



Exploring How Emotional Service Experience and Responsiveness Satisfaction Drive Purchase Decisions in a Service Context

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Abstract

This study aims to explore the influence of emotional service experience and responsiveness satisfaction on purchasing decisions in a service context, using a case study of Mie Gacoan in 2025. This study used a quantitative approach with a survey method, in which 100 Mie Gacoan customer respondents were selected through purposive sampling. Data were collected using a semantic differential scale ranging from 1 to 7 to measure the variables. Validity and reliability tests were conducted to ensure the accuracy and consistency of the instrument. Furthermore, classical assumption tests, multiple linear regression analysis, and significance tests (t-test and F-test) were conducted to test the hypotheses. The results showed that emotional service experience and responsiveness satisfaction had a positive and significant influence on purchasing decisions, both partially and simultaneously. Emotional service experience emerged as a stronger predictor, highlighting the importance of creating a positive emotional impression in service delivery. Responsiveness satisfaction measured through speed, availability, convenience, and empathy also contributed significantly to driving customer purchasing decisions. This study emphasizes that in highly competitive service industries, such as the food and beverage sector, enhancing emotional aspects and responsiveness of service can substantially improve customer purchasing decisions. These findings provide practical implications for service providers to focus not only on product quality, but also on emotional engagement and responsiveness in interactions with customers.

Introduction

In an era of increasingly fierce business competition, customer experience has become a key differentiating factor influencing purchasing decisions and customer loyalty (Kiskenda Erwanda P. et al., 2015). Companies that are able to create positive experiences for customers tend to be more successful in attracting and retaining customers (Isnanto & Saputro, 2024). Emotional service experiences, as an integral part of the customer experience, play a crucial role in shaping customers' perceptions and attitudes toward a brand or company; these experiences involve interactions between customers and service providers that evoke specific emotional responses, such as pleasure, comfort, or even surprise (Suryaningrat et al., 2021). Responsiveness satisfaction, on the other hand, refers to the extent to which a company is able to respond to customer needs and expectations effectively and efficiently. This is manifested in the ability to provide not only prompt but also targeted solutions to customer problems, as well as personalized and relevant attention, thereby increasing perceived value and fostering deeper trust in the brand (Kirom & Handayati, 2022). In the service industry, where human interaction is an integral part of the service delivery process, these two aspects are becoming increasingly important in influencing purchasing decisions and customer loyalty.

Purchasing decisions are no longer simply the result of rational calculations based on price and product quality, but rather a complex process involving deep emotional and psychological dimensions, significantly influencing consumer preferences, behavior, and brand loyalty. Consumer behavior plays a crucial role in determining the purchasing decision-making process (Wijaya et al., 2022). Product quality and price perceptions motivate consumers to make purchases (Putra et al., 2022). Customer satisfaction is a multidimensional construct reflecting customers' subjective evaluations of the consumption experience, influenced by initial expectations, perceived quality, perceived value, and emotions arising during interactions with the product or service, thus influencing future purchase intentions.

In Indonesia, the culinary industry is exhibiting very interesting dynamics, particularly in the fast-food and casual dining segments, which have experienced exponential growth in recent years, driven by changing lifestyles of urban consumers who increasingly value convenience and efficiency in meeting their culinary needs. Mie Gacoan, as a major player in the industry, has successfully captured consumers' attention with its unique concept, affordable prices, and distinctive flavors. However, with increasingly fierce competition (such as WizzMie, Mie Kober, and Mie New Mind), Mie Gacoan needs to better understand the factors influencing consumer purchasing decisions, particularly those related to emotional service experiences and responsiveness satisfaction (Nizar et al., 2019). The culinary sector has significant economic implications in Indonesia, where household consumption, particularly for food and beverages, is a key driver of economic growth; therefore, a deep understanding of the dynamics of purchasing decisions in the context of restaurant services like Mie Gacoan is crucial to ensuring sustainable growth and competitiveness in a competitive market.

Various phenomena such as long customer lines at Mie Gacoan outlets and various online reviews posted on various social media platforms indicate that emotional service experiences and levels of satisfaction with responsiveness have a significant influence on how consumers perceive and behave toward the brand (Sugesti, H. 2023). The results of a customer satisfaction survey conducted by a third party show that Mie Gacoan's customer satisfaction score for aspects of service responsiveness (such as speed of complaint handling and availability of information) is below average compared to similar competitors, indicating that Mie Gacoan needs to improve its ability to respond to customer needs and expectations more effectively to increase competitiveness and customer loyalty.

Previous research has shown that emotional service experiences and responsiveness satisfaction have a positive influence on customer loyalty and repurchase intentions (Indrajaya & Agustina, 2023). Marketing strategies implemented by companies have a significant impact on how consumers behave during the purchasing process, which in turn shapes consumers' views regarding the value and preferences of the brand or product offered (Abidin, 2019). Previous research by (Siaputra, 2020) emphasized the importance of food safety, food quality, and brand image in influencing consumer repurchase intentions, with consumer satisfaction as a mediator. As a concrete example, a study examining the coffee shop industry found that the synergy between integrated marketing mix elements, including maintained product quality, competitive pricing strategies, appealing promotional initiatives, and strategic location placement, combined with an atmosphere conducive to socializing and relaxation, collectively influenced consumer preferences and subsequently influenced their purchasing decisions.

This study aims to address this gap in previous research by specifically exploring how emotional service experiences, often overlooked in quantitative research, and satisfaction with responsiveness, a key element in service interactions, collectively influence consumer purchasing decisions at Mie Gacoan 2025. Thus, this study provides not only theoretical

contributions but also practical implications for restaurant management in improving service quality and marketing strategies. However, customer perceptions of service experiences can vary widely. Some customers may be satisfied with the speed and friendliness of service, while others may be inconvenienced by long queues, perceived unresponsive service, or excessively noisy environments. These differences in perceptions are interesting for further investigation into how emotional experiences and satisfaction with responsiveness collectively influence purchasing decisions in a service context.

Methods

This study uses a quantitative approach that aims to examine the influence between variables objectively and measurably (Sugiyono, 2021). Data were analyzed statistically to determine the extent to which emotional service experience and satisfaction with responsiveness influence consumer purchasing decisions at Mie Gacoan. This type of research is explanatory research that explains the causal relationship between the independent variables (emotional service experience and satisfaction with responsiveness) and the dependent variable (purchase decision). The research instrument uses a semantic differential scale, which allows for structured exploration of audience perspectives and preferences (Wardhana et al., 2022), with pairs of opposite words at the ends of a 5- or 7-point scale (Science Direct, 2025). This study involves the use of variables Variable X1 - Emotional Service Experience, Variable X2 - Satisfaction with Responsiveness, and Variable Y - Purchase Decision.

Tabel 3. 1 Variable Operasional

Variables	Indicator	Definition	Statement	Statement
RESPONSIVENESS SATISFACTION	Speed	Speed in the context of Responsiveness satisfaction (satisfaction with service responsiveness) is how quickly a service or service provider responds to consumer requests, questions, complaints, or needs in a timely and efficient manner, thereby creating a sense of satisfaction and appreciation for customers.	1) Mie Gacoan's speed in responding to customer requests. 2) Mie Gacoan's speed in responding to customer inquiries. 3) Mie Gacoan's speed in responding to customer complaints.	1'7

	Availability	Availability in the context of Responsiveness satisfaction (satisfaction with service responsiveness) is the ability of a service or service staff to always be ready and easily accessible to customers when needed, whether to provide assistance, answer questions, or handle requests quickly and responsively.	1) Mie Gacoan's level of readiness to provide assistance to customers. 2) The level of availability of easily accessible information for customers.	1'7
	Convenience	Ease of use in the context of responsiveness satisfaction (satisfaction with service responsiveness) is the degree to which consumers perceive the process of obtaining assistance, information, or services to be quick, seamless, and hassle-free. This includes how easily consumers interact, access services, and receive responses tailored to their needs.	1) The level of ease with which customers can obtain assistance from Mie Gacoan. 2) The level of ease with which customers can obtain information from Mie Gacoan. The level of ease with which customers can obtain fast service from Mie Gacoan.	1'7
	Concern	Caring in the context of Responsiveness satisfaction (satisfaction with service responsiveness) is the real attitude and actions of service providers that show attention, empathy, and a sincere desire to help customers quickly and appropriately, thus creating a sense of appreciation and satisfaction in consumers.	1) Mie Gacoan's level of attention to customers. 2) Mie Gacoan's level of empathy for customers. 3) Mie Gacoan's level of genuine desire to help customers.	1'7

EMOTIONAL SERVICE EXPERIENCE	Need for Product / Problem Recognition (5 times)	The need for a product / problem recognition in the context of a purchase decision is the initial stage where consumers realize there is a gap between their actual condition and their ideal condition, so that they are motivated to seek a solution, namely through purchasing a product or service.	1) The level of gap between actual conditions between Mie Gacoan and customers. 2) The level of ideal conditions between Mie Gacoan and customers.	1'7
	Emotional Involvement	Emotional involvement in the context of emotional service experience is the level of closeness of feelings or emotional responses of consumers to a service they receive, which reflects how deeply consumers feel emotionally connected, valued, or understood during the service process.	1) The level of connection between Mie Gacoan and customers 2) The level of appreciation Mie Gacoan has for customers through its service. 3) The level of emotional understanding Mie Gacoan has for customers	1'7
	Information / Product Seeker	Information/Product Search in the context of Emotional service experience is the stage where consumers start looking for information about a product or service by involving elements of feelings, expectations, and anticipated emotional experiences.	1) My level of enjoyment in searching for information about Mie Gacoan 2) The level of completeness of Mie Gacoan information that meets consumer expectations.	1'7

	Emotional Comfort / Interaction	Emotional Comfort / Information in the context of Emotional service experience is a feeling of calm, security, and acceptance felt by consumers during or after receiving information or services, which arises due to clear communication, empathy, attention, and an emotionally supportive atmosphere.	1) Consumers' level of comfort after receiving information about Mie Gacoan. 2) The level of clarity of the information provided by Mie Gacoan. 3) The level of attention paid by Mie Gacoan to consumer desires. 4) The level of clarity of the information provided by Mie Gacoan.	1'7
				1'7
				1'7
				1'7
	Emotional Experience	Emotional experience in the context of Emotional service experience is the emotional experience felt by consumers during interactions with a service, which includes emotional reactions such as happiness, satisfaction, comfort, surprise, disappointment, or even anger as a result of how the service is delivered and perceived.	1) Level of satisfaction with the response given to Mie Gacoan. 2) Level of comfort with the response given to Mie Gacoan. 3) Level of pleasure with the response given to Mie Gacoan.	1'7
				1'7
				1'7
				1'7

PURCHASE DECISION	Alternative Evaluation (appears 8 times)	Consumers compare various product or service options available before finally deciding to buy.	1) The level of awareness of Gacoan noodle consumers regarding their needs.	1-7
	Purchase Decision/ Decision to Purchase (8 times)	Purchase decision is a stage in the consumer behavior process where an individual or consumer decides to purchase a particular product or service after going through a process of evaluating various available alternatives.	2) The level of customer intensity in searching for information on Gacoan noodles products.	1'7
	Information Search (7 times)	Information search in the context of purchasing decisions is the stage where consumers actively or passively search for information about products or services that can solve problems or fulfill their needs after realizing the need (need recognition).	3) The level of customer purchasing decisions for Gacoan noodle products.	1'7

According to Sugiyono (2021), a population is a generalized area consisting of objects or subjects with certain characteristics. This study's population was 500 people, with the sample size determined using the Cochran formula (Creswell & Creswell, 2018). The calculation results indicate a minimum sample size of approximately 84 respondents, while this study used 100 respondents, thus being considered representative. Respondent selection was carried out using purposive sampling (Sugiyono, 2022), with certain criteria relevant to the research objectives. Data were collected through direct questionnaire distribution at Mie Gacoan outlets and online Google Form completion. The data sources consisted of primary data, while data analysis was performed using multiple linear regression with the assistance of SPSS software.

Result and Discussion

Customer Characteristics

Customer Characteristics Based on Occupation

Work
100 answers

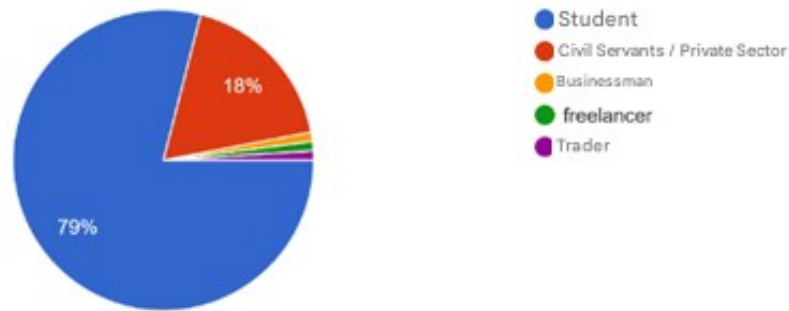


Figure 1. Job

Based on the data above, 79% of the 100 respondents were students, followed by 18% from civil servants and private sector employees, and a very small percentage from freelancers. This indicates that Mie Gacoan's primary customers are people of productive age who are still working, who typically desire effective service, low costs, and pleasant interactions. The research focused on this demographic group because they tend to have high expectations of service, which ultimately influence purchasing decisions.

Customer Characteristics Based on Gender

Jenis Kelamin
100 jawaban

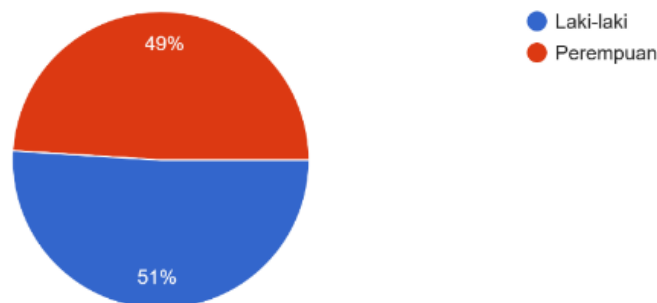


Figure 2. Gender

Based on the results of respondents by gender, it shows that out of 100 respondents, the female group contributed 49%, while the male group contributed 51%. This indicates that the majority of Mie Gacoan customers involved in this study are female. This tendency may indicate that female customers are more sensitive to service aspects such as good interactions, emotional feelings, and responsiveness when receiving service. Variations based on gender are an important element in this study because there are possible differences in how people view and expect restaurant service, which can impact different purchasing decisions between male and female groups.

Customer Characteristics Based on Age

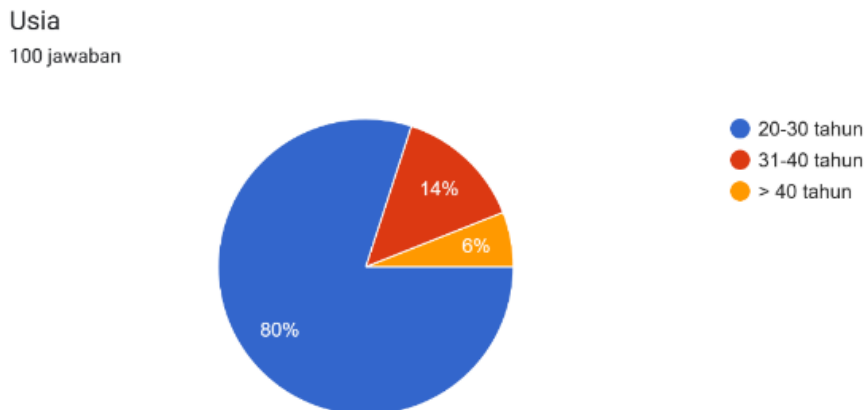


Figure 3. Age

Based on the age distribution of 100 respondents, the majority are in the 20-30 age group with a percentage of 80%. Followed by the 31-40 age group at 14%, and only 6% are over 40 years old. This young age dominance reflects that the majority of Mie Gacoan consumers are individuals in their productive age who tend to have a preference for efficient, practical services, and following the latest trends.

Validity Test

Table 2. Results of the x1 validity test

Correlation		
		Emotional Service Experience
X1.1	Pearson Correlation	.701**
X1.2	Pearson Correlation	.564**
X1.3	Pearson Correlation	.699**
X1.4	Pearson Correlation	.648**
X1.5	Pearson Correlation	.638**
X1.6	Pearson Correlation	.697**
X1.7	Pearson Correlation	.642**
X1.8	Pearson Correlation	.673**
X1.9	Pearson Correlation	.647**
X1.10	Pearson Correlation	.635**
X1.11	Pearson Correlation	.684**
X1.12	Pearson Correlation	.635**
X1.13	Pearson Correlation	.588**
Emotional Service Experience	Pearson Correlation	1
**. Correlation is significant at the 0.01 level (2-tailed).		
*. Correlation is significant at the 0.05 level (2-tailed)		

The table shows the Pearson correlation values for 13 indicators of the Emotional Service Experience (X1) variable, ranging from 0.564 to 0.701, all significant at the 0.01 level. Since

all coefficients exceed the minimum threshold of 0.30, every item is considered valid and strongly correlated with the overall construct.

Indicator X1.1 shows the highest correlation ($r = 0.701$), while X1.13 records the lowest ($r = 0.588$), both still within acceptable limits. This confirms that all statements effectively measure customers' emotional experiences, including feelings of comfort, appreciation, and engagement during service interactions at Mie Gacoan.

Overall, the results indicate that the measurement items are conceptually consistent and statistically valid, meaning the Emotional Service Experience variable is accurately represented and suitable for further reliability and regression analysis.

Table 3. Validity test X2

Correlation		
		Emotional Service Experience
X2.1	Pearson Correlation	.589**
X2.2	Pearson Correlation	.557**
X2.3	Pearson Correlation	.598**
X2.4	Pearson Correlation	.672**
X2.5	Pearson Correlation	.681**
X2.6	Pearson Correlation	.637**
X2.7	Pearson Correlation	.650**
X2.8	Pearson Correlation	.642**
X2.9	Pearson Correlation	.582**
X2.10	Pearson Correlation	.634**
X2.11	Pearson Correlation	.589**
X2.12	Pearson Correlation	.557**
X2.13	Pearson Correlation	.598**
Responsiveness Satisfaction	Pearson Correlation	1
**. Correlation is significant at the 0.01 level (2-tailed).		
*. Correlation is significant at the 0.05 level (2-tailed).		

The table presents the Pearson correlation results for 13 indicators of the Responsiveness Satisfaction (X2) variable, with correlation values ranging from 0.557 to 0.681, all significant at the 0.01 level. Since every coefficient is above the minimum validity threshold of 0.30, all indicators are valid and strongly correlated with the overall construct.

These results confirm that each statement accurately measures the dimensions of responsiveness, including speed, availability, convenience, and empathy in Mie Gacoan's service. The relatively high correlations indicate that respondents consistently perceive responsiveness satisfaction as a key factor influencing their service evaluation. Therefore, the X2 variable is statistically valid and reliable for further analysis in the regression model.

Table 4. Results of the Y validity test

Correlation		
		Purchase Decision
Y1	Person correlation	.805**
Y2	Person correlation	.720**
Y3	Person correlation	.846**

Purchase Decision	Person correlation	1
**. Correlation is significant at the 0.01 level (2-tailed).		

The results of the Validity Test on variable X2 show that Indicator X2.1 has a Pearson correlation value of 0.589 and indicator X2.2 of 0.557, both significant at the 0.01 level. Thus, both indicators are declared valid because they can represent the construct of variable X2 accurately and are suitable for use in the next stage of research analysis.

Reliability Test

X1 Reliability Test

Table 5. Results of the X1 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.887	13

The table presents a Cronbachs alpha coefficient of 0.887 of the thirteen indicators that were used to measure the construct of the Emotional Service Experience (X1). Conventionally, reliability holds that above 0.70 signifies high levels of internal consistency between the items of a measurement scale; therefore, the coefficient indicates that the questionnaire items measure the same latent construct reliably.

This result illustrates that the results of the respondents to questions on emotional facets of the service experience, which include comfort, appreciation and emotional attachment in service experiences, are stable and consistent. The scale is therefore considered to measure the level of emotional responses of the customers with adequate accuracy in order to justify its use in any further analysis process, such as regression models and interpretive analyses.

X2 Reliability Test

Table 6. Results of the X2 reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.844	11

The Cronbachs Alpha coefficient of the 11 indicators that make up the Responsiveness Satisfaction (X2) variable are shown in the table as 0.844. This value is above the standard reliability coverage of 0.70 thus validating the fact that the items used in the measurements have strong internal consistency. Therefore, the service in Mie Gacoan that is related to speed, availability, convenience, and empathy will always be construed by the respondents and yield consistent accuracy on assessing the same underlying construct. The high score of reliability also suggests that the instrument produces consistent and trustworthy responses making it appropriate to be used in further statistical analysis like regression analysis, and hypothesis testing.

Y Reliability Test

Table 7. Y Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.702	3

The report in the table indicates a Cronbachs Alpha of 0.702 with respect to the three indicators applied to measure the variable of Purchase Decision (Y) used. This coefficient is relatively low in comparison to reliability values of other variables, but it is nevertheless at the acceptability level of 0.70, which means that the measurement items used are reliable and internally consistent. Therefore, the respondents gave consistent answers to the statements related to information search, assessment of alternatives, and purchase decision. The scale is also valid to measure the construct of purchase decision despite the relatively small number of items as it captures it effectively to be used in the further statistical analysis.

Descriptive Statistical Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Emotional Service Experience	100	68	89	82.49	5.357
Responsiveness Satisfaction	100	58	75	69.67	4.197
Purchase Decision	100	15	21	19.10	1.514
Valid N (listwise)	100				

The table of the descriptive statistics provides the summary of the responses made by the respondents concerning each of the research variables, i.e. Emotional Service Experience (X1), Responsiveness Satisfaction (X2), and Purchase Decision (Y). The study used 100 valid respondents and the mean scores represent the general behavior of perceptions of all items. The mean score of the Emotional Service Experience variable is 82.49 (SD = 5.357) with a minimum and maximum value of 68 and 89. The large average satisfies the fact that the greater number of respondents attained favorable feelings like comfort, appreciation, and engagement when dealing with the services of Mie Gacoan. Responsiveness Satisfaction variable had a mean of 69.67 (SD = 4.197) with a range of 58 to 75. This finding indicates a general perception by the respondents that Mie Gacoan service is responsive there is an acceptable level of speed, availability, and attention though there is some fluctuation between the perceptions of different individuals. In the case of Purchase Decision variable, the mean will be 19.10 (SD = 1.514) and the scores will be between 15 and 21. The average is rather high, which indicates that clients have good purchasing intentions and consistency in decision making when selecting Mie Gacoan. On the whole, these descriptive outcomes suggest that all variables were rated positively by the respondents and this fact shows that positive emotional experiences and high responsiveness are a significant factor in promoting purchase decision-making in the service context.

Classical Assumption Test

Normality Test

Table 8. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98926637
	Absolute	.059

Most Extreme Differences	Positive	.059
	Negative	-.044
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
<p>a. This is a lower bound of the true significance.</p> <p>The One-Sample Kolmogorov Smirnov test was conducted to assess whether the residual data from the regression model were normally distributed. The table shows that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This result indicates that the residuals follow a normal distribution, meaning the normality assumption for the regression model is satisfied. The mean value of 0.0000000 and a standard deviation of 0.989 further support that the data are symmetrically distributed around the mean.</p> <p>Therefore, it can be concluded that the data meet the normality assumption, allowing the subsequent regression analysis to be considered valid and statistically reliable.</p>		

Multicollinearity Test

Table 9. Multicollinearity Test

Coefficients				
Model		Sig	Collinearity statistic	
			Tolerance	VIF
1	(Constant)	.886		
	Emotional Service Experience	.000	.264	3.782
	Responsiveness Satisfaction	.017	.264	3.782

Dependent Variable: Purchase Decision

The table outlines the results of a multicollinearity test that is conducted to determine the existence of a significant correlation between the independent variables Emotional Service Experience (X1) and Responsiveness Satisfaction (X2). The results show the tolerance values of 0.264 and Variance Inflation Factor (VIF) values of 3.782 of both variables. As per traditional standards, a tolerance of more than 0.10 and VIF of less than 10 will indicate the nonexistence of multicollinearity; thus, the two variables meet the standard, and therefore, there is no such issue such as multicollinearity that would affect the regression model. This finding indicates that Emotional Service Experience and Responsiveness Satisfaction are statistically independent and none overlap or distort each other in explaining Purchase Decision, they both have unique contribution to it.

Heteroscedasticity Test

Table 10. Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.171	.980		2.215	.029
	Emotional Service Experience	.006	.021	.059	.302	.763
	Responsiveness Satisfaction	-.027	.027	-.197	-1.009	.315
a. Dependent Variable: ABS Res						

The table also gives the findings of a test on the heteroscedasticity performed using the Glejser method in order to check whether the variance of the residuals are homogenous or not across the observations. The significance value of the two independent variables of the Emotional Service Experience ($p = 0.763$) and Responsiveness Satisfaction ($p = 0.315$) is greater than the 0.05 level. These results suggest that neither of the variables has a statistically significant effect on the absolute residual value (ABS_Res) thus making results indicate that the distribution of the residuals is equal. Therefore, the regression model lacks heteroscedasticity and is homoscedastic. This affirms the fact that the estimated results of the model are stable and reliable so that the regression coefficients can be interpreted without prejudice to unequal error variance.

Partial T Test

Table 11. Partial T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.243	1.686		.144	.886
	Emotional Service Experience	.133	.036	.471	3.654	.000
	Responsiveness Satisfaction	.113	.047	.313	2.426	.017
a. Dependent Variable: Purchase Decision						

The table also indicates the outcome of a partial t-test that was meant to measure the independent contribution of each of the explanatory variables on Purchase Decision (Y). As indicated in the analysis, Emotional Service Experience (X1) has a t-value of 3.654 with a significance value of 0.000 (< 0.05), which means that it has a positive and statistically significant influence on the purchase decision. This implies that more positive emotional experiences relieving customers of their discomfort, making them feel appreciated and satisfied increase their tendency to buy at Mie Gacoan. At the same time, the t-value of the Responsiveness Satisfaction (X2) is 2.426 and the level of significance is 0.017 (< 0.05), which also suggests a significant positive impact on purchase decisions. This implies that timely reactions, listening and understanding when attending to customers will enable them to make purchase choices. In general, the two independent variables have a strong influence on the purchase decisions; however, Emotional Service Experience has a stronger impact, which is supported by its higher standardized coefficient (0.471) in comparison to the one of Responsiveness Satisfaction (0.313).

Simultaneous F Test

Table 12 Simultaneous F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.114	2	65.057	65.133	.000 ^b
	Residual	96.886	97	.999		
	Total	227.000	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Responsiveness Satisfaction, Emotional Service Experience						

The table of ANOVA displays the outcome of the simultaneous F -test, which is an important step in determining the explanatory power of the regression model on the whole. The F value of 65.133 with a significance value of 0.000 in this investigation unambiguously shows that the model is statistically significant. In practice, it means that the synergistic effect of Emotional Service Experience and Responsiveness Satisfaction is significant in explaining the difference in the purchasing behavior of customers at Mie Gacoan.

This observation highlights the fact that the choice made by a consumer is not dictated by one defining factor but by a combination of the emotion and responsive factors that occur simultaneously in the process of service encounters. Whenever customers develop an emotional bond with the service and feel that it responds to them, they are most likely to transfer the experiences into their apparent buying behavior. This scenario is in line with the growing body of research in service marketing, which asserts that emotional experience and perception of attentiveness is a combination that forms the basis of modern consumer loyalty and decision-making.

Moreover, the high F- value confirms that the regression equation used in this paper is fairly appropriate with the empirical evidence. This fact underlines the idea that this model is not only a statistically valid one, but one that provides a behavioral perspective insight. In the framework of Mie Gacoan, this implies that emotional resonance as well as service responsiveness can be considered important strategic levers which can be used to increase purchase motivation. Simply, the concurrent test proves the fact that in case emotional connection and responsiveness are in harmony with each other, these two elements produce a powerful mixture, which contributes to the repetitive consumer buying behavior.

Determination Test

Table 13. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.564	.999
a. Predictors: (Constant), Responsiveness Satisfaction, Emotional Service Experience				

According to the Model Summary table, 0.757 is the correlation coefficient (R) of the relationship that exists between the independent variables (Responsiveness Satisfaction and Emotional Service Experience) and the dependent variable (Purchase Decision).

The value of R-Squared 0.573 shows that the two independent variables explain 57.3 percent of the variance in purchasing decisions. The rest 42.7% can be attributed to other factors which have not been included in the research model. The adjusted R² of 0.564, which modulates the

predictor count, has a value that is not significantly different than the unadjusted R² thus indicating that the regression model is stable and will not lose much of its predictive power.

Ghozali (2018) notes that a high predictive power of a model is demonstrated by an approximation of 1 of the R-squared value. In the framework of this research, a value of 0.573 will be moderate and also strong in the context of social research.

The Interplay of Emotional Experience and Service Responsiveness in Shaping Consumer Purchase Decisions

As shown in the current research, the experience of emotional service as well as responsiveness satisfaction has a statistically significant impact on customer purchasing behavior in Mie Gacoan. This finding supports the existing body of literature that recognizes emotional and experiential dimensions as crucial precursors of buying intention and loyalty especially in the modern food and beverage industry. Empirical studies in the last five years have indicated that emotional involvement in service encounters not only contribute to customer satisfaction but it also gives rise to a long term psychological bond that influences purchase behaviour in future. As an example, Doeim et al. (2022) also found that emotional experience is a strong predictor of repurchase intention when using cafes as examples, as the friendliness of the service and feel may be more important than price. On the same note, Wibowo and Nuraini (2022) noted that patrons of casual dining establishments are likely to make purchase decisions based on affective states during the provision instead of just on the quality of the tangible products in the provision (Dabral et al., 2025; Cocco, 2025; Adesina et al., 2022). The fact that these studies match the findings at hand justifies the statement that affective experience has graduated to become a central element of value creation in service marketing.

The importance of responsiveness satisfaction coincides with the current trends in the new research. Responsiveness, which is described as the willingness to act immediately, pay attention, and seem to be willing to help, has been identified as one of the most important variables in satisfaction and behavioural intention. A study on fast-food service performance conducted by Sharma et al. (2022) demonstrated that a quick reaction to the needs of the customer directly enhanced the satisfaction, which in its turn enhanced purchase and revisit intentions. Similarly, Ali et al. (2023) revealed that the concept of responsiveness indirectly affects the repurchase intention through satisfaction, which highlights the importance of customers feeling that service providers are caring and attentive towards them to buy the product again. The responsiveness satisfaction in the present research was not only important to the general model, but also it showed a specific direct correlation with the purchasing decisions itself, meaning that the ability to provide fast, caring service at Mie Gacoan worked as a cognitive and affective stimulus to purchase behaviour.

The results can be relevant to current empirical evidence in terms of their analysis when placed in their context in relation to demographic profiles especially among younger customers. Research on Gen Z and millennial consumers indicates that they are more sensitive to emotional appeals and that they are more likely to place experiential value in their consumption decisions. Chan et al. (2022) state that younger consumers often view the act of eating out as a social and emotional experience, as opposed to an instance of consumption. This view is consistent with the composition of the sample in the current study wherein young adults constituted the majority of the sample that could probably perceive the service responsiveness and emotional warmth as the aspect of identity-based consumption. Similarly, Joshi et al. (2021) concluded that affective attachment to brands that provide emotionally pleasing experience is higher among students and young professionals, which implies that the effect of

affective variables can significantly increase the purchase intention in this segment of the population.

A salient dimension is the interaction of affective experience, responsiveness and product qualities (e.g. gustatory quality, cost and authenticity). Although the existing study focused on the service- and affect-associated variables, the past literature indicates that these psychological concepts do not work independently. As an example, Phamthi et al. (2024) discovered that, in the context of dining, affective experience mediates the relationship between the quality of products and their purchase intentions, which implies that even when the objective aspect of product quality is high, the tone of service provision affects the value evaluation among the customers. On the same note, Berinyuy et al. (2021) indicated that responsiveness enhances perceived product quality through the perception of reliability and professionalism. Such interconnected processes underscore the fact that, in service-related industries like Mie Gacoan, affective and cognitive satisfactions are complementary factors that support customer decision-making processes.

The current breakthroughs in consumer psychology offer an elegant perception of the channel of transferring affect to purchase behaviour. Emotional service experiences tend to cause both short-term impulsive behavior and long-term affective attachment (Zamfir, 2024; Gupta & Mukherjee, 2022). Emotional arousal may trigger unintentional, irrational buying in hedonic consumption environments, that is, cafes, quick-service restaurants, and the like (Natrah Jamaludin & Nik Hashim, 2024). Therefore, ambiance, hospitality of the staff, and multisensory stimuli are antecedents that trigger impulsive decision making. In the setting of Mie Gacoan, where eating together and social pleasure are considered normal, these affective stimulations would be considered a reasonable cause of such immense impact of the emotional service experience variable on purchase decisions.

Such constructs as authenticity and rapport have become central in inquiry of service-experience in modern research. Huang & Ho (2023) showed that consumers distinguish between the sincere empathy and pretended friendliness with the sincere interactions more effectively building trust and loyalty. This observation narrows down the conceptualisation of responsiveness satisfaction which points to the possible deepening of the emotional relationship in the brand-customer relationship by perceived sincerity and personal connection. As a result, the competitive advantage of Mie Gacoan can be determined by the speed of the response and the reality of interpersonal contact due to service encounters.

The spreading of digital word-of-mouth (e-WOM) and social media reviews also contextualize the significance of the affective and responsive factors. Nkanu et al. (2025) found that the responsiveness in managing online complaints significantly increases the perception of the brand, and indirectly increases the foot traffic. Similarly, Ray et al. (2021) discovered that emotive statements in the customer reviews on social sites are predictors of the probability of offline visits. Such findings suggest that consumers perceive the level of affectiveness and responsiveness of offline service across the digital platform, affecting consumer perceptions, in general..

It is also essential to consider the variability of emotional and responsiveness effects across consumer segments. Research by Santo & Marques (2022) showed that emotional appeal tends to be stronger in hedonic and experiential purchases, whereas utilitarian purchases are more influenced by price sensitivity and convenience. This distinction implies that while Mie Gacoan's success in attracting younger, hedonic consumers is evident, the same strategy might require adjustment when targeting more pragmatic segments such as families or older customers. Thus, future research could benefit from comparative analyses across different

demographic and psychographic groups to assess the consistency of these psychological mechanisms.

The present study contributes to the expanding theoretical discourse by reaffirming that emotional service experience is not a secondary element of marketing strategy but a fundamental determinant of customer decision-making. Responsiveness satisfaction complements this role by bridging affective and cognitive pathways, transforming service encounters into emotionally resonant experiences that promote purchase intention. When integrated, these findings lend support to contemporary frameworks such as the Service-Dominant Logic (Ajmal et al., 2024), which positions value co-creation as a dynamic interaction between emotional and functional elements of service.

From a managerial standpoint, these insights underscore the importance of cultivating emotionally intelligent service environments. Training programs that encourage authentic empathy, attentiveness, and personalized communication are increasingly necessary in the competitive foodservice landscape. Empirical evidence from Anastasiadou et al. (2022) demonstrated that emotionally intelligent employees significantly elevate perceived service quality and customer satisfaction. Likewise, adaptive responsiveness balancing speed and emotional attentiveness creates an impression of professionalism that customers interpret as respect and care. For Mie Gacoan, reinforcing such practices could lead not only to immediate increases in purchase rates but also to sustained customer loyalty.

Despite these promising implications, this study shares several limitations noted in the recent literature. The cross-sectional design limits causal inference, and the use of self-reported data might have inflated the observed relationships due to perceptual bias. Contemporary studies such as those by Aagaard et al. (2024) advocate for experimental and longitudinal designs to better capture causal mechanisms of emotional and responsiveness effects. Furthermore, integrating sentiment analysis of digital reviews and behavioral data could enhance external validity and connect online emotional discourse with actual purchasing patterns. Future research could thus explore how real-time responsiveness and authentic emotional expression jointly shape consumer journeys in both digital and physical service environments. The findings of this study resonate strongly with contemporary scholarship between 2020 and 2025, which collectively underscores that emotional service experience and responsiveness satisfaction are indispensable dimensions of modern consumer decision-making. This convergence of evidence positions Mie Gacoan as a relevant exemplar of how emotional and service-based strategies can drive purchase decisions in highly competitive and hedonic consumption contexts. By understanding and optimizing these psychological and behavioral mechanisms, service organizations can not only enhance transactional outcomes but also cultivate enduring relational value that transcends immediate purchases.

Conclusion

This study aims to explore how Emotional Service Experience and Responsiveness Satisfaction influence Purchase Decision in the context of services at Mie Gacoan in 2025. Data were obtained through distributing questionnaires with a semantic scale of 1–7 to 100 respondents. Based on the results of statistical analysis, it was found that emotional service experience has a positive and significant effect on purchasing decisions, where the higher the positive emotional experience of customers (such as feeling comfortable, appreciated, and happy), the greater the tendency of customers to make purchases at Mie Gacoan. In addition, satisfaction with responsiveness also has a positive and significant effect on purchasing decisions, where customers who are satisfied with the speed of service, accuracy of response, and attention from staff will be more motivated to repurchase or recommend the service. Simultaneously, both

independent variables have a significant effect on purchasing decisions, which indicates that emotional service and responsiveness are important factors in driving customer decisions at fast food restaurants such as Mie Gacoan.

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