

ABSTRACT

This study aims to explore the influence of emotional service experience and responsiveness satisfaction on purchase decisions in service contexts, with a case study of Mie Gacoan in 2025. The research adopts a quantitative approach using a survey method, where 100 respondents—customers of Mie Gacoan—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 instruments. Furthermore, classical assumption tests, multiple linear regression analysis, and significance tests (t-test and F-test) were performed to examine the hypotheses.

The results indicate that both emotional service experience and responsiveness satisfaction have a positive and significant effect on purchase decisions, either partially or simultaneously. Emotional service experience emerged as a stronger predictor, highlighting the importance of creating positive emotional impressions in service delivery. Responsiveness satisfaction—measured through speed, availability, ease, and empathy—also significantly contributed to encouraging customer purchase decisions.

This research emphasizes that in highly competitive service industries, such as the food and beverage sector, enhancing both emotional and responsiveness aspects of service can substantially increase customer purchase decisions. The findings provide practical implications for service providers to focus not only on product quality but also on emotional engagement and responsiveness in customer interactions.

Keywords: Emotional Service Experience, Responsiveness Satisfaction, Purchase Decision, Service Context, Mie Gacoan