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Research Article

Beyond Price: Understanding the Interplay Between Perceived Value, Customer Satisfaction, and Purchase Intention Among Generation Z Consumers

Zulfa Fatimah Tuzzahro[1], Yuaniko Paramitra[2]*, Tatag Herbayu Latukismo[3]
[1.2,3] Faculty of Economics and Business, Krisnadwipayana University, Jakarta

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Abstract
Understanding the factors that shape Generation Z's purchase intention is increasingly important in the fast-food industry, where price perceptions and customer experiences play critical roles in consumer decision-making. Although previous studies have examined the relationships between price, customer satisfaction, and purchase intention, further investigation is needed to clarify the mediating role of customer satisfaction in the relationship between price perception and purchase intention, particularly among Generation Z consumers in the fast-food sector. Therefore, this study examines the direct effect of price perception on purchase intention, the effect of customer satisfaction on purchase intention, the effect of price perception on customer satisfaction, and customer satisfaction's mediating role in the relationship between price perception and purchase intention. A quantitative explanatory research design was employed using primary data collected through questionnaires distributed to 100 Generation Z consumers of Mie Gacoan. The sample size was determined using the Lemeshow formula. This study contributes to consumer behavior literature by clarifying the mediating mechanism through which customer satisfaction connects price perceptions with Generation Z's purchase intention in the fast-food context. Practically, the findings offer insights into fast-food businesses to develop competitive pricing strategies while maintaining customer satisfaction to strengthen purchase intention among younger consumers.

Keywords: Price, Customer satisfaction, Purchase Interest, Generation Z

JEL Classification: M31, D12, D24

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Corresponding author: Yuaniko Paramitra (nicoyp@unkris.ac.id)

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1. Introduction

Companies understand that consumer purchasing interest is influenced by various factors, such as price and customer satisfaction, to attract more customers. One brand that has captured widespread attention is Mie Gacoan, a spicy noodle-based fast-food restaurant that offers a unique and affordable dining experience. Gen Z's purchasing interest in Mie Gacoan can be seen from this generation's desire for culinary experiences that are not only enjoyable but also have added value, such as unique taste, quality, and affordability.

Mie Gacoan, with its distinctive flavors and large portions, offers an engaging dining experience that fits perfectly with the lifestyle of those who enjoy sharing experiences. Purchasing interest is the desire to own a product. Purchasing interest arises when a consumer is influenced by a product's quality and related information (Durianto, 2019). The process of developing purchasing interest begins when consumers become aware of a product or service that might meet their needs. When consumers perceive that the product offers more benefits than other alternatives, their purchasing interest increases. Factors such as previous experiences and reviews from other users play a significant role in shaping purchasing interest.

Generation Z is an important consumer segment for the fast-food industry because of its distinct consumption preferences and purchasing behavior. Growing up in a digitally connected environment, this generation has greater access to product information, online reviews, and social media recommendations, which may influence how they evaluate products before deciding to buy. Furthermore, Generation Z consumers may consider not only price affordability but also product quality, taste, convenience, and consumption experiences. These characteristics make Generation Z an important segment for examining how price perceptions and customer satisfaction interact in influencing purchase intentions.

Meanwhile, price is a crucial business factor that influences purchasing interest. Price is a primary concern for consumers when searching for a product. Price is also a key consideration in purchasing decisions before they decide to purchase a product. According to Rusyidi (2018), price is the first aspect sellers consider when marketing their products. Price is not just a number on the label; it also reflects the product's value in consumers' eyes. When the price is perceived as commensurate with the quality and benefits provided, consumers are more likely to purchase. Conversely, a price that is too high without comparable quality can reduce purchasing interest.

Price increases and decreases at Mie Gacoan can influence consumer purchasing interest, particularly purchase volume. Mie Gacoan appeals to a wide range of consumers, from students to workers, seeking a cost-effective fast-food alternative. Appropriate pricing will help companies attract the right customers and maximize revenue. Prices that align with consumers' purchasing power are a key factor in their decision to choose a restaurant. Research by Wahyoedi & Effendi (2021) shows that price influences purchasing interest.

From a theoretical perspective, the relationship between price and purchase intention can be further explained through the Perceived Value Theory. Zeithaml (1988) explains that consumers evaluate a product based on the balance between the benefits received and the sacrifices made, including the monetary price paid. This perspective suggests that consumers assess price not only by its nominal amount but also by whether the product's quality, benefits, and overall experience justify the expenditure. For Generation Z, this evaluation is particularly relevant because purchasing decisions may involve balancing affordability with consumption expectations. Therefore, perceived price fairness and value for money may shape their purchase intention.

Customer satisfaction is a key focus in creating long-term relationships between customers and companies. Customers generally expect the products or services they consume to be acceptable and satisfying. Satisfaction can shape perceptions, which can influence a company's product position in customers' eyes. Customer satisfaction is a feeling of pleasure or disappointment that arises when customers compare expectations with the performance of a product or service (Tjiptono, 2019). Customers who are satisfied with the product and experience provided will have higher purchasing interest and can become loyal customers.

Products that meet customer expectations add value, increase purchase intention and foster long-term satisfaction. Mie Gacoan continuously strives to provide the best customer experience, ultimately enhancing the restaurant's competitiveness in the increasingly competitive culinary market. This is supported by previous research by Maharsi et al. (2021), which states that customer satisfaction simultaneously influences purchase intention.

Despite the growing body of research on the relationships among price, customer satisfaction, and purchase intention, a key gap remains in understanding the integrated mechanism through which price influences purchase intention via customer satisfaction. Previous studies have generally provided evidence of the individual relationships among these variables; however, further empirical investigation is needed to understand the mediating role of customer satisfaction within the specific context of Generation Z's fast-food consumption behavior. In particular, the combination of price affordability and consumption experience offered by fast-food brands provides an opportunity to examine whether favorable price perceptions directly stimulate purchase intention or whether customer satisfaction strengthens this relationship.

Price significantly influences purchase intention through customer satisfaction. When price matches quality and benefits, consumers tend to have a high purchase intention. Customer satisfaction connects price and purchase intention because it arises when the product's quality matches the price paid. Overall, price and customer satisfaction are related in influencing purchase intention. Customers who are satisfied with their purchasing experience will feel valued by the company, which makes them more likely to purchase again. This aligns with previous research by Muthi, L., and Utama (2023), which found that price positively affects customer satisfaction, and customer satisfaction positively affects purchase intention.

This study's novelty lies in integrating price perception, customer satisfaction, and purchase intention into a single empirical framework, with customer satisfaction as the mediating variable and Generation Z as the focal consumer segment. By examining Mie Gacoan consumers, this research provides empirical insights into how price-related evaluations and consumption experiences jointly shape purchase intention in the fast-food industry. Theoretically, this study contributes to consumer behavior literature by explaining the mediating mechanism connecting price perception and purchase intention. Practically, the findings are expected to help fast-food businesses develop more effective marketing strategies by balancing competitive pricing with customer satisfaction, thereby strengthening purchase intention among younger consumers.

2. Literature Review and Hypothesis

Purchase Interest

Durianto (2019) defines purchase interest as the desire to own a product. Purchase interest will arise when a consumer is influenced by the quality of a product and information about the product. This is an important concept in marketing because purchase interest can influence consumers' purchasing decisions. Factors that influence purchase interest include perceptions of the product, price, quality, and promotions offered by the seller. The higher a consumer's purchase interest, the more likely they are to make a purchase.

Price

Rusyidi (2018:31) states that price is the first aspect sellers consider when marketing their products. Price is also the amount of money consumers must pay to obtain a product or service. In a marketing context, price encompasses not only the cost paid but also the perceived value consumers receive from the product or service.

Customer satisfaction

Tjiptono (2019) defines customer satisfaction as a feeling of pleasure or disappointment that arises after comparing expectations with the performance of a product or service received. Customer satisfaction is an important indicator in determining a company's success, as satisfied customers tend to be more loyal and will recommend the product or service to others.

Research Hypothesis

The Influence of Price on Purchase Intention

Price is one factor consumers consider when deciding whether to purchase a product. A price that is considered affordable, competitive, and commensurate with the product's quality and benefits can increase consumer interest in making a purchase. At Mie Gacoan in Jatiasih, Bekasi, consumer

perceptions of whether the price is appropriate to the product's quality and benefits are thought to increase purchase intention. Research by Nopenita (2021) shows that price has a positive and significant effect on repurchase intention. Oktaviani (2025) also finds that price has a positive and significant effect on repurchase intention in e-commerce. Although the two studies used different contexts, the results provide empirical support for the hypothesis that favorable price perceptions can drive consumer purchase intention.
Based on this description, the first hypothesis is formulated as follows:
H1: Price has a positive and significant effect on purchase intention in Mie Gacoan in Jatiasih, Bekasi.

The Influence of Customer Satisfaction on Purchase Intention
Customer satisfaction is a consumer's evaluation of their consumption experience compared with their expectations. Customers who are satisfied with the product, service, and purchasing experience tend to be more interested in making repeat purchases. In the context of Mie Gacoan in Jatiasih, Bekasi, satisfaction with taste, price compliance, and service experience may drive consumer purchase intention. Research by Nurkhasanah and Mahmud (2022) shows that customer satisfaction positively influences repurchase intention on ShopeeFood. Meanwhile, Nopenita (2021) found that customer satisfaction has a positive and significant effect on repurchase intention among J.CO customers who order through the delivery service website.
Based on this description, the second hypothesis is formulated as follows:
H2: Customer satisfaction has a positive and significant effect on purchasing interest in Mie Gacoan in Jatiasih, Bekasi.

The Effect of Price on Customer Satisfaction
Price is not only a factor in purchasing decisions but also influences consumers' assessment of the benefits they receive from a product. Consumers tend to be satisfied when the price paid matches the product quality and the consumption experience. At Mie Gacoan in Jatiasih, Bekasi, prices perceived as affordable and commensurate with the food quality can increase customer satisfaction. Research by Nopenita (2021) shows that price has a positive and significant effect on customer satisfaction among J.CO consumers who use the website ordering service. Research by Winoto et al. (2022) also shows that price has a positive and significant effect on customer satisfaction. These findings support the hypothesis that favorable price perceptions contribute to increased customer satisfaction.
Based on this description, the third hypothesis is formulated as follows:
H3: Price has a positive and significant effect on customer satisfaction at Mie Gacoan in Jatiasih, Bekasi.

The Effect of Price on Purchase Intention through Customer Satisfaction
Customer satisfaction can act as a mediating variable explaining the mechanism by which price influences purchase intention. A price perceived as reasonable and commensurate with the product's benefits can increase customer satisfaction, which in turn encourages repeat purchases. In the context of Mie Gacoan in Jatiasih, Bekasi, consumers who are satisfied with the appropriateness of price and product quality are predicted to have higher purchase intention.

Winoto et al.'s (2022) research found that price had a positive and significant effect on customer satisfaction, while customer satisfaction also had a positive and significant effect on repurchase intention. Furthermore, Oktaviani (2025) found that customer satisfaction fully mediated the effect of price on repurchase intention in e-commerce. Both studies provide empirical support for customer satisfaction as a mechanism linking price to repurchase intention, although the contexts of the previous studies differed from the focus of this study.
Based on this description, the fourth hypothesis is formulated as follows:
H4: Price has a positive and significant effect on purchasing interest through customer satisfaction at Mie Gacoan in Jatiasih, Bekasi.

3. Data and Method

Location and Time of Research

This study used data from four months, from November 2024 to February 2025. In this study, the research object was consumers at Mie Gacoan Jatiasih Bekasi, which is located at Jalan Wibawa Mukti II, Jatiasih, Jatiasih District, Bekasi City.

Questionnaire Design and Measurement Scale

The primary research instrument was a structured questionnaire designed to measure the relationships between price perception, customer satisfaction, and purchase intention. The questionnaire consisted of two main sections. The first section collected respondents' demographic information, including age, gender, and relevant consumption characteristics. The second section contained statements measuring the three research variables: price perception as the independent variable, customer satisfaction as the mediating variable, and purchase intention as the dependent variable.

All measurement items used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was used to capture respondents' perceptions and levels of agreement with each statement. The questionnaire items were developed from relevant theoretical concepts and previous empirical studies to align with the research objectives. Price perception was measured using indicators of price affordability, price competitiveness, price suitability, and perceived value. Customer satisfaction was assessed through indicators reflecting satisfaction with product quality, consumption experience, and the extent to which product performance met consumer expectations. Purchase intention was measured through indicators related to consumers' willingness, likelihood, and intention to purchase Mie Gacoan products in the future.

Population and Sample

The target population of this study consisted of Generation Z consumers who had purchased or consumed products from Mie Gacoan at the Jatiasih branch in Bekasi. Generation Z was selected as the target population because this consumer segment represents an important market for fast-food businesses, particularly in terms of price sensitivity, consumption preferences, and purchasing behavior. Respondents were selected based on the following criteria: (1) individuals belonging to Generation Z, defined in this study as those born between [insert birth-year range]; (2) individuals who had purchased or consumed Mie Gacoan products at the Jatiasih branch; and (3) individuals willing to participate voluntarily and complete the research questionnaire. Respondents who did not meet these criteria or submitted incomplete questionnaires were excluded from the analysis.

Since the exact population size was unknown, the Lemeshow formula was employed to determine the minimum sample size. Using a 95% confidence level, a proportion estimate of 0.5, and a 10% margin of error, the minimum required sample was approximately 96 respondents. To accommodate potential incomplete responses, the study targeted 100 respondents. This sample size was considered sufficient for the descriptive and regression-based analyses employed in this research.

Method of collecting data

Data collection techniques are the methods used to obtain data and information that support the research being conducted. Secondary data collection involves reading books, journals, and the internet to obtain theories and other scientific sources related to the research variables. Primary data collection involves collecting data related to the research. The research data comes from distributing questionnaires to consumers of Mie Gacoan Jatiasih Bekasi. Questionnaires are data collection tools consisting of questions or statements designed to obtain information from respondents.

Primary data were collected by distributing structured questionnaires to eligible Generation Z consumers of Mie Gacoan at the Jatiasih branch in Bekasi. The questionnaire was administered through [online/offline/both online and offline] methods during the research period from November 2024 to February 2025. Before completing the questionnaire, respondents were

informed about the research objectives, the voluntary nature of their participation, and the confidentiality of the information provided. Only responses from individuals who met the predetermined sampling criteria were included in the analysis. Secondary data were obtained by reviewing relevant academic books, peer-reviewed journal articles, and other scientific publications to establish the theoretical foundation and support the development of the research framework and measurement instruments.

4. Results

Model Testing

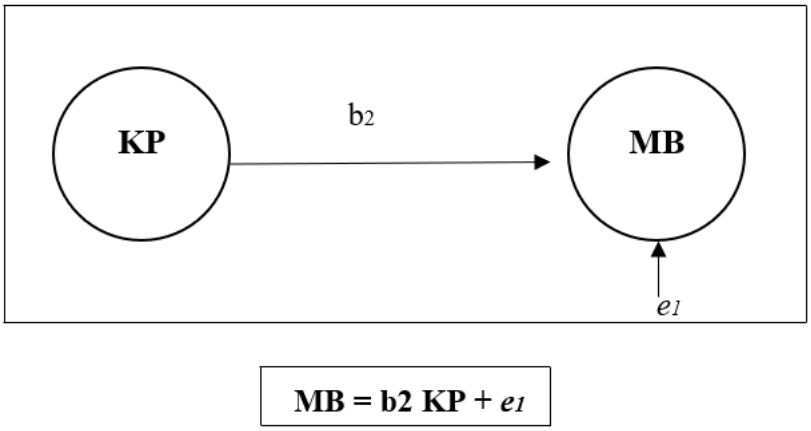


Figure 1. Simple Regression Calculation between Customer Satisfaction and Purchase Intention

The t-test was used to determine the significance of customer satisfaction variables on purchase intention in Mie Gacoan Jatiasih Bekasi, both statistically and based on the direction of the hypothesized relationship. The alternative hypothesis (Ha) states that customer satisfaction influences purchasing interest in Mie Gacoan Jatiasih Bekasi. In contrast, the null hypothesis (H0) states that customer satisfaction does not influence purchasing interest in Mie Gacoan Jatiasih Bekasi. Decision-making is carried out based on the significance value (α) of 0.05. If the significance value is <0.05, then Ha is accepted, and H0 is rejected, indicating that customer satisfaction has a significant effect on purchase intention. Conversely, if the significance value is >0.05, then H0 is accepted, and Ha is rejected, indicating that customer satisfaction has no significant effect on purchase intention. The direction of the positive influence is determined by the positive regression coefficient, so it cannot be concluded solely from the significance value.

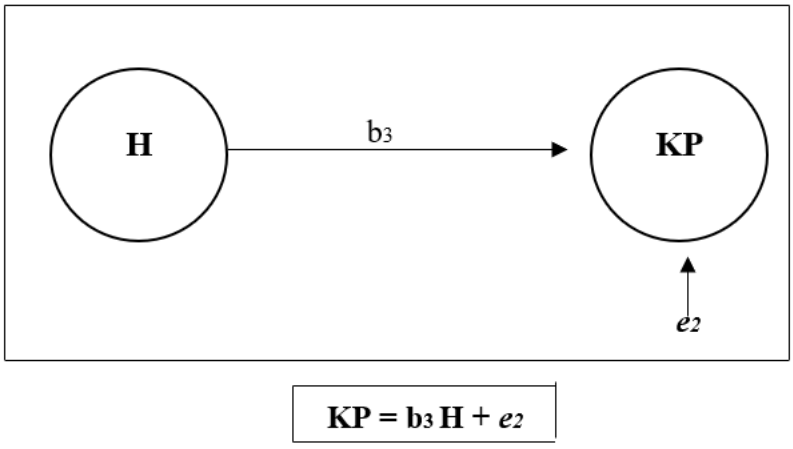


Figure 2. Simple Regression Calculation between Price and Customer Satisfaction

The t-test was used to determine the significance of price variables' influence on customer satisfaction at Mie Gacoan Jatiasih Bekasi. The alternative hypothesis (Ha) states that price influences customer satisfaction, while the null hypothesis (H0) states that price does not influence customer satisfaction at Mie Gacoan Jatiasih Bekasi. Decision-making is based on a significance value of 0.05. If the significance value is <0.05, then Ha is accepted, and H0 is rejected, indicating that price has a significant effect on customer satisfaction. Conversely, if the significance value is >0.05, then H0 is accepted, and Ha is rejected, indicating that price has no significant effect on customer satisfaction. The direction of the positive influence is determined based on the positive regression coefficient value.

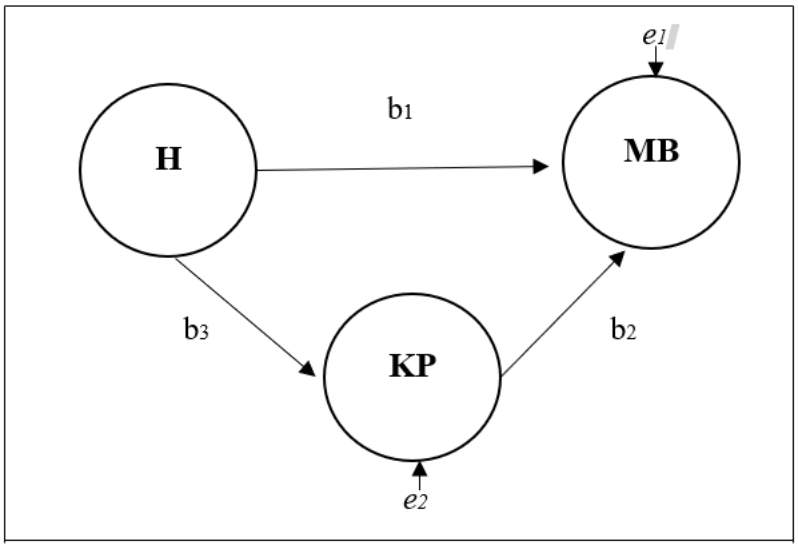


Figure 3. Calculation using the Sobel Test to see the Direct and Indirect Effects

The indirect effect test was conducted to determine the role of customer satisfaction as an intervening variable in the relationship between price and purchase intention at Mie Gacoan Jatiasih Bekasi. In this test, \(b_1\) is the coefficient of the direct effect of price on purchase intention, \(b_2\) is the coefficient of the direct effect of customer satisfaction on purchase intention, and \(b_3\) is the coefficient of the direct effect of price on customer satisfaction. Meanwhile, \(b_2 \times b_3\) is the coefficient of the indirect effect of price on purchase intention through customer satisfaction. The alternative hypothesis (Ha) states that price affects purchase intention through customer satisfaction at Mie Gacoan Jatiasih Bekasi, while the null hypothesis (H0) states that it does not. Decision-making cannot be based solely on comparing the magnitude of the direct effect coefficient (\(b_1\)) and the indirect effect (\(b_2 \times b_3\)). However, you must assess the significance of the indirect effect using the Sobel test or bootstrapping. If the significance value of the indirect effect is <0.05, then Ha is accepted, and H0 is rejected, indicating that customer satisfaction significantly mediates the effect of price on purchase intention. Conversely, if the significance value is ≥0.05, then there is insufficient statistical evidence to state that customer satisfaction mediates the effect of price on purchase intention.

5. Discussion

The Influence of Price on Purchase Intention

From the perspective of Generation Z's consumption behavior, price's influence on purchase intention may reflect the importance of affordability and perceived value in everyday purchasing decisions. As a consumer segment that often balances personal preferences with financial considerations, Generation Z may assess whether the price of fast-food products matches their expected quality, portion size, and overall consumption experience. In the context of Mie Gacoan, affordable menu prices combined with distinctive food offerings may strengthen consumers'

perceptions of value for money. This suggests that price can function not merely as a monetary consideration but also as an indicator of whether a product provides sufficient benefits relative to its cost. Compared with previous research by Nopenita (2021), this study adds empirical insight by examining this relationship among Generation Z consumers in the fast-food sector. The findings highlight the importance of pricing strategies that maintain affordability while preserving consumers' perceptions of product value.

The Influence of Customer Satisfaction on Purchase Intention

Consumption experiences in Generation Z's purchasing behavior. In the fast-food industry, satisfaction may emerge from the combination of product taste, portion size, service quality, and the overall experience relative to consumers' expectations. For Generation Z, these factors may matter more because purchasing decisions can be shaped by personal experiences, as well as recommendations and reviews shared on digital platforms. For Mie Gacoan, a satisfactory experience may encourage consumers to buy its products again and recommend them to others. This interpretation extends Nopenita's (2021) findings by highlighting the relevance of customer satisfaction in younger consumers' consumption patterns. Therefore, maintaining consistent product quality and service experiences represents an important strategy for strengthening purchase intention in the fast-food market.

The Effect of Price on Customer Satisfaction

The influence of price on customer satisfaction can be explained through the relationship between monetary expenditure and the benefits obtained during consumption. Consumers may feel more satisfied when they perceive the price as reasonable relative to product quality, portion size, and the overall dining experience. This mechanism is particularly relevant to Generation Z consumers, who may be attentive to price differences while simultaneously expecting products that satisfy their consumption preferences. In the context of Mie Gacoan, perceptions of affordable prices may contribute to positive evaluations of the purchasing experience, provided product quality and service performance meet consumer expectations. Although Winoto et al. (2022) examined consumers in the automotive retail sector, the present study provides a different empirical context by examining price evaluations in fast-food consumption. This comparison suggests that the relationship between price and satisfaction may extend across industries, although the specific attributes consumers used to evaluate value may vary by product and consumption context.

The Effect of Price on Purchase Intention through Customer Satisfaction

The mediating role of customer satisfaction provides a more comprehensive explanation of how price perception may translate into purchase intention. In this relationship, price perception represents consumers' initial evaluation of the monetary sacrifice required to obtain a product, while customer satisfaction reflects their subsequent assessment of the actual consumption experience. For Generation Z consumers, an affordable price may initially attract attention and encourage product consideration. However, the intention to purchase again may depend on whether the product experience fulfills expectations regarding taste, portion size, and overall value. Consequently, customer satisfaction may serve as an important mechanism linking price evaluations to future purchase intentions. Compared with Winoto et al. (2022), which examined customer satisfaction as a mediating variable in different marketing relationships, this study specifically investigates customer satisfaction's mediating role between price perception and purchase intention. This provides a more focused understanding of the relationship between economic evaluations and experiential satisfaction in Generation Z's fast-food consumption behavior.

6. Conclusion

This study examines the relationships between price perception, customer satisfaction, and purchase intention among Generation Z consumers of Mie Gacoan. Specifically, it investigates the direct influence of price perception on purchase intention, the effect of customer satisfaction on purchase intention, the relationship between price perception and customer satisfaction, and customer satisfaction's mediating role in the relationship between price perception and purchase intention.

The empirical findings indicate that price perception has a [positive and significant/positive but insignificant/negative and significant] effect on purchase intention (β = [value]; p = [value]). This suggests that [insert interpretation based on the actual findings]. Furthermore, customer satisfaction has a [positive and significant/insignificant] effect on purchase intention (β = [value]; p = [value]), indicating that [insert interpretation]. The analysis also demonstrates that price perception has a [positive and significant/insignificant] effect on customer satisfaction (β = [value]; p = [value]). Regarding the mediation analysis, the Sobel test reveals that customer satisfaction [significantly/does not significantly] mediates the relationship between price perception and purchase intention (Z = [value]; p = [value]). Together, these findings provide an empirical explanation of how economic considerations and consumption experiences shape Generation Z's purchasing behavior in the fast-food industry.

From a theoretical perspective, this study contributes to consumer behavior literature by integrating price perception, customer satisfaction, and purchase intention into an explanatory framework focusing on Generation Z. In particular, it provides empirical insight into the mediating mechanism through which customer satisfaction connects consumers' price evaluations with their purchase intentions. The findings also highlight the importance of considering both economic and experiential dimensions when examining younger consumers' purchasing behavior.

From a managerial perspective, the findings suggest that fast-food businesses should develop pricing strategies that reflect consumers' purchasing power while maintaining product quality and satisfactory consumption experiences. For Mie Gacoan, particular attention should be given to price affordability, food taste, portion size, service consistency, and the overall value perceived by Generation Z consumers. These factors can help management formulate marketing strategies that strengthen purchase intention and encourage repeat purchasing behavior.

Nevertheless, this study has limitations. The research focuses on 100 Generation Z respondents from a single Mie Gacoan branch in Jatiasih, Bekasi. Therefore, the findings should not automatically be generalized to all Generation Z consumers or other fast-food businesses. Future research could involve larger samples, multiple restaurant locations, and comparisons across different fast-food brands. Additional variables, such as perceived value, product quality, brand image, and social influence, could also be incorporated to provide a more comprehensive understanding of Generation Z's purchasing behavior.

Overall, this study emphasizes that Generation Z's purchase intention in the fast-food industry should be understood through the interaction between price evaluations and customer satisfaction. Affordable pricing may attract consumers, while satisfactory consumption experiences can strengthen their willingness to purchase. Understanding how these factors interact provides an important foundation for developing sustainable marketing strategies targeting younger consumers.

Recommendation

Based on the research framework, several practical recommendations can be proposed for Mie Gacoan management to strengthen purchase intention among Generation Z consumers. First, management should implement a value-based pricing strategy by keeping menu prices affordable while reflecting the quality, portion size, and overall consumption experience offered. Rather than relying solely on general price reductions, the company could introduce value-oriented menu bundles, student meal packages, and combination promotions that give younger consumers greater perceived value within their spending capacity. These strategies should be evaluated through periodic customer surveys and comparisons of purchase patterns across different menu categories to identify the price points and product combinations that generate the strongest consumer response.

Second, management should develop targeted customer satisfaction initiatives by maintaining consistency in food taste, portion size, product presentation, and service performance across operating hours. Particular attention should be given to waiting times, order accuracy, restaurant

cleanliness, and the responsiveness of employees during peak periods. Since Generation Z consumers are familiar with digital communication and online reviews, management could also optimize digital feedback channels, monitor customer reviews on social media and food delivery platforms, and establish a systematic process for responding to complaints. These initiatives can help identify recurring dissatisfaction and improve the overall dining experience.

Third, promotional strategies should consider Generation Z's preference for convenience, affordability, and socially engaging consumption experiences. Examples include limited-time menu bundles, group-order promotions, digital loyalty rewards, and targeted offers through food delivery applications. Assess these initiatives based on customer response, repeat purchase rates, and promotional effectiveness rather than relying solely on short-term sales increases.

For future research, the study should be extended to a larger and more geographically diverse sample of Generation Z consumers across multiple Mie Gacoan branches and other fast-food brands. Future studies may also incorporate additional variables, including perceived value, service quality, brand image, social media engagement, and promotional attractiveness, to develop a more comprehensive explanation of purchase intention. Furthermore, longitudinal research could examine whether changes in price perceptions and customer satisfaction contribute to sustained purchasing behavior over time. These extensions would provide broader empirical evidence for understanding younger consumers and developing more effective marketing strategies in the fast-food industry.

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