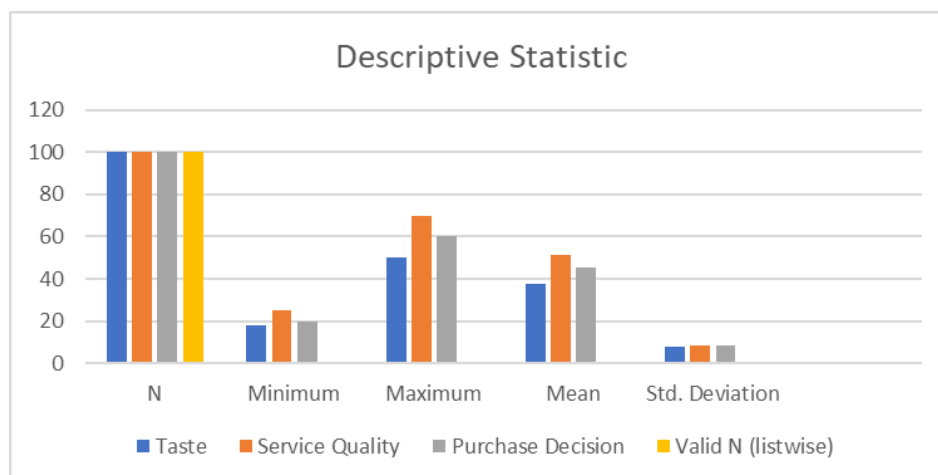
FIGURE 4. Descriptive statistics.

Frequency Distribution of Respondents' Responses

Data on Taste were obtained through the distribution of a questionnaire consisting of 10 statements to 100 adolescent respondents in Padang City. The results of the descriptive analysis showed that the Taste variable had a mean score of 37.51, a median of 38.00, and a mode of 40. The minimum score obtained was 18, while the maximum score reached 50, resulting in a range of 32. The standard deviation was recorded at 7.907, with a variance of 62.57, and the total cumulative score amounted to 3,751. Based on these results, a score classification was conducted to describe the respondents' assessment categories of the Taste variable, as presented in the following table.

TABLE 3. Frequency distribution of the taste variable (X1).

Category	Score Interval	Frequency	Percentage (%)
Strongly Agree (SA)	$X \geq 42$	28	28.0%
Agree (A)	$36 \leq X < 42$	26	26.0%
Slightly Agree (SA)	$30 \leq X < 36$	22	22.0%
Disagree (D)	$24 \leq X < 30$	15	15.0%
Strongly Disagree (SD)	$X < 24$	9	9.0%
Total	-	100	100%

Source: Processed Data, 2025

Based on **TABLE 3**, which presents data on the Taste variable (X1), it can be observed that 28.0% of respondents fall into the *Strongly Agree* category, 26.0% into the *Agree* category, 22.0% into the *Slightly Agree* category, 15.0% into the *Disagree* category, and 9.0% into the *Strongly Disagree* category. The majority of respondents (54.0%) are classified under the *Strongly Agree* and *Agree* categories, indicating that most adolescents perceive the taste of Mie Gacoan as meeting their expectations and being quite satisfying.

Data on Service Quality were obtained through the distribution of a questionnaire consisting of 14 statements to 100 adolescent respondents in Padang City. The results of the descriptive analysis showed that the Service Quality variable had a mean score of 51.43, a median of 52.00, and a mode of 55. The minimum score recorded was 25, while the maximum score reached 70, resulting in a range of 45. The standard deviation was 8.594, the variance was 73.88, and the total cumulative score amounted to 5,143. Based on these results, a score classification was conducted to describe respondents' assessment categories of the Service Quality variable, as presented in the following table.

TABLE 4. Frequency distribution of the service quality variable (X2).

Category	Score Interval	Frequency	Percentage (%)
Strongly Agree (SA)	$X \geq 61$	30	30.0%
Agree (A)	$52 \leq X < 61$	29	29.0%
Slightly Agree (SA)	$43 \leq X < 52$	21	21.0%
Disagree (D)	$34 \leq X < 43$	14	14.0%
Strongly Disagree (SD)	$X < 34$	6	6.0%
Total	-	100	100%

Source: Processed Data, 2025

Based on **TABLE 4**, which presents data on the Service Quality variable (X2), it can be observed that 30.0% of respondents fall into the Strongly Agree category, 29.0% into the Agree category, 21.0% into the Slightly Agree category, 14.0% into the Disagree category, and 6.0% into the Strongly Disagree category. The majority of respondents (59.0%) are classified under the Strongly Agree and Agree categories, indicating that most adolescents perceive Mie Gacoan's service quality as good, particularly in terms of speed, friendliness, and comfort during the purchasing experience.

Data on Purchase Decision were obtained through the distribution of a questionnaire consisting of 12 statements to 100 adolescent respondents in Padang City. The results of the descriptive analysis showed that the Purchase Decision variable had a mean score of 45.38, a median of 46.00, and a mode of 48. The minimum score obtained was 20, while the maximum score reached 60, resulting in a range of 40. The standard deviation was 8.697, the variance was 75.65, and the total cumulative score amounted to 4,538. Based on these results, a score classification was conducted to describe the respondents' assessment categories of the Purchase Decision variable, as presented in the following table.

TABLE 5. Frequency distribution of the purchase decision variable (Y).

Category	Score Interval	Frequency	Percentage (%)
Strongly Agree (SA)	$X \geq 52$	25	25.0%
Agree (A)	$44 \leq X < 52$	27	27.0%
Slightly Agree (SA)	$36 \leq X < 44$	23	23.0%
Disagree (D)	$28 \leq X < 36$	16	16.0%
Strongly Disagree (SD)	$X < 28$	9	9.0%
Total	-	100	100%

Source: Processed Data, 2025

Based on **TABLE 5**, which presents data on the Purchase Decision variable (Y), it can be observed that 25.0% of respondents fall into the Strongly Agree category, 27.0% into the Agree category, 23.0% into the Slightly Agree category, 16.0% into the Disagree category, and 9.0% into the Strongly Disagree category. The majority of respondents (52.0%) are classified under the Strongly Agree and Agree categories, indicating that most adolescents exhibit a strong tendency in making purchase decisions regarding Mie Gacoan, as reflected in their willingness to repurchase, the perceived alignment with expectations, and the satisfaction experienced after purchase.

Instrument Testing

Based on the results of the validity test, the research instruments for the three variables were declared valid. For the Taste (X1) variable, all statement items had calculated r-values greater than the critical r-value (0.1966), ranging from 0.832 to 0.912. This condition indicates a very strong correlation between each item and the total score, confirming that the instrument is appropriate for measuring respondents' perceptions of Mie Gacoan's taste quality. The Service Quality (X2) variable showed similar results, with calculated r-values ranging from 0.682 to 0.795, which emphasizes a positive and significant correlation among the statement items. This means the instrument consistently reflects service aspects in accordance with the research indicators. For the Purchase Decision (Y) variable, the calculated r-values ranged from 0.623 to 0.941, indicating that all items are valid and capable of accurately representing the purchase decision indicators.

The reliability test results reinforced these findings. The Cronbach's Alpha values obtained were far above the minimum threshold of 0.60, namely 0.962 for Taste (X1), 0.929 for Service Quality (X2), and 0.957 for Purchase

Decision (Y). These figures confirm that all research instruments possess very high internal consistency. Therefore, the questionnaire used can be declared both valid and reliable, and is suitable for further testing.

Classical Assumption Test

TABLE 6. Normality test results.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean:	.0000000
	Std. Deviation:	3.69229773
Most Extreme Differences	Absolute:	.093
	Positive:	.093
	Negative:	-.071
Test Statistic		.093
Asymp. Sig. (2-tailed)		.032[c]
Exact Sig. (2-tailed)		.329
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data, 2025

The normality of the research data was evaluated using the One-Sample Kolmogorov-Smirnov test, as shown in **TABLE 6**. The Exact Sig. (2-tailed) value of 0.329 exceeds the conventional 0.05 threshold, indicating that the residuals do not significantly deviate from a normal distribution. This confirms that the data satisfy the normality assumption, which is essential for the validity of parametric statistical techniques, including regression analysis. Meeting this assumption ensures that the estimated regression coefficients are unbiased and that hypothesis tests regarding the relationships among variables such as taste, service quality, and purchase decision are statistically reliable. Consequently, the subsequent regression analysis can be conducted with confidence, supporting the robustness and generalizability of the study's findings regarding the factors influencing adolescents' purchase decisions at Mie Gacoan.

TABLE 7. Heteroscedasticity test results.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.472	1.498		3.654	.000
	Taste	-.022	.039	-.073	-.571	.569
	Service Quality	-.036	.036	-.128	-1.007	.317
a. Dependent Variable: Abs_Res						

Source: Processed Data, 2025

The regression model was examined for heteroscedasticity using the Glejser method, with results presented in **TABLE 7**. The significance values for the Taste and Service Quality variables were 0.569 and 0.317, respectively, both exceeding the 0.05 threshold. This indicates that the residuals exhibit homoscedasticity, meaning that the variance of the residuals is consistent across all levels of the independent variables.

Maintaining homoscedasticity is crucial because it ensures that the estimated regression coefficients are efficient and that the standard errors are reliable. In practical terms, this confirms that the influence of taste and service quality on purchase decisions is evaluated under stable variance conditions, avoiding potential bias in hypothesis testing. Consequently, the regression results can be interpreted with confidence, reinforcing the validity of conclusions regarding how taste and service quality affect adolescents' purchase intentions at Mie Gacoan.

TABLE 8. Multicollinearity test results.

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.844	2.326			
	Taste	.726	.061	.660	.612	1.635
	Service Quality	.337	.056	.333	.612	1.635

Source: Processed Data, 2025

The multicollinearity of the independent variables was assessed using Tolerance and Variance Inflation Factor (VIF) values, as shown in **TABLE 8**. Both the Taste and Service Quality variables exhibited Tolerance values of 0.612 (greater than 0.10) and VIF values of 1.635 (less than 10), indicating the absence of multicollinearity. This confirms that the independent variables are not highly correlated with each other, and therefore, each contributes uniquely to explaining variations in the dependent variable, Purchase Decision.

By satisfying this assumption, the regression model avoids potential distortions in coefficient estimation and maintains the reliability of hypothesis testing. Consequently, both taste and service quality can be included in the regression analysis with confidence that their effects on adolescents' purchase decisions at Mie Gacoan are independently and accurately estimated.

TABLE 9. Autocorrelation test results.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.905[a]	.820	.816	3.730	1.976

a. Predictors: (Constant), Service Quality, Taste
b. Dependent Variable: Purchase Decision

Source: Processed Data, 2025

The presence of autocorrelation in the regression model was examined using the Durbin-Watson statistic, with results presented in **TABLE 9**. The Durbin-Watson value of 1.976 falls within the acceptable range of du < DW < 4 – du, indicating that the residuals are independent and that the model is free from autocorrelation.

The absence of autocorrelation confirms that the regression assumptions regarding residual independence are met. This enhances the reliability of the regression estimates and ensures that subsequent analyses, including hypothesis testing on the effects of Taste and Service Quality on Purchase Decision, can be conducted without bias introduced by correlated errors. Overall, this finding supports the validity and robustness of the regression model employed in this study.

Goodness of Fit Test

TABLE 10. Goodness of fit test results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905[a]	.820	.816	3.730

a. Predictors: (Constant), Service Quality, Taste

Source: Processed Data, 2025

The Goodness of Fit test in **TABLE 10** shows a correlation coefficient (R) of 0.905. This value indicates a very strong relationship between Taste and Service Quality with Purchase Decision. The coefficient of determination (R Square) is 0.820, which means that 82% of the variation in Purchase Decision can be explained by Taste and Service Quality. The remaining 18% is influenced by other factors outside this research model. The Adjusted R Square value of 0.816 shows that the model remains stable and consistent even after adjusting for the number of independent variables used. These results confirm that the regression model has good feasibility and can significantly explain the influence of independent variables on the dependent variable. Therefore, the model is suitable for further analysis in this study.

Inferential Analysis

TABLE 11. Inferential analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 (Constant)	.844	2.326		.363	.718
Taste	.726	.061	.660	11.971	.000
Service Quality	.337	.056	.333	6.033	.000
a. Dependent Variable: Purchase Decision					

Coefficientsª

Source: Processed Data, 2025

Based on **TABLE 11**, the regression equation of this study is:

$$Purchase\ Decision\ =\ 0.844\ +\ 0.726(Taste)\ +\ 0.337(Service\ Quality)$$

The inferential analysis shows that the Taste variable has a regression coefficient of 0.726. This indicates that each one-unit increase in Taste will increase Purchase Decision by 0.726 units, assuming Service Quality remains constant. The Beta value of 0.660 shows that the relative contribution of Taste to Purchase Decision reaches 66%, making it the most dominant variable influencing consumer decisions.

The Service Quality variable has a regression coefficient of 0.337. This means that each one-unit increase in Service Quality will increase Purchase Decision by 0.337 units, assuming Taste remains constant. The Beta value of 0.333 indicates that the relative contribution of Service Quality to Purchase Decision is 33.3%. Although its contribution is smaller than Taste, Service Quality still plays an important role in influencing purchase decisions.

Overall, both independent variables are proven to have a positive effect on Purchase Decision, with Taste as the more dominant factor compared to Service Quality.

Hypothesis Testing

Based on **TABLE 11** (Inferential Analysis), the first hypothesis (H1), which states that Taste has a significant effect on Purchase Decision, is accepted. The t-value of 11.971 with a significance of 0.000 < 0.05 confirms that improving the taste quality of Mie Gacoan can increase consumer purchase decisions. This finding shows that taste is one of the key factors determining consumer choices, especially among adolescents.

The second hypothesis (H2), which states that Service Quality has a significant effect on Purchase Decision, is also accepted. The t-value of 6.033 with a significance of 0.000 < 0.05 confirms that better service quality encourages higher purchase decisions. This shows that consumer interaction with services in terms of speed, friendliness, and accuracy becomes an element that fosters consumer interest and decisions to purchase Mie Gacoan.

These test results reinforce that both Taste and Service Quality significantly influence Purchase Decision, with Taste as the more dominant factor.

TABLE 12. Simultaneous test results (F-Test).

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6137.887	2	3068.943	220.563	.000ᵇ
	Residual	1349.673	97	13.914		
	Total	7487.560	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Service Quality, Taste						

ANOVAª

Source: Processed Data, 2025

Based on the simultaneous test (F-Test) in **TABLE 12**, the calculated F value is 220.563 with a significance of 0.000 < 0.05. This result proves that the Taste and Service Quality variables simultaneously have a positive and significant effect on Purchase Decision. Thus, the third hypothesis (H3) is accepted, which states that both independent variables together influence consumer purchase decisions for Mie Gacoan among adolescents in Padang City. This

finding confirms that the regression model used in the study is feasible and effective in explaining the relationships between variables. The simultaneous influence indicates that the combination of taste quality and service quality is a key factor in increasing purchase decisions, suggesting that both should be equally prioritized by Mie Gacoan to maintain consumer satisfaction and loyalty.

Discussion

This study demonstrates that taste significantly influences adolescents' purchase decisions at Mie Gacoan in Padang City. The partial test yielded a t-value of 11.971 with a significance level of 0.000 (< 0.05), indicating that improvements in taste quality are directly proportional to increased consumer purchase decisions. The regression coefficient of 0.726 suggests that a one-unit increase in taste enhances purchase decisions by 0.726 units, assuming service quality remains constant. The Beta value of 0.660 reflects a relative contribution of 66%, identifying taste as the dominant variable influencing purchase decisions. These findings align with Apriyanto (2022), who emphasized that taste is a primary driver of consumption satisfaction, shaped through the integration of flavor, aroma, texture, and temperature. Similarly, Melda et al. (2020) found that consistent and well-balanced taste profiles enhance consumers' trust and lead to repeat purchases, especially among young consumers who are highly sensitive to sensory experiences. Wijaya (2018) further explained that taste perception represents a holistic sensory and emotional response formed through prior experiences, cultural exposure, and individual preferences, making it a powerful predictor of purchasing behavior. Preliminary survey results revealed that 85% of respondents favored the taste upon first experience, although 70% reported variations in taste quality in subsequent purchases, highlighting the critical importance of maintaining taste stability. Marzuki et al. (2024) and Poetri & Siahaan (2024) corroborated these findings, confirming the significant influence of taste on purchase decisions. Supporting these conclusions, Sufiat et al. (2017) confirmed that sensory aspects such as color, aroma, texture, and taste were proven to significantly influence consumer acceptance and purchase preference.

In addition, Siregar et al. (2025) emphasized that sensory satisfaction, particularly taste consistency and aroma harmony, plays a decisive role in shaping consumer loyalty toward fast-food products. Their study highlighted that fluctuations in flavor intensity could reduce customer retention rates, reinforcing the importance of product standardization. Likewise, Ritonga et al. (2025) revealed that taste not only determines immediate purchase intention but also strengthens brand attachment, especially when consumers associate specific flavor profiles with pleasant emotional experiences. These supporting studies further validate that maintaining stable and appealing taste characteristics is a key determinant of sustained consumer engagement.

Service quality also exerts a positive and significant effect on purchase decisions. The t-test yielded a value of 6.033 with a significance of 0.000 (< 0.05), demonstrating that high-quality service increases consumers' likelihood of purchasing. The regression coefficient of 0.337 indicates that a one-unit improvement in service quality enhances purchase decisions by 0.337 units, with taste held constant. The Beta value of 0.333 shows a relative contribution of 33.3%, which, while lower than taste, remains significant in shaping consumer decisions. Preliminary survey results indicated that only 40% of respondents were satisfied with service quality, whereas 60% expressed dissatisfaction primarily due to slow service (75%) and unfriendliness of staff (60%). Consequently, repurchase interest was limited to 45%. These findings underscore the critical role of responsive, friendly, and consistent service in shaping purchase decisions, particularly among adolescents who value practicality and comfort. Tjiptono (2020) defined service quality as the extent to which services meet consumer expectations through reliability, empathy, and consistency in service delivery. Studies by Chesylia & Dewi (2024) and Nugraheni et al. (2024) further confirmed the significant effect of service quality on adolescents' purchase decisions.

The simultaneous test results reveal that taste and service quality jointly exert a positive and significant influence on purchase decisions, as indicated by an F-value of 220.563 and a significance level of 0.000 (< 0.05). The coefficient of determination (R^2) of 0.820 indicates that these two independent variables collectively explain 82% of the variance in purchase decisions, while the remaining 18% is attributed to factors outside the model. These findings affirm that the combination of taste and service quality constitutes the primary determinant of adolescents' purchasing behavior. The preliminary survey revealed that 65% of respondents identified taste and 75% identified service quality as the main reasons for repurchasing. Declines in consumption were generally attributed to changes in taste and unsatisfactory service quality. These results align with Pitra & Hertin (2024), who emphasized that product and service quality are dominant factors in purchase decisions. Prior studies by Chesylia & Dewi (2024) and Mufiyanti &

Cempena (2024) further corroborated that the combination of satisfaction with taste and service quality serves as the foundation for consumer loyalty.

From a theoretical standpoint, the findings of this study are strongly aligned with Ajzen's Theory of Planned Behavior (TPB), which asserts that behavioral intentions are shaped by three primary constructs: attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of Mie Gacoan, taste and service quality function as key attitudinal determinants, influencing adolescents' positive evaluations of purchasing behavior. A favorable attitude toward taste provides hedonic satisfaction, while positive perceptions of service quality reinforce utilitarian value, together enhancing the intention to purchase. Furthermore, subjective norms may amplify these effects; peer approval and social trends around food consumption among adolescents likely reinforce the behavioral intention to buy. Perceived behavioral control also plays a role, as ease of access to Mie Gacoan outlets, affordability, and the ability to obtain desired flavors and service directly affect adolescents' confidence in executing their purchase behavior.

The results additionally resonate with the SERVQUAL model (Parasuraman et al., 1988), which conceptualizes service quality as a multi-dimensional construct encompassing reliability, responsiveness, assurance, empathy, and tangibles. In this study, service quality was found to significantly influence purchase decisions, reflecting the importance of meeting or exceeding adolescent consumers' expectations across these dimensions. Reliability ensures that service is consistent; responsiveness addresses promptness and attentiveness; assurance conveys staff competence and trustworthiness; empathy emphasizes personalized attention; and tangibles include the physical environment and presentation of products. The convergence of these dimensions creates a comprehensive service experience that not only supports utilitarian motivations such as efficiency and convenience but also enhances hedonic satisfaction by fostering comfort and emotional engagement.

By integrating TPB and SERVQUAL perspectives, the study illustrates how attitudinal, normative, and service-quality factors interact to shape adolescent consumer behavior. Taste primarily drives hedonic motivation, delivering sensory pleasure and enjoyment, whereas service quality reinforces utilitarian motivation by meeting functional needs. The interplay between these dimensions explains why both taste and service quality are essential for generating strong purchase intentions and sustaining repeat patronage among adolescents. This theoretical synergy underscores the necessity for businesses like Mie Gacoan to simultaneously optimize product attributes and service performance to influence consumer behavior effectively.

Real-world business implications of these findings are clear. For Mie Gacoan, maintaining taste consistency is crucial, alongside enhancing service quality through staff training, streamlining service processes, and implementing standardized consumer interaction protocols. Beyond immediate product and service considerations, other factors such as price, promotional offers, and brand image may also influence purchase decisions. Price sensitivity is particularly relevant for adolescent consumers, who often make purchases based on perceived value or peer comparison.

Overall, these insights underscore that Mie Gacoan's strategic focus must balance sensory product quality with efficient, consumer-centered service to optimize adolescent purchase behavior. Investments in flavor consistency, staff competency, and service standardization are likely to enhance not only immediate purchase decisions but also long-term loyalty and brand advocacy among teenage consumers in Padang City.

CONCLUSION

This study demonstrates that taste and service quality significantly influence adolescents' purchase decisions at Mie Gacoan in Padang City, with taste emerging as the dominant factor. Taste provides hedonic satisfaction through flavor, aroma, and texture, while service quality delivers utilitarian value, including reliability, responsiveness, assurance, empathy, and tangibles. The interplay between these dimensions shapes purchase intentions and fosters repeat patronage. These findings align with Ajzen's Theory of Planned Behavior and the SERVQUAL model, highlighting that attitudinal, normative, and service-quality factors jointly influence adolescent consumer behavior.

Practical recommendations for Mie Gacoan include maintaining consistent flavor, enhancing service quality through staff training and process optimization, and actively monitoring customer feedback to address gaps in product and service delivery. Attention to factors such as price, promotions, and brand image may further support purchase behavior, particularly among adolescents who are sensitive to perceived value and peer influence.

Future research should explore additional external influences such as social media, peer pressure, and promotions; conduct longitudinal studies to examine the stability of taste and service quality effects on loyalty; investigate potential

mediating or moderating factors like perceived value and hedonic versus utilitarian motivations; and extend the study to other fast-food or casual dining contexts to assess generalizability.

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