

THE INFLUENCE OF *BRAND AWARENESS*, PRODUCT QUALITY, AND SERVICE QUALITY ON THE DECISION TO REPEAT ORDER MIE GACOAN AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, STATE UNIVERSITY OF MAKASSAR

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Abstract

This study aims to analyze the influence of brand awareness, product quality, and service quality on the decision to make a repeat order for Mie Gacoan among students of the Faculty of Economics and Business at Makassar State University. The background of this research is based on the intense competition in the culinary industry, which requires companies to understand the factors that drive customers to make repeated purchases. This research employs a quantitative approach with an explanatory research design and involves 100 respondents selected through purposive sampling. Data were collected using a rating-scale questionnaire and analyzed through multiple linear regression. The findings indicate that brand awareness has a significant yet negative effect on repeat orders, suggesting a mismatch between the brand image perceived by customers and their actual consumption experience. Product quality shows a positive and significant effect, emphasizing that consistency in taste and quality is a key consideration in repeat purchase decisions. Service quality also demonstrates a significant influence through speed, friendliness, and comfort of service. Simultaneously, the three variables significantly affect repeat orders, indicating that actual consumption experience plays a stronger role than brand image in shaping customer loyalty.

Keywords: *brand awareness, product quality, service quality, repeat orders.*

INTRODUCTION

The fast food industry is experiencing rapid growth in line with increasing mobility and the demand for practical, affordable, and accessible food. Under these conditions, understanding consumer behavior is increasingly important, as purchasing decisions are fundamentally influenced by cognitive processes, evaluation of experiences, and consumer perceptions of the overall quality of the service provided (Kottler & Keller, 2016). Today's consumers evaluate products not only from a functional perspective but also based on a holistic experience that includes perceptions of the brand, product quality, and service quality. In an era of increasingly competitive competition, a company's ability to build a strong, relevant,

and consistent *brand* is a key strategy in maintaining customer loyalty, as emphasized by (Peruško et al., 2020) .

Mie Gacoan is a fast food *brand that has successfully captured the attention of the wider community, especially the younger generation in various major cities in Indonesia*. This high level of brand awareness provides a competitive advantage because it can expand market reach. However, high *awareness* does not always directly correlate with *repeat order decisions* . Field observations and consumer reviews indicate dissatisfaction with several aspects, such as long queue durations, inconsistent taste between branches, and service that is considered slow at certain times. This phenomenon indicates a *gap* between the brand image formed in the minds of consumers and their consumption experience. In line with the theory of Sharp and Romanjuk (2016) , high *brand awareness* without a positive experience is unable to generate sustainable customer loyalty. This is reinforced by Subianto (2017) , who states that consumers tend to *repeat orders* only when the perception of value and previous consumption experiences are satisfactory and meet expectations.

Product quality is an important factor influencing *repeat order decisions* . Kottler and Keller (2016) explain that product quality reflects a product's ability to meet or exceed consumer expectations. In the fast food industry, product quality indicators include taste consistency, cleanliness, presentation, food texture, and food safety. Research by Maria et al. (2024) shows that product quality has a significant influence on repurchase intentions in various types of culinary businesses. Alfasa, (2023) also emphasized that taste consistency and ingredient quality are crucial aspects that determine consumers' *repeat order decisions in the food and beverage sector*. Thus, stable product quality is the main foundation in building loyalty, especially for young consumers who are sensitive to changes in consumption experiences.

Besides product quality, service quality is a crucial element in shaping a comprehensive culinary experience. According to the theory of Parasuraman et al. (1988) in the study by Singh et al. (2023) , service quality encompasses five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the culinary industry, fast, friendly, and responsive service, as well as a comfortable dining environment, are factors that influence consumer satisfaction levels. Several studies have shown that service quality plays a role in increasing *repeat orders* , although some findings, such as those by Rifqiyyah and Surianto (2024) , indicate that the effect is not always partially significant. This inconsistency in results reflects a *research gap* that is important to explore further to understand how certain service characteristics influence repeat orders, especially in the younger consumer segment with dynamic preferences.

Students from the Faculty of Economics and Business, Makassar State University, are a relevant research segment because they have a high intensity of consuming fast food and are widely exposed to various culinary content through social media. Although their *brand awareness* of Mie Gacoan is very high, not all students regularly make *repeat orders* . This condition shows that *repeat order decisions* are not only determined by high *brand awareness* , but also by actual experiences related to product quality and service. This is important because

students are a consumer group with rational preferences prioritizing value, quality, and real experiences in making repeat purchase decisions.

Based on this phenomenon, this study was conducted to comprehensively analyze the influence of brand awareness, product quality, and service quality on repeat order decisions for Mie Gacoan among students of the Faculty of Economics and Business, Makassar State University. This study contributes to a deeper understanding of the factors influencing *repeat orders* in the growing young consumer segment. Furthermore, this study offers novelty by testing all three variables simultaneously in one model, thus providing a more comprehensive picture of the determinants of *repeat orders* in the fast food industry.

METHOD

The type of research used in this study is explanatory research with a quantitative approach. Sugiyono (2023) explains that quantitative research is a research method based on the philosophy of *positivism*, as a scientific method because it has fulfilled scientific principles empirically, objectively, measurably, rationally, and systematically. Quantitative research is used to examine a specific population or sample, by collecting data using research instruments, and aims to test predetermined hypotheses. Sugiyono (2023) also states that explanatory research is research that aims to analyze the relationship between one variable and another or how one variable affects another.

The population in this study were students of the Faculty of Economics and Business, Makassar State University who had placed *repeat orders* for Mie Gacoan products. Because the number of people who met these criteria was not known for certain, the population was categorized as an unknown population. The sampling technique used was nonprobability sampling with a purposive sampling method, which determines the sample based on certain criteria relevant to the research objectives. The sample in this study were active students of the Faculty of Economics and Business, Makassar State University who had placed *repeat orders* for Mie Gacoan product at least 3 times. The number of samples was calculated using the Cochran formula because the population was unknown, and obtained as many as 100 respondents. The data collection technique was carried out using a questionnaire compiled based on indicators from four research variables. The first variable is *brand awareness*, which is measured using four indicators according to Kottler and Keller (2016), namely *brand recall*, *brand recognition*, *purchase*, and *consumption*. The second variable is product quality, which is assessed through seven indicators based on the theory of Garvin (1987) in Hoe (2018), namely *performance*, *reliability*, *durability*, *features*, *conformance*, *aesthetics*, and *after-sales service*. The third variable is service quality, using five dimensions according to Parasuraman et al. (1998) in Singh et al. (2023), namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. The fourth variable is *repeat orders*, with indicators of *customer satisfaction*, *customer loyalty*, *perceived value*, *brand image*, and *product and service quality* according to the model from Cronin et al. (2000) in Oliver in (Husin et al., 2023). All of these indicators were used to compile a research instrument in the form of a Likert scale questionnaire distributed to respondents according to the criteria.

RESULTS AND DISCUSSION

A. Research Instrument Testing

To ensure that a research instrument is truly suitable for use, a prior testing process is necessary to ensure its validity and consistency. Through this stage, researchers can ensure that the measurement tool can produce accurate, objective, and reliable data. In this study, the instrument was tested using SPSS version 26.

Table 1. Data Instrument Test Results

Data Instrument Test	Testing Criteria	Data Instrument Test Results	Conclusion
Validity Test	$r_{\text{count}} > r_{\text{table}}$ with a significance level value of 5%	All statement items > 0.196	All statement items are valid
Reliability Test	<i>Crombath's Alpha</i> > 0.60	X1 = 0.747 X2 = 0.748 X3 = 0.775 Y = 0.774	All variables are reliable

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Based on the validity test results table, all statement items measuring the variables of *brand awareness*, product quality, service quality, and *repeat orders* have a calculated r value greater than the table r value of 0.196, so that all indicators are declared significant and valid. This indicates that each statement item in the questionnaire is able to measure the intended variable precisely and accurately. Thus, the instrument used in this study can be declared feasible and valid for use in data collection. The reliability test shows that all research variables, namely *brand awareness*, product quality, service quality, and *repeat orders*, have a *Cronbach's Alpha* value above 0.60. Thus, all instruments are declared reliable, which means the questionnaire is able to provide consistent and stable results when repeated measurements are carried out.

B. Classical Assumption Test

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	N	100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	4.81466903
Most Extreme Differences	Absolute	.082
	Positive	.054
	Negative	-.082
Test Statistics		.082
Asymp. Sig. (2-tailed)		.094 ^{c,d}

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Based on the results of the normality test using the *One-Sample Kolmogorov-Smirnov test* on the residual values, the Asymp. Sig. (2-tailed) value was obtained at 0.094. This value is greater than the significance limit of 0.05, so it can be concluded that the residual data is normally distributed.

Table 3. Multicollinearity Test Results

No.	Variables	Tolerance	VIF	Information
1.	<i>Brand Awareness</i>	0.657	1,522	There are no symptoms of multicollinearity
2.	Product Quality	0.459	2,181	There are no symptoms of multicollinearity
3.	Quality of Service	0.640	1,562	There are no symptoms of multicollinearity

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Based on the results of the multicollinearity test in Table 3, it is known that the *brand awareness* variable has a *tolerance* value of $0.657 > 0.10$ and a *VIF* value of $1.522 < 10$. The product quality variable also shows a *tolerance* value of $0.459 > 0.10$ and a *VIF* value of $2.181 < 10$. Meanwhile, the service quality variable has a *tolerance* value of $0.640 > 0.10$ and a *VIF* value of $1.562 < 10$. Based on these criteria, it can be concluded that all independent variables in this study do not experience symptoms of multicollinearity.

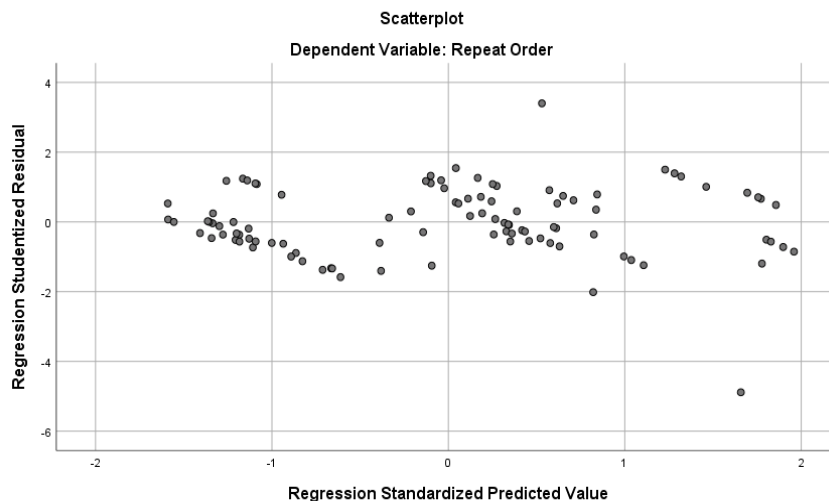


Figure 1. Heteroscedasticity Test Results

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Based on the figure above, the distribution of the points appears random and does not form a specific pattern, either spreading upwards or downwards. This indicates that the regression model in this study does not experience heteroscedasticity, as the residual variance is constant.

C. Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis Test

Coefficients ^a				
Model	Unstandardiz	Standardize	t	Sig.
	ed	d		
	Coefficients	Coefficients		
	B	Beta		
	Std. Error			

1	(Constant)	5,355	4,206		1,273	.206
	Brand awareness	-.195	.093	-.111	-2,090	.039
	Product Quality	.186	.066	.182	2,844	.005
	Quality of Service	.802	.053	.819	15,165	.000
a. Dependent Variable: Repeat orders						

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Based on the results of the multiple linear regression analysis in Table 4.17, the following regression equation was obtained:

$$Y = a + b_1X_1 + +b_3b_2X_2X_3 + e.$$

$$Y = 5,355(-0,195) + 0,186 + 0,802 + e$$

The equation has a meaning if the constant value (a) of 5.355 indicates that if all independent variables, namely *brand awareness* (X1), product quality (X2), and service quality (X3) are at zero, then the repeat order value (Y) is at 5.355. This means that without the influence of these three variables, *the repeat order decision* remains at the basic condition of the constant value.

The regression coefficient for *the brand awareness variable* (X1) is -0.195, meaning that if *brand awareness* increases by one unit and other variables are held constant, *repeat orders* will decrease by 0.195. A negative coefficient indicates an inverse relationship between *brand awareness* and *repeat orders* in this model.

Furthermore, the regression coefficient of the product quality variable (X2) is 0.186, which indicates that if product quality increases by one unit and other variables remain constant, repeat orders will increase by 0.186. This positive value indicates a unidirectional influence between product quality and repeat order decisions.

The regression coefficient for the service quality variable (X3) is 0.802, the highest value compared to other variables. This means that if service quality increases by one unit, assuming other variables remain constant, *repeat orders* will increase by 0.802. This positive and substantial coefficient indicates that service quality makes the most dominant contribution to increasing *repeat orders*.

D. Hypothesis Testing

Table 5. t-Test Results

Coefficients ^a						
Model		Unstandardiz ed Coefficients		Standardi zed Coefficien ts	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,35 5	4,206		1,273	.206
	Brand Awareness	-.195	.093	-.111	-2,090	.039
	Product Quality	.186	.066	.182	2,844	.005
	Quality of Service	.802	.053	.819	15,165	.000
a. Dependent Variable: Repeat Order						

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Based on the t-test results in Table 4.18, the *brand awareness variable* (X1) has a t-value of -2.090 with a significance value of $0.039 < 0.05$. This indicates that H1 is accepted, which means *brand awareness* has a significant effect on *repeat orders*, but the direction of the influence is negative. The product quality variable (X2) obtained a t-value of 2.844 with a significance value of $0.005 < 0.05$. Thus, H2 is accepted, meaning that product quality has a positive and significant effect on *repeat orders*. Furthermore, the service quality variable (X3) has a t-value of 15.165 with a significance value of $0.000 < 0.05$. These results indicate that H3 is accepted, which means that service quality has a positive and very significant effect, and is the most dominant variable in influencing *repeat orders*.

Table 6. F-Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10507515	3	3502.505	146,515	.000 ^b
	Residual	2294.923	96	23,905		
	Total	12802.438	99			
a. Dependent Variable: <i>Repeat Order</i>						
b. Predictors: (Constant), Service Quality, Brand Awareness, Product Quality						

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Based on the results of the simultaneous significance test (F) in table 6 above, the calculated F value was $146.515 > F_{\text{table}} 2.70$ with a significance value of $0.000 < 0.05$. Thus, it can be concluded that the *brand awareness* (X1), product quality (X2), and service quality (X3) variables simultaneously have a significant effect on the repeat order variable (Y). Therefore, the simultaneous hypothesis (H4) is declared accepted.

Table 7. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.906 ^a	.821	.815	4.88932
a. Predictors: (Constant), Service Quality, Brand Awareness, Product Quality				

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Based on the test results in the *Model Summary table*, the R Square value was obtained at 0.821. This means that 82.1% of the variation in changes in the *repeat order variable* can be explained by three independent variables, namely *brand awareness*, product quality, and service quality. The remaining 17.9% is influenced by other factors not included in this research model. The Adjusted R Square value of 0.815 also indicates that the regression model has excellent predictive ability.

E. Discussion

1. The Influence of *Brand Awareness* (X1) on *Repeat Order Decisions* (Y)

Based on the test results, the t-value is -2.090 with a significance of $0.039 (< 0.05)$, so that statistically *brand awareness* has a significant effect on *repeat orders* at Mie Gacoan, but with a negative coefficient direction. This indicates that increased brand awareness is not immediately followed by an increase in *repeat order decisions* among students of the Faculty of Economics and Business, Makassar State University. This finding differs from the research of Azizah and Winarno (2023),

and Purba and Badrudin (2025) , which found that *brand awareness* has a positive effect on *repeat orders* . This difference can be explained through the concept of *expectation-disconfirmation* proposed by Oliver in Wibowo et al. (2024) , that the higher consumer expectations of a brand, the greater the risk of disappointment when the actual experience does not match expectations. In the context of Mie Gacoan, high brand exposure through virality on social media and popularity among students creates high expectations regarding the taste, service quality, and atmosphere of the restaurant. When these expectations are not consistently met, some consumers tend to decrease their intention to *repeat orders* .

2. The Influence of Product Quality (X2) on *Repeat Order Decisions* (Y)

The t-test results show that product quality has a t-count of 2.844 with a significance value of 0.005 (<0.05). This means that product quality has a positive and significant effect on *repeat orders* at Mie Gacoan, so that the better the product quality perceived by consumers, the greater their tendency to *repeat orders* . The results of this study are in line with the findings of Maria et al. (2024) , and Alfasa (2023) , who concluded that product quality has a positive effect on repurchase intentions. Positive experiences related to product quality encourage consumers to feel satisfied and willing to repeat purchases in the future. In this study, product quality is one of the important factors that strengthen the repeat order decisions of students of the Faculty of Economics and Business, Makassar State University, although it is not the most dominant variable. Therefore, Mie Gacoan needs to ensure that service improvement efforts are followed by maintenance and refinement of product quality so that customer loyalty can be maintained.

3. The Influence of Service Quality (X3) on *Repeat Order Decisions* (Y)

Based on the analysis results, service quality shows a t-value of 15.165 with a significance of 0.000 (<0.05). This indicates that service quality has a positive and significant effect on *repeat orders* , and is the most dominant factor in influencing repeat purchase decisions at Mie Gacoan. This finding is consistent with the results of research by Rifqiyyah and Surianto (2024) , which states that service quality has a strong influence on loyalty and *repeat orders* . In the context of students at the Faculty of Economics and Business, Makassar State University, the experience of direct interaction with employees and the condition of the restaurant are the main considerations in deciding whether they will return or not. Therefore, Mie Gacoan needs to continue to improve service standards, starting from queue management, speed of serving, to the proactive and friendly attitude of employees so that *repeat order decisions* can be maintained and customer loyalty is strengthened.

4. The Influence of *Brand Awareness* (X1), Product Quality (X2), and Service Quality (X3) on *Repeat Orders* (Y)

The F test results show that the calculated F value of 146.515 is greater than the F table of 2.70 with a significance value of 0.000 (<0.05). This indicates that simultaneously *brand awareness* , product quality, and service quality have a significant effect on repeat orders at Mie Gacoan. In other words, the *repeat order decision* of students of the Faculty of Economics and Business, Makassar State University is not only determined by one factor, but is the result of a combination of the three variables. However, in partial testing it is seen that *brand awareness* has a significant effect in a negative direction, while product quality and service quality have a positive and significant effect, where service quality is the most dominant

variable. This condition is in line with the view of Macdonald and Sharp (2003) , who explained that *brand awareness* only has a positive impact if it is followed by a satisfying consumption experience. If expectations formed from high brand awareness are not met, then *brand awareness* will not encourage loyalty, and even has the potential to reduce it. This study also supports the findings of Savero et al. (2024) , and Chasanah (2019) , which show that product quality and service quality have a major role in shaping loyalty and *repeat orders* . Thus, it can be concluded that Mie Gacoan's success in maintaining repeat orders among students of the Faculty of Economics and Business, Makassar State University depends on the company's ability to manage the customer experience as a whole, not just on how popular the brand is on social media.

CONCLUSION

Brand awareness has a significant effect on *repeat orders* , but the direction of the effect is negative. This indicates that a higher level of student awareness of Mie Gacoan does not always increase *repeat order decisions* . High expectations due to brand popularity can lead to disappointment if the consumption experience does not meet expectations, thus reducing repurchase intentions. Product quality has a positive and significant effect on *repeat orders* . This means that the higher the perceived product quality, both in terms of taste, texture, and presentation consistency, the greater the tendency for repeat purchases. Product quality is an important factor in shaping satisfaction which then encourages *repeat orders* . Service quality also has a positive and significant effect and is the most dominant variable influencing *repeat orders*. This indicates that fast, friendly, and comfortable service are the main aspects that encourage students of the Faculty of Economics and Business, Makassar State University to repurchase Mie Gacoan. Simultaneously, *brand awareness* , product quality, and service quality have a significant effect on *repeat orders*. The results of the coefficient of determination test indicate the contribution of all three variables in influencing *repeat orders*, while other factors are beyond the scope of this study. For the company, it is recommended to improve the consistency of product quality and improve service standards so that the consumer experience is more in line with expectations. Students, as consumers, are expected to be more discerning in evaluating products based on direct experience, not just brand popularity. Future researchers are advised to add other relevant variables, such as price, digital promotions, or customer experience, to provide more comprehensive results and enrich the study of *repeat orders*.

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