

**Consumer Perception on Aspects of The Think & Act Experience at The
Gacoan Noodle Restaurant Gatot Subroto, Bandung City**

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ABSTRACT

This study discusses consumer perceptions of the Thinking and Acting experience at the Gacoan Gatot Subroto Noodle Restaurant, Bandung City. Think is an experience that demands intelligence to create cognitive experiences and problem-solving by involving consumers creatively; the Act is designed to create consumer experiences that are related to the physical body. Customer Experience is a big key in a business or company; Customer Experience depends on the service provided to customers by a company. Customer Experience is simply a process, strategy, and new implementation of a company to manage customers in customer experience with a product or service from a company. In this study, the authors discuss "Consumer Perceptions of Think & Act Experience Aspects at the Gacoan Gatot Subroto Noodle Restaurant, Bandung City". This research is quantitative. The data collection method uses a questionnaire with a Likert scale for a sample of 100 respondents. The study results show that customer experience with the Think and Act aspect positively and significantly impacts customer satisfaction and trust in Mie Gacoan Gatot Subroto Bandung City.

Keywords: Perception, Think and Act, Customer Experience, Restaurant, Mie Gacoan

INTRODUCTION

Bandung City is the capital of West Java Province, which is also the centre of government and economy of West Java Province, Indonesia. Bandung is also the third largest city in Indonesia after Jakarta and Surabaya. Bandung is also famous as a culinary city; Bandung has even been named the city with the best culinary delights. There is also the definition of culinary according to Seogiarto (2018); culinary is the result of the cooking process. Culinary tourism is travelling to an area or place serving typical food to gain new culinary experiences (Hall &

Mitchell, 2001; Sari, 2013). In Bandung, we can also find many delicious cafes and places to eat, from heavy to light food, including noodles.

The definition of noodles is a type of food made from a mixture of wheat flour, water and several times beaten eggs. This dough is then boiled or steamed to produce a soft and chewy texture. Noodles can be made into various dishes with various sauces, spices, and other ingredients.

Noodle variations and shapes can be found in various culinary cultures worldwide, such as Japanese ramen noodles, Italian spaghetti noodles, udon noodles, soba noodles, meatball noodles, and fried noodles. The types of noodles and how they are made can vary greatly depending on the culture, local ingredients, and taste preferences of the people there. Indonesians love spicy food. Every eating place must provide spicy food. The types of spicy food available on the menu are very diverse. Although spicy food is a stress reliever, it can also cause diarrhoea or stomach acid, but that does not stop Indonesians from eating, even in Bandung, West Java. Mie Gacoan is one of the famous spicy foods in Bandung.

There is an Indonesian restaurant franchise called Mie Gacoan. This business was founded in Malang City in early 2016. Mie Gacoan has 100 shops throughout Indonesia, with the majority of its branches on the island of Java, one of which is in Bandung City, West Java. There is a branch in Gatot Subroto. With a diverse and delicious menu and affordable prices, Mie Gacoan is a spicy noodle that many people like—students, teenagers, and even the elderly- like these noodles. The Mie Suit menu, Mie Hompipa, and Mie Gacoan are some of the noodles most liked by people at Mie Gacoan. Apart from noodles, they offer additional menus such as cheese shrimp, rambutan shrimp, fried dumplings, shrimp spring rolls and many more. Mie Gacoan also has a fresh menu, such as Es Gobak Sodor, Es Teklek, Es Sluku Batok, and Es Petak Umpet. The selling price of this Gacoan Noodle starts from Rp. 14,000 – Rp. 20,000.

Even though this food is famous for its low prices and delicious food, it does not rule out the possibility of getting an inadequate response from the public because the queues are so long that we have to wait for hours to get this food, to the point where some even open a daycare service for you. This food is because the queue is long and we must wait long.

There were also bad experiences from guests, where the food took a long time to arrive even though there were many employees there, some of the food on the menu could have been more delicious, and comments that this place did not provide a separate area for smoking. The plates were oily, maybe because of the gloves, which are rarely changed; the menu is sold out but is listed in online ordering. There are also some excellent guest experiences, such as the relatively clean and attractive place, delicious food, and good service.

Arianto (2018:83) said that service quality includes all types of services the company provides to customers, including meeting customer needs and requirements and meeting customer expectations quickly. Kotler (2000:25) also said that service quality is what a company must do to satisfy its customers.

Customer experience with services depends greatly on the products and services' quality. Customer experience with services also influences customers' desire to keep products the same.

An experience can be defined as a relationship between a business and a consumer, which includes physical elements, sensory stimulation (such as aroma, smell, and beauty), and emotional interactions. All of this is communicated through existing moments of truth. Even more interesting, if customers have a pleasant experience, they will tell others about it. Word of mouth increases a business's opportunities to get more customers. Therefore, this pleasant customer experience must be maintained consistently because it positively impacts the company.

Customer experience is significant for a business or company to manage customer experience. Customer experience depends on the service a company provides to its customers. In simple terms, customer experience is a new process, strategy and implementation carried out by a company to manage customer experience with the company's products or services.

Memorable experiences can be challenging. Innovations are needed, and sometimes significant investments are required. However, a pleasant experience will make customers satisfied and loyal to the company. According to Schmitt (1999: 99), two components in service support the implementation of customer experience: Sense (sensing) is the human senses used to feel the products and services offered, and Feel (feeling) is the strategy and implementation to give brand influence to customers.

LITERATURE REVIEW

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METHOD

Design and Sample

This research uses a type of quantitative research conducted using a survey method. The respondents received a list of questions in the form of a questionnaire. Quantitative method research uses many numbers. They are starting from how the data is collected to how the data can be concluded. According to Sugiyono (2018; 13), quantitative data is a research method based on positivism (concrete data). This data consists of numbers that will be measured using statistics to test the problem being studied.

Instrument and Procedure

According to Sugiyono (2017:142), a questionnaire is a research tool consisting of a series of questions intended to collect information from the respondents. Questionnaires are given to respondents with several questions or written statements for them to answer. The author used a data collection method in this research by distributing questionnaires to 100 respondents, including students, workers and others.

Data Analysis

Data was collected by dividing questions based on customer experience dimensions included in Think and Act. In this stage, the researcher reaches a conclusion, which includes a discussion of the findings of this research. The conclusion is expected to answer the problem formulation at the beginning. However, the problem formulation is temporary and may change over time.

RESULT AND DISCUSSION

Gacoan Noodle Restaurant Profile



Figure 1 Gacoan Noodle Logo
Source: <https://www.miegacoan.com/>

"Mie Gacoan" is a trademark of origIndonesia'sting from the number one spicy noodle res, aa, a PT Pesta Pora Abadi subsidiary. Mie Gacoan was founded in 2016 in Malang City and employs more than 3000 people, with the largest branches on the islands of Jali.

Mie Gacoan comes from the Javanese word "Gaco", which means hero or mainstay—this "Mie Gacoan" restaurmiddle-class middle-class customers with the best products at low prices. Surprisingly,rprising that Indonesians, especially students, students and families, love Mie Gacoan.

Mie Gacoan is the predecessor of today's recognized spicy noodles; the restaurant's signature spicy noodle menu is always available.

Before getting the research results, the author distributed a questionnaire to panellists with several questions referring to the variables of Think Experience and Act Experience to get the results of consumer perceptions of the Gacoan Gacoan Noodle Restaurant, Gatot Subroto, Bandung City.

a. Think Experience

"Think Experience" is a term used in marketing and customer communications focusing on profound cognitive experiences and encouraging creativity and problem-solving.

The goal is to get customers interested and think creatively so they can re-evaluate the company and brand.

Based on the results of service quality

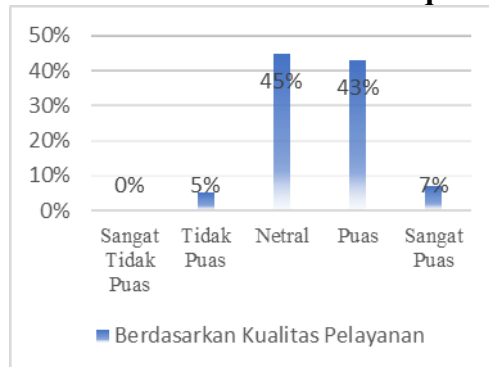


Figure 2 Based on Service Quality
Source: Author (2023)

Based on the picture above, it can be concluded that of thapanellists100 panellists who filled out the survey regarding consumer perceptions of service quality, 7% or seven people chose the very satisfied category; 43% or 43 people chose the satisfied category; 45% or 45 people chose the neutral category (which is also the highest rating); 5% or five people chose the dissatisfied category; and 0% or 0 people chose the very dissatisfied category.

Based on the results of taste quality

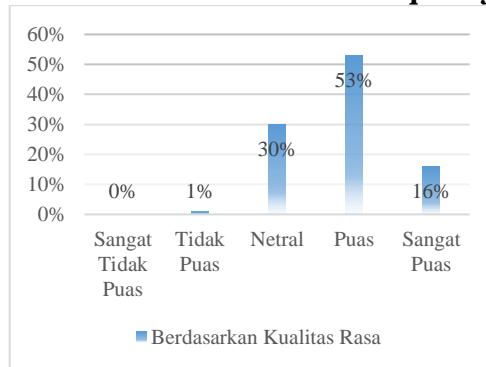
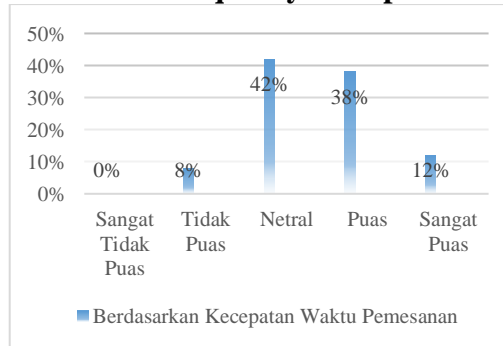


Figure 3 Based on Taste Quality
Source: Author (2023)

Based on the picture above, it can be concluded that of the 100 panellists who filled out a survey regarding consumer perceptions of taste quality, 16% or 16 people chose the very satisfied category; 53% or 53 people chose the satisfied category (which is also the highest rating); 30% or 30 people chose the neutral category; 1% or one person chose the dissatisfied category; and 0% or 0 people chose the very dissatisfied category.

Based on the results of the quality and speed of ordering times



Based on the picture above, it can be concluded that of the 100 panellists who filled out a survey regarding consumer perceptions regarding order time speed, 12% or 12 people chose the very satisfied category; 42% or 42 people chose the satisfied category (which is also the highest rating); 38% or 38 people chose the neutral category; 8% or eight people chose the dissatisfied category; and 0% or 0 people chose the very dissatisfied category.

b. Act Experience

An act is intended to create consumer experiences related to the physical body (Schmitt in Indrakusuma 2011). The purpose of the action experience (Act) is to give an impression of behavioural patterns and lifestyles as well as improve social interaction patterns and make the brand or goods have a good relationship

with customers so that they feel satisfied and are more likely to repurchase or interact with the brand, in the future.

Based on Service Communication

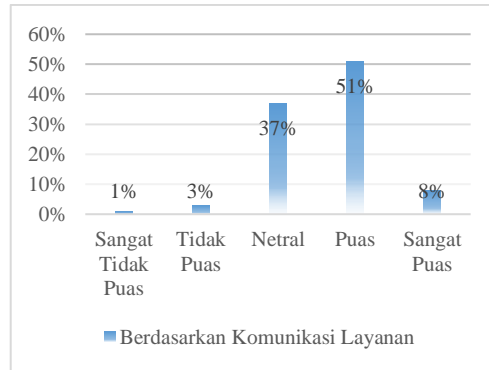


Figure 4 Based on Service Quality
Source: Author (2023)

Based on the picture above, it can be concluded that of the 100 panellists who filled out a survey regarding consumer perceptions about service communication, 8% or eight people chose the very satisfied category; 51% or 51 people chose the satisfied category (which is also the highest rating); 37% or 37 people chose the neutral category; 3% or three people chose the dissatisfied category; and 1% or one person chose the very dissatisfied category.

Based on Consumer Involvement in Products

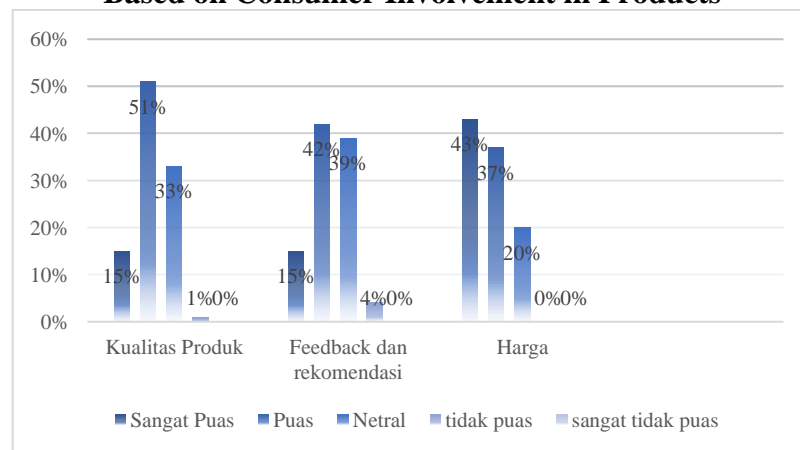


Figure 5 Based on Consumer Involvement in Products
Source: Author (2023)

Based on the picture above, it can be concluded that of the 100 panellists who filled out a survey regarding consumer perceptions regarding consumer involvement in products, including product quality, feedback and price.

Consumer perceptions of the influence of product quality, including 15% or 15 people choosing the very satisfied category, 51% or 51 people choosing the satisfied category (which is also the highest rating), 33% or 33 people choosing

the neutral category, 1% or one person choosing a dissatisfied category, and 0% or 0 people chose the very dissatisfied category.

Consumer perceptions of feedback and recommendations, including 15% or 15 people choosing the very satisfied category, 42% or 42 people choosing the satisfied category (which is also the highest rating), 39% or 39 people choosing the neutral category, 4% or four people choosing the category dissatisfied, 0% or 0 people chose the very dissatisfied category.

Consumer perceptions of affordable prices, including 43% or 43 people choosing the very satisfied category (which is also the highest rating), 37% or 37 people choosing the satisfied category, 20% or 20 people choosing the neutral category, 0% or 0 people choosing the not category satisfied, 0% or 0 people chose the very dissatisfied category.

CONCLUSION

From these two indicators, creating a Think experience is improving service that satisfies consumers by following standard operational procedures (SOP) and selling products that meet consumer expectations. However, several obstacles still arise in creating the Think Experience. The only thing is that the time it takes to get food influences the consumer experience. Customers will feel appreciated and satisfied if service is provided quickly and effectively. Then, creating an Act Experience is knowing the customer's lifestyle so they feel happy and satisfied with the services, facilities and products provided. They can repurchase the product and recommend it to others.

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