

The Influence of Perceived Value, Store Atmosphere, and Social Media Marketing on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable at Mie Gacoan Merr Surabaya

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ABSTRACT

The purpose of this study is to investigate the impact of Perceived Value, Store Atmosphere, and Social Media Marketing on Consumer Loyalty through Consumer Satisfaction as a mediating variable at Mie Gacoan MERR Surabaya. As competition within the culinary sector continues to intensify, understanding the determinants of customer loyalty has become essential for business sustainability. This study utilizes a quantitative explanatory research approach. Primary data were obtained from 100 respondents selected through purposive sampling and analyzed using Path Analysis conducted with SPSS 27. The findings are expected to provide insights into the relationships among the variables and their contribution to enhancing consumer loyalty. The results indicate that Perceived Value, Store Atmosphere, and Social Media Marketing have a positive and significant influence on Consumer Satisfaction both partially and simultaneously. Furthermore, the three independent variables also exhibit a positive and significant influence on Consumer Loyalty. Mediation test results reveal that Consumer Satisfaction significantly mediates the relationship between the independent variables and the dependent variable. These findings confirm that Perceived Value is the most dominant factor in driving loyalty; however, direct experiential satisfaction remains an absolute prerequisite for consumers to remain loyal to the Mie Gacoan brand amidst numerous competing alternatives.

INTRODUCTION

One of the rapidly growing culinary brands in Indonesia is Mie Gacoan. Mie Gacoan has successfully captured public attention through a concept of affordable pricing, unique menu variants, spacious and modern venues, and active promotion via social media. The Mie Gacoan MERR branch in Surabaya has become one of the most crowded outlets due to its strategic location in an area surrounded by educational institutions, residential complexes, and centers of public activity (Rasyidi et al., 2025). This high volume of visitors indicates that Mie Gacoan possesses a strong market appeal. However, a high number of visits does not necessarily reflect full consumer loyalty, as consumers can easily switch to other brands if their expectations are not met (Alesha et al., 2023). Therefore, the company needs to understand the factors capable of maintaining sustainable customer loyalty.

The phenomenon occurring at Mie Gacoan MERR Surabaya can be observed through the long customer queues, the buzz of reviews on social media, and the increasing business competition in the spicy noodle and fast-food restaurant sector in Surabaya. On one hand, this condition shows that the brand has a strong attraction. On the other hand, several challenges have emerged, such as long waiting times, limited seating during peak hours, complaints regarding slow service, and competitors offering similar concepts. If these conditions are not managed effectively, consumer loyalty may decline. Consequently, the company needs to determine the extent to which Perceived Value, Store Atmosphere, and Social Media Marketing can create consumer satisfaction and loyalty.

Within the scope of contemporary marketing, consumer loyalty is shaped by various key determinants, including perceived value, store atmosphere, and social media marketing. Perceived value refers to consumers' overall evaluation of the benefits obtained from a product or service relative to the costs, effort, and experiences involved in acquiring it (Hatta, 2024). Consumers who perceive greater value from their purchases are more likely to experience satisfaction, which subsequently encourages repeat purchasing behavior.

Previous studies have provided evidence of the relationship between perceived value, satisfaction, and loyalty. Research conducted by Mukarromah and Istanto (2023) on customers of Mie Gacoan in Surabaya revealed that perceived value positively affects repurchase intention through customer satisfaction. Similarly, a study by Yolanda et al. (2021) in Yogyakarta demonstrated that perceived value contributes positively to consumer loyalty when mediated by satisfaction. Nevertheless, inconsistent findings have also been reported. Mukarromah and Istanto (2023), in a different study involving customers of Mie Gacoan Tebet Jakarta, found that perceived value did not significantly influence customer satisfaction. These contrasting results indicate the existence of a research gap, highlighting the need for further investigation to clarify the relationship among these variables in different research settings.

In addition to perceived value, another crucial factor is Store Atmosphere. The atmosphere of a store or restaurant encompasses interior design, cleanliness,

lighting, music, layout, and overall comfort (Saputra et al., 2024). In the culinary business, store atmosphere can be the reason consumers choose a restaurant, especially for the younger generation who utilize dining establishments as social spaces. Empirical studies have produced varying findings regarding the influence of store atmosphere on customer responses. Hartanto et al. (2025) reported that store atmosphere exerts a positive and significant impact on customer satisfaction among Mie Gacoan consumers. This finding suggests that a comfortable and appealing dining environment can enhance customers' overall experiences and satisfaction levels. In contrast, Wikasari and Susanti (2025) found that store atmosphere does not significantly affect either customer satisfaction or customer loyalty. These inconsistent findings demonstrate that the influence of store atmosphere still needs to be re-tested in different research locations, specifically at the MERR Surabaya branch.

In the digital era, social media marketing has become an important factor in influencing consumer behavior. Platforms such as Instagram, TikTok, and X enable businesses to enhance brand awareness, customer engagement, and emotional connections with consumers (Syamsu et al., 2024). Through promotional content, customer interactions, and online reviews, social media can shape purchasing decisions and consumer perceptions. Although Mie Gacoan actively utilizes social media to strengthen its brand image and promote its products (Yolanda et al., 2021), limited research has examined its impact on consumer loyalty through consumer satisfaction, particularly at Mie Gacoan MERR Surabaya.

Consumer Satisfaction in this study is positioned as an intervening variable, as satisfaction often serves as a bridge between consumer experience and loyalty. Consumers who obtain high value, experience a comfortable restaurant atmosphere, and are exposed to engaging digital marketing communication tend to feel satisfied (Kaffi & Mujanah, 2023). This satisfaction then drives the desire to repurchase, recommend the brand to others, and remain loyal to the same brand. Research by Adam et al. (2025) shows that consumer satisfaction has a significant effect on Mie Gacoan customer loyalty, whereas research by Alesha et al. (2023) indicates an insignificant result.

This study is motivated by the limited number of studies that simultaneously examine the effects of perceived value, store atmosphere, and social media marketing on consumer loyalty through consumer satisfaction, particularly in the context of Mie Gacoan MERR Surabaya. Previous research has generally focused on only one or two of these variables, leaving a gap in understanding the factors that collectively shape customer loyalty.

The study is important given the intense competition within Surabaya's culinary industry and the growing number of consumer choices. Customer loyalty plays a crucial role in sustaining business performance, as retaining existing customers is more cost-effective than attracting new ones. Therefore, the findings are expected to assist Mie Gacoan MERR Surabaya in developing effective marketing strategies while also contributing to the literature on consumer behavior in Indonesia's culinary sector.

LITERATURE REVIEW

Perceived Value

Perceived value refers to consumers' evaluation of the benefits gained from a product or service in relation to the costs, effort, or sacrifices required to obtain it. Kotler and Keller (2016:151) describe perceived value as the difference between the total benefits and total costs perceived by customers when compared with available alternatives. Similarly, Zeithaml (1988) defines it as an overall assessment of a product's usefulness based on what consumers receive versus what they give. According to Sweeney and Soutar (2001), perceived value can be measured through several key indicators, namely:

1. Emotional value
2. Social value
3. Quality/performance value
4. Price/value for money

Store Atmosphere

Store atmosphere refers to the physical environment and ambiance of a store designed to create comfort and a positive experience for consumers. Meanwhile, Berman and Evans (2018:462) state that store atmosphere consists of the physical characteristics of a store used to build an image and attract customers. According to Berman and Evans (2018:463), the indicators of store atmosphere include:

1. Exterior (the outer part of the store)
2. General interior (the inner part of the store)
3. Store layout (the spatial arrangement of the store)
4. Interior display (decorations and internal displays)

Social Media Marketing

Social media marketing refers to promotional activities that use social media platforms to engage consumers, strengthen brand awareness, and encourage purchasing behavior. Tuten and Solomon (2017:15) define social media marketing as the application of social media tools, channels, and technologies to create, communicate, and deliver value to stakeholders. According to As'ad and Alhadid (2014), social media marketing can be assessed through several key indicators, including:

1. Online communities
2. Interaction
3. Sharing of content
4. Accessibility
5. Credibility

Consumer Loyalty

Consumer loyalty refers to a customer's willingness to continue purchasing and supporting a particular product or service over time, even when faced with competing alternatives. Kotler and Keller (2016:153) define loyalty as a strong commitment to repurchase a preferred product or service in the future. Similarly, Griffin (2015:31) explains that loyal customers are characterized by repeat purchases, buying various products from the same company, recommending the brand to others, and resisting competitors' offers. According

to Griffin (2015:35), consumer loyalty can be measured through the following indicators:

1. Repurchasing
2. Purchasing other products within the same company
3. Recommending to others
4. Resistance to switching to competitors

Consumer Satisfaction

Consumer satisfaction reflects the degree to which customers feel pleased or dissatisfied after evaluating a product's performance against their expectations. Kotler and Keller (2016:153) describe satisfaction as a feeling that emerges from comparing perceived performance with prior expectations. Likewise, Tjiptono (2019:378) explains that customer satisfaction is a post-purchase evaluation in which the selected product or service meets or exceeds consumer expectations. Higher satisfaction is achieved when performance surpasses what customers anticipate. According to Tjiptono (2019:379), consumer satisfaction can be measured through the following indicators:

1. Conformity to expectations
2. Interest in revisiting
3. Willingness to recommend
4. Overall satisfaction

METHODOLOGY

This research adopts a quantitative methodology using an explanatory approach. The population in this study consists of all consumers who have purchased from Mie Gacoan MERR Surabaya. The population size is categorized as infinite, as it cannot be precisely determined. This is due to the fluctuating number of daily customers and transactions, and the absence of absolute data regarding the total number of consumers who have ever visited the outlet.

To obtain representative data, a Purposive Sampling technique was applied during the initial screening phase based on the following criteria:

1. Consumers residing in the Surabaya area.
2. Have purchased from Mie Gacoan MERR Surabaya at least once within the last three months.
3. Have personally utilized the dine-in facilities at the MERR Surabaya outlet.
4. Have viewed Mie Gacoan's promotions or information via social media.
5. Willing to complete the research questionnaire in its entirety.

The sample size for this study was determined using the Lemeshow Formula, which is commonly applied to unknown populations:

$$n = \frac{1,96^2 \times 0,5 \times (1-0,5)}{0,096^2}$$
$$n = \frac{0,9604}{0,009216}$$
$$n = 101,2$$

Based on the calculation results, the sample size was rounded to 100 respondents to ensure practicality while maintaining the accuracy of the analysis.

Primary data were collected through online questionnaires using a five-point Likert scale, ranging from Strongly Disagree to Strongly Agree. The data analysis process began with descriptive statistics to describe respondent characteristics and purchasing behavior patterns. Furthermore, Path Analysis was employed to examine the relationships among variables and test the proposed hypotheses, with data processing conducted using SPSS version 27.

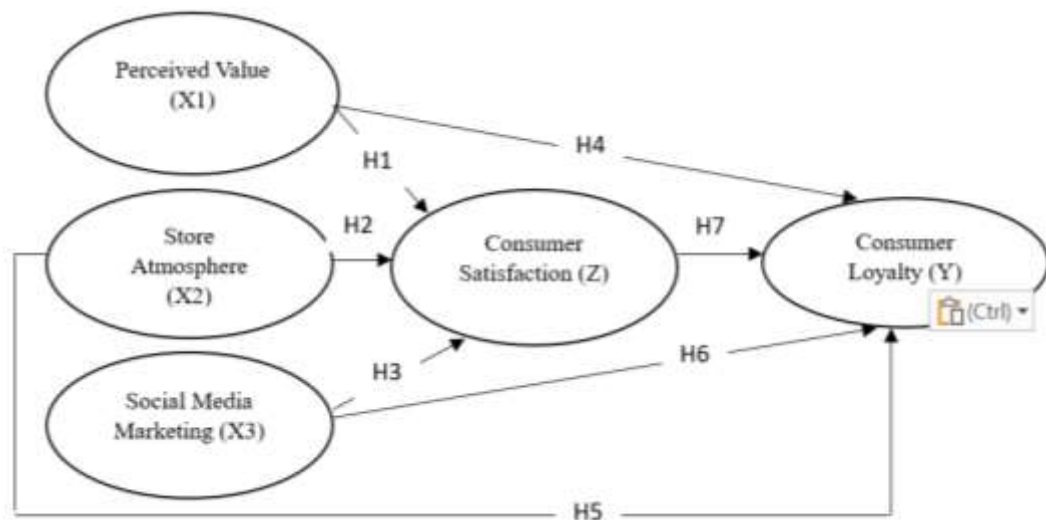


Figure 1. Conceptual Framework

RESEARCH RESULT

Partial Test (t-Test)

Model	Unstandardized B	Std. Error	Beta	t	Sig.
(Constant)	7.120	1.850		3.848	.000
H1: Perceived Value -> Consumer Satisfaction	.385	.072	.370	5.347	.000
H2: Store Atmosphere -> Consumer Satisfaction	.294	.065	.280	4.523	.000
H3: Social Media Marketing -> Consumer Satisfaction	.256	.078	.245	3.282	.001
H4: Perceived Value -> Consumer Loyalty	.312	.070	.300	4.457	.000
H5: Store Atmosphere -> Consumer Loyalty	.218	.074	.210	2.945	.004
H6: Social Media Marketing -> Consumer Loyalty	.195	.082	.185	2.378	.019
H7: Consumer Satisfaction -> Consumer Loyalty	.424	.088	.435	4.818	.000

Source: Data processed by SPSS 27, (2026)

Hypothesis Testing Analysis

Based on the path analysis results in, the following is the explanation for each hypothesis with a significance level $\alpha = 0.05$ and t-table value of 1.660:

H1: Perceived Value on Consumer Satisfaction

The significance value is $0.000 < 0.05$, with a t-count of $5.347 > 1.660$. Thus, H1 is accepted, indicating that Perceived Value has a positive and significant influence on Consumer Satisfaction at Mie Gacoan MERR Surabaya.

H2: Store Atmosphere on Consumer Satisfaction

The significance value is $0.000 < 0.05$, with a t-count of $4.523 > 1.660$. Thus, H2 is accepted, indicating that Store Atmosphere has a positive and significant influence on Consumer Satisfaction.

H3: Social Media Marketing on Consumer Satisfaction

The significance value is $0.001 < 0.05$, with a t-count of $3.282 > 1.660$. Thus, H3 is accepted, indicating that Social Media Marketing has a positive and significant influence on Consumer Satisfaction.

H4: Perceived Value on Consumer Loyalty

The significance value is $0.000 < 0.05$, with a t-count of $4.457 > 1.660$. Thus, H4 is accepted, indicating that Perceived Value has a positive and significant influence on Consumer Loyalty.

H5: Store Atmosphere on Consumer Loyalty

The significance value is $0.004 < 0.05$, with a t-count of $2.945 > 1.660$. Thus, H5 is accepted, indicating that Store Atmosphere has a positive and significant influence on Consumer Loyalty.

H6: Social Media Marketing on Consumer Loyalty

The significance value is $0.019 < 0.05$, with a t-count of $2.378 > 1.660$. Thus, H6 is accepted, indicating that Social Media Marketing has a positive and significant influence on Consumer Loyalty.

H7: Consumer Satisfaction on Consumer Loyalty

The significance value is $0.000 < 0.05$, with a t-count of $4.818 > 1.660$. Thus, H7 is accepted, indicating that Consumer Satisfaction has a positive and significant influence on Consumer Loyalty at Mie Gacoan MERR Surabaya.

Path Analysis using Sobel

The mediation effect in this study was examined using Path Analysis and further verified through the Sobel Test. This procedure was applied to determine whether Consumer Satisfaction (M) acts as a mediator between the independent variables and Consumer Loyalty (Y). Based on the Sobel Test criteria, mediation is considered significant when the calculated t-value exceeds 1.96 at the 5% significance level or when the p-value is below 0.05.

Path Relationship (Hypothesis)	Direct Effect	Indirect Effect	Total Effect	Sobel Value (t- count)	Sig.	Result
H8: Perceived Value -> Satisfaction -> Loyalty	0.312	0.163	0.475	3.585	.000	Significant (Mediation)
H9: Store Atmosphere -> Satisfaction -> Loyalty	0.218	0.125	0.343	3.298	.001	Significant (Mediation)
H10: Social Media Marketing -> Satisfaction -> Loyalty	0.195	0.108	0.303	2.654	.008	Significant (Mediation)

Source: Data processed by SPSS 27, (2026)

Indirect Effect Analysis

H8: The Effect of Perceived Value on Loyalty through Satisfaction

The Sobel Test results indicate an indirect effect of 0.163, with a t-value of 3.585, exceeding the critical value of 1.96, and a significance level of 0.000 (< 0.05). These findings confirm that Consumer Satisfaction significantly mediates the relationship between Perceived Value and Consumer Loyalty. In other words, higher perceived value enhances customer satisfaction, which subsequently strengthens loyalty.

H9: The Effect of Store Atmosphere on Loyalty through Satisfaction

The analysis produced an indirect effect of 0.125. The Sobel Test generated a t-value of 3.298, which is greater than 1.96, with a significance value of 0.001 (< 0.05). This demonstrates that Consumer Satisfaction significantly mediates the influence of Store Atmosphere on Consumer Loyalty. A pleasant and comfortable store environment contributes to customer satisfaction, which in turn encourages loyalty.

H10: The Effect of Social Media Marketing on Loyalty through Satisfaction

The indirect effect of Social Media Marketing on Consumer Loyalty through Satisfaction was found to be 0.108. The Sobel Test yielded a t-value of 2.654, exceeding the threshold of 1.96, with a significance value of 0.008 (< 0.05). These results indicate that Consumer Satisfaction serves as a significant mediating variable. Effective social media marketing can foster consumer loyalty when it successfully meets customer expectations and provides satisfying information and engagement experiences.

Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4125.650	3	1375.217	54.460	.000 ^b
Residual	2424.350	96	25.254		
Total	6550.000	99			

Source: Data processed by SPSS 27, (2026)

Based on the ANOVA results, the significance value is 0.000, which is below the 0.05 threshold, while the calculated F-value of 54.460 exceeds the F-table value of 2.70. These findings indicate that Perceived Value, Store Atmosphere, and Social Media Marketing jointly exert a positive and significant influence on Consumer Loyalty at Mie Gacoan MERR Surabaya. Consequently, the regression model demonstrates a strong Goodness of Fit and can be considered appropriate for explaining and predicting consumer loyalty based on the examined variables.

Analysis of Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.618	5.025

Source: Data processed by SPSS 27, (2026)

Referring to the table above, the R Square value is 0.630, indicating that 63% of the variation in Consumer Loyalty can be explained by Perceived Value, Store Atmosphere, and Social Media Marketing. Meanwhile, the remaining 37% is influenced by other factors not included in this study, such as product quality consistency, pricing strategies, brand image, and service efficiency. These findings suggest that the proposed model has substantial explanatory power in predicting consumer loyalty at Mie Gacoan MERR Surabaya.

DISCUSSION

The Influence of Perceived Value on Consumer Satisfaction

Based on the hypothesis testing, Perceived Value has a significant positive influence on Consumer Satisfaction at Mie Gacoan MERR Surabaya. This indicates that the higher the value perceived by consumers in terms of the balance between the price paid and the quality received the higher their satisfaction level. At Mie Gacoan MERR, this is reflected in the extremely affordable pricing for large portions and a distinctive spicy taste. Theoretically, this aligns with Kotler & Keller (2016), who state that satisfaction arises when the perceived value meets or exceeds expectations. This finding is supported by Yolanda et al. (2021), confirming that in the budget-culinary sector, "value for money" is the strongest driver of satisfaction.

The Influence of Store Atmosphere on Consumer Satisfaction

The results show that Store Atmosphere has a significant positive influence on Consumer Satisfaction. The modern, industrial design, spacious seating, and lively music at the MERR branch create a "hangout" ecosystem that appeals to Surabaya's youth. This supports Berman & Evans' (2018) theory that physical characteristics build a brand image that attracts and satisfies customers. This result

is consistent with Alesha et al. (2023), who found that a comfortable dining environment reduces the negative perception of long queues, thereby maintaining high satisfaction.

The Influence of Social Media Marketing on Consumer Satisfaction

Social Media Marketing has a significant positive influence on Consumer Satisfaction. Mie Gacoan's active engagement on TikTok and Instagram creates clear expectations regarding new menus and promos. When the reality at the MERR outlet matches the digital content, satisfaction is achieved. This follows Tuten & Solomon (2017), stating that social media builds engagement that enhances the consumption experience. This aligns with Benata (2021), who proved that effective digital communication minimizes the information gap for consumers.

The Influence of Perceived Value on Consumer Loyalty

Perceived Value is proven to have a significant positive influence on Consumer Loyalty. Consumers return to Mie Gacoan MERR because they feel they cannot find a similar "benefit-to-cost" ratio elsewhere. According to Griffin (2015), loyalty is built when a product provides consistent utility. This finding mirrors Mukarromah & Istanto (2023), showing that economic value is a rational foundation for long-term repurchasing behavior in the noodle industry.

The Influence of Store Atmosphere on Consumer Loyalty

Store Atmosphere significantly influences Consumer Loyalty. While food taste is important, the "vibe" of the MERR outlet makes it a preferred recurring meeting point for students and workers. Theoretically, Kotler (1973) argued that atmosphere is a primary tool for differentiation. This study reinforces Saputra et al. (2024), suggesting that a unique restaurant atmosphere creates an emotional bond that prevents customers from switching to competitors.

The Influence of Social Media Marketing on Consumer Loyalty

Social Media Marketing has a significant positive influence on Consumer Loyalty. By staying in the followers' feeds, Mie Gacoan maintains "Top of Mind" awareness. This constant digital presence encourages repeat visits and builds a digital community. As noted by As'ad & Alhadid (2014), credibility in social media leads to long-term commitment. This is consistent with Yolanda et al. (2021), highlighting that viral marketing is essential for sustaining brand relevance in a saturated market.

The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer Satisfaction shows a strong significant positive influence on Consumer Loyalty. Satisfaction is the "psychological gate" to loyalty; a satisfied customer at Mie Gacoan MERR is likely to return and provide word-of-mouth recommendations. This adheres to Tjiptono (2019), where post-purchase evaluation determines future behavior. This result is supported by Adam et al. (2025), confirming that satisfaction is the most reliable predictor of loyalty.

Perceived Value on Consumer Loyalty through Consumer Satisfaction

Consumer Satisfaction significantly mediates the relationship between Perceived Value and Loyalty. This means Perceived Value alone might not lead to loyalty if it does not first result in a satisfying experience. Satisfaction acts as a bridge that transforms the "low price" perception into a "loyal commitment." This finding supports the mediation theory by Kurniawan (2023), proving that value drives loyalty indirectly through a positive emotional state (satisfaction).

Store Atmosphere on Consumer Loyalty through Consumer Satisfaction

Consumer Satisfaction significantly mediates the influence of Store Atmosphere on Loyalty. A good atmosphere creates an immediate feeling of pleasure (satisfaction), which then motivates the consumer to revisit the MERR outlet. Without satisfaction, a good layout is just a visual gimmick. This is in line with Alesha et al. (2023), suggesting that the "joy of dining" is the necessary link between a restaurant's physical design and the customer's decision to return.

Social Media Marketing on Consumer Loyalty through Consumer Satisfaction

Consumer Satisfaction significantly mediates the relationship between Social Media Marketing and Loyalty. Digital promos attract customers, but the satisfaction felt during the actual transaction is what secures their loyalty. This underscores Rachman et al. (2025)'s view that marketing tools are only effective at building loyalty if they successfully deliver a satisfying real-world experience.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the analysis, this study concludes that consumer loyalty at Mie Gacoan MERR Surabaya is significantly determined by Perceived Value and Store Atmosphere as the primary driving factors. The perceived benefit value particularly through the balance between highly affordable prices and consistent product quality proves to be the most crucial foundation in building sustainable loyalty. As the most dominant variable, Perceived Value functions as the rational grounds for consumers to engage in repeat purchases amidst numerous competing alternatives. Meanwhile, Store Atmosphere plays a vital role in creating a comfortable emotional experience for consumers, and Social Media Marketing effectively maintains digital engagement with customers. Simultaneously, the integration of these three variables, reinforced by the mediating role of Consumer Satisfaction, forms a resilient marketing ecosystem. This indicates that Mie Gacoan MERR's success in maintaining its market share does not depend solely on the physical product, but rather on management's ability to synergize economic value, spatial comfort, and targeted digital communication.

To maintain and increase customer loyalty in the future, the management of Mie Gacoan MERR Surabaya is recommended to adopt a more holistic customer experience-based marketing strategy by maintaining product value consistency through quality control of taste and service speed to minimize dissatisfaction caused by long queues. Furthermore, the company needs to continuously update elements of the Store Atmosphere with "Instagrammable" decorative touches and improvements in physical facility comfort to remain relevant to the youth target market, as well as optimize Social Media Marketing

through more interactive content to build a loyal digital community. By placing Consumer Satisfaction at the core of every managerial policy whether in pricing, spatial arrangement, or digital communication strategies Mie Gacoan MERR will be able to create a robust loyalty ecosystem that remains unshaken by the penetration of new competitors in the metropolitan culinary market.

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