



## The Influence of Word of Mouth, Business Location, and Product Quality on Customer Satisfaction: An Islamic Business Management Perspective (A Study on Mie Gacoan Consumers at the Antasari Branch, Bandar Lampung)

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**Abstract:** This study aims to investigate the influence of word of mouth, business location, and product quality on customer satisfaction from the perspective of Islamic business management. The research was conducted on consumers of Mie Gacoan at the Antasari branch in Bandar Lampung, employing a quantitative approach with data collected through questionnaires. The findings indicate that all three independent variables significantly affect customer satisfaction, both individually and collectively, with product quality emerging as the most dominant factor. Within the framework of Islamic business ethics, customer satisfaction is closely associated with the implementation of core values such as honesty (*shidq*) in communication, trustworthiness (*amanah*) in service delivery, and excellence (*ihsan*) in maintaining product quality. These results highlight the importance of integrating Islamic ethical principles into modern business practices to cultivate sustainable customer relationships and enhance trust in an increasingly competitive marketplace.

**Keywords:** Word of Mouth, Business Location, Product Quality, Customer Satisfaction, Islamic Business Management

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## A. Introduction

In an era of increasingly competitive business, customer satisfaction has become one of the key indicators of a company's success (Widya et al., n.d.). Satisfied customers are not only more likely to make repeat purchases but also have the potential to become promotional agents through word of mouth by sharing their positive experiences with others. On the other hand, factors such as a strategic business location and the quality of the products offered also play a significant role in shaping customer satisfaction.

The importance of customer satisfaction in maintaining a company's existence highlights the need to understand marketing communication, pricing, and service quality. Marketing communication is reflected in customer satisfaction with product quality. Customer satisfaction in using the offered products can serve as valuable feedback for management to improve and enhance the quality of marketing communication delivered. Effective marketing communication is essential for sustainable development in any industry. When optimized, marketing communication can have a significant impact on the public (Tarigan et al., 2023). Regarding customer satisfaction, it represents the customer's need to feel fulfilled; based on that experience, customers will later assess whether the business is worth revisiting.

Customer satisfaction is part of the emotional and rational needs that consumers seek to experience directly through the use of a product or service. Based on this experience, consumers will determine whether a business establishment, such as Mie Gacoan Antasari Branch in Bandar Lampung, is worth revisiting. However, there are several factors that may hinder the full realization of customer satisfaction. One of these factors is the influence of word of mouth.

Word of mouth refers to statements or information, whether personal or non-personal, conveyed by parties other than the service provider to consumers. This form of communication is considered more credible and effective, as it typically comes from individuals with emotional closeness or a high level of trust, such as friends, family, colleagues, public figures, or media. In practice, consumers often find it difficult to assess the quality of a product they have not directly experienced, making the experiences and testimonials of others a primary reference in shaping perceptions and purchasing decisions. Therefore, in the context of Islamic business management, word of mouth must also be conveyed with honesty and free from deception, in order to support the formation of sustainable and ethically grounded customer satisfaction (Mahmasani, 2020).

In addition to word of mouth, another influential factor is business location. Business location refers to the place where the business is carried out, encompassing all activities from procurement of materials to distribution, sales, and marketing to consumers or customers (Fahmi et al., 2021). Another key factor is product quality. Kotler & Armstrong (2018) define product quality as the characteristics of a product or service that support its ability to meet consumer needs. High product quality contributes to customer satisfaction when purchasing the product.

The phenomenon developing within the current trends of the culinary business forms the basis of this study, particularly in the context of fast-food industry competition such as Mie Gacoan in Bandar Lampung. Although Mie Gacoan has implemented various marketing strategies and successfully attracted public interest, the brand continues to face challenges in maintaining and enhancing customer satisfaction amid increasingly intense competition,

especially among young consumers. One aspect that has received growing attention is the power of word of mouth, which is considered more effective in building trust than conventional promotional methods. Many Mie Gacoan customers visit the outlet based on recommendations from friends, family, or testimonials from previous consumers. The strategic, accessible, and comfortable location of the outlet, along with the product quality—including taste, cleanliness, and affordability—also serve as key factors in shaping customer satisfaction and loyalty.

Creating customer satisfaction cannot be achieved solely through profit-oriented business strategies. From the perspective of Islamic business management, the success of a business is also determined by the application of ethical values such as honesty, trustworthiness (*amanah*), and responsibility in service and product delivery. These principles serve as the foundation for building long-term relationships with customers that are not merely transactional, but also reflect spiritual and moral values. Therefore, by integrating modern business approaches with Islamic values, Mie Gacoan is expected to foster customer satisfaction that not only promotes loyalty but also becomes part of a sustainable business practice imbued with the spirit of worship.

The study conducted by Nurjannah & Ramadhan (2021) indicates that the product quality variable has a significant influence on customer satisfaction, meaning that there is a relationship between product quality and customer satisfaction—higher product quality leads to happier customers. Furthermore, the research by Wijaya & Sujana (2020) demonstrates that word of mouth has a positive and significant effect on customer satisfaction. This implies that the higher the level of word of mouth, the greater the customer satisfaction. These findings indicate that word of mouth is closely linked to customer satisfaction. Additionally, the study by Al Hidayat et al. (2024) reveals that the physical location of business facilities can have a significant impact on business success. Location determines where a business operates, conducts its activities, and distributes goods or services to consumers. The importance of business location significantly influences the target market's purchasing decisions.

Based on observational data, the Mie Gacoan Antasari Branch in Bandar Lampung has a relatively lower number of orders through the GoFood service compared to the other two branches, namely Mie Gacoan Kedaton and Mie Gacoan Jalan Ponorogo (Teluk Betung). Data gathered from the GoFood platform shows that both the Kedaton and Teluk branches have received more than 6,000 reviews, while the Antasari branch has only recorded around 3,000 reviews. This disparity reflects a gap in popularity and possibly in customer satisfaction levels at each branch. In fact, in terms of products and branding, all three branches offer relatively similar menus and prices.

This condition indicates that certain factors may be contributing to the lower consumer interest or satisfaction at the Antasari branch, despite the brand being widely recognized. Weaker word of mouth, a potentially less strategic or less comfortable location, and perceptions of product quality may be among the causes that warrant deeper investigation. From an Islamic Business Management perspective, these three factors must also align with values such as *shidq* (honesty), *amanah* (trustworthiness), and *ihsan* (excellence), in order to achieve customer satisfaction that is not only short-term but also sustainable and ethically grounded. Therefore, this study is essential to examine the extent to which word of mouth, business location, and product quality influence customer satisfaction at the Mie Gacoan Antasari branch.

To support this analysis, the researcher includes direct observation data from the GoFood platform as supporting evidence. This data contains the number of reviews and ratings for each Mie Gacoan branch in Bandar Lampung, reflecting consumer activity levels and the popularity of each outlet. This information serves as a preliminary indicator for identifying significant differences among the Antasari, Kedaton, and Teluk Betung branches, which will later be analyzed further in relation to word of mouth, business location, and product quality.



**Figure 1. Mie Gacoan Purchase Data on GoFood**

Based on the data presented in Figure 1 above, it can be observed that the Antasari Branch of Mie Gacoan has the fewest reviews—approximately 3,000—compared to the Ponorogo Branch, which has received over 6,000 reviews. Interestingly, the Ponorogo Branch is relatively newer than the Antasari Branch. This fact indicates a difference in the level of customer satisfaction or interest between the branches, which is not solely influenced by operational age but may also be related to the strength of word of mouth, a more strategic business location, or consumer perceptions of product quality. This serves as an important foundation for the researcher to explore further how these three factors affect customer satisfaction, particularly at the Antasari Branch, within the framework of Islamic business management.

In Islam, customer satisfaction is part of the trust and honesty required in business practices. This aligns with the command of Allah in Surah Al-Mutaffifin verses 1–3, which emphasize the importance of honesty and fairness in transactions—including maintaining product quality, providing services that meet expectations, and building a business image through accurate and non-deceptive promotion. In this context, positive word of mouth, accessible business location, and consistent product quality are key factors in achieving customer satisfaction in accordance with the principles of Islamic business management.

The above phenomenon illustrates that although Mie Gacoan is a nationally popular culinary brand, significant differences remain in customer satisfaction and purchase volume among its branches, particularly in Bandar Lampung. The Antasari Branch appears to perform lower than the Kedaton and Teluk Betung (Ponorogo) branches in terms of online ratings and reviews. This suggests that there are important contributing factors yet to be fully identified—such as weaker word of mouth, a potentially less strategic location, and product quality that may not fully meet consumer expectations.

Compared to previous studies, customer satisfaction has largely been examined from a conventional business perspective, often without integrating ethical and spiritual Islamic values. However, within the context of Islamic business management, satisfaction is not only

measured by the fulfillment of needs but also by how business actors uphold the principles of *shidq* (truthfulness), *amanah* (trustworthiness), and *ihsan* (excellence) in their operations. Therefore, this research is important to fill that gap.

## B. Literature Review

The primary theoretical foundation of this study is the Expectation Confirmation Theory (ECT) developed by Oliver (1980). This theory explains that customer satisfaction arises from a cognitive process in which consumers compare their initial expectations of a product or service with their perceptions after actual experience. If the outcome meets or exceeds expectations, satisfaction occurs; conversely, if the outcome falls short of expectations, dissatisfaction arises (Hussein, 2020).

In the context of this research, factors such as word of mouth, business location, and product quality are elements that shape consumer expectations prior to a transaction. Therefore, ECT is highly relevant for analyzing how these three factors contribute to customer satisfaction. From the perspective of Islamic business management, the process of fulfilling consumer expectations is evaluated not only in worldly terms but also through a spiritual lens. Islam emphasizes the importance of fulfilling promises, delivering quality products, and serving with honesty and responsibility—all of which align with the core principles of ECT. Thus, this theory can be integrated with Islamic values to provide a more holistic and ethical understanding of customer satisfaction.

A key gap in the existing literature on customer satisfaction is the limited exploration of how marketing factors such as word of mouth, business location, and product quality intersect with Islamic values, particularly within the framework of Islamic business management. Most previous studies have relied on conventional approaches to measuring customer satisfaction, focusing solely on functional and emotional aspects, without considering the ethical and spiritual dimensions taught in Islam. Yet in Muslim societies, customer satisfaction is shaped not only by the fulfillment of physical or emotional needs, but also by values such as honesty, trust, and blessings embedded in business transactions. Furthermore, studies on word of mouth, location, and product quality as determinants of customer satisfaction have rarely been directly linked to muamalah principles. Hence, this study seeks to fill that gap by combining customer satisfaction theory with Islamic spiritual values, offering a more comprehensive understanding of how business factors shape customer satisfaction within the framework of Islamic principles (Setiawan et al., 2024).

This study therefore contributes to the literature on review and hypothesis development in customer satisfaction research through an Islamic value-based approach. It not only examines common factors such as word of mouth, business location, and product quality but also explores how Islamic principles such as honesty, public benefit, and excellence play crucial roles in shaping customer perception and satisfaction. This approach is relevant not only for Sharia-based businesses but also for businesses in general that aim to understand how spiritual and ethical Islamic values can serve as a foundation for building customer loyalty.

The study begins by outlining several previous studies that support the contextual relevance of the examined variables. For instance, Heryana & Yasa (2020) found that word of mouth has a significant effect on customer satisfaction and purchasing decisions, as

consumers tend to trust information based on others' experiences. This aligns with the findings of Asrida et al. (2021), who emphasized that a strategic business location facilitates consumer access to products, thereby enhancing convenience and satisfaction. Meanwhile, the study by Budiarno et al. (2022) highlighted the importance of product quality as a key element in maintaining customer loyalty, as consistent and expectation-aligned quality fosters trust and long-term satisfaction. However, from a spiritual and ethical standpoint, these studies have not sufficiently linked their findings to the principles of Islamic business management. Therefore, this research aims to bridge that gap by incorporating Islamic values into every aspect of customer evaluation, in order to offer a more complete and meaningful perspective on understanding customer satisfaction holistically.

### C. Methods

This study employs a quantitative approach using a survey research design. The quantitative approach was selected because the research relies on objective measurement and statistical analysis of data collected through questionnaires. The data was obtained from consumers who made purchases at the Mie Gacoan Antasari Branch in Bandar Lampung City.

The object of this research is the Mie Gacoan Antasari Branch, located in Bandar Lampung City. This location was chosen because it is considered a strategic area, frequently visited by people from various social groups, making it highly relevant for assessing customer satisfaction in the culinary business. The assessment focuses on variables such as word of mouth, business location, and product quality from the perspective of Islamic business management, aiming to understand the extent to which Islamic values are implemented in business operations and how they influence customer loyalty and satisfaction.

The population in this study consists of all residents of Bandar Lampung City who have the potential to become consumers of Mie Gacoan, particularly those who have purchased or are currently purchasing from the Antasari Branch. According to the latest data, the population of Bandar Lampung City is approximately 1.1 million people. This population represents individuals who are capable of evaluating the word of mouth, business location, and product quality of Mie Gacoan as the object of study.

Sampling in this research was conducted using purposive sampling, a technique in which samples are selected based on specific criteria considered relevant to the research objectives. The criteria for selecting respondents are as follows: (1) Residents of Bandar Lampung City who have purchased or interacted with the products or services of Mie Gacoan Antasari Branch at least once within the last six months; (2) A minimum age of 17 years old, to ensure respondents can provide objective assessments of word of mouth, business location, and product quality; and (3) Willingness to participate as respondents and complete the research questionnaire honestly and thoroughly. To determine the number of samples, the Slovin formula was used with a margin of error of 10% (0.1). The data analysis was processed and analyzed using Smart PLS.

## D. Results and Discussion

### Results: Respondent Characteristics

The unit of analysis in this study is the consumers of the Mie Gacoan Antasari Branch in Bandar Lampung City. These consumers come from diverse backgrounds in terms of age, gender, education level, and income, thereby providing a varied and representative overview of customer satisfaction related to product quality, business location, and the influence of word of mouth. Consumers were selected as the subjects of this study because they are the ones who directly experience and assess the quality of services and products offered, making their perceptions highly valuable in evaluating the effectiveness of the implemented business strategies.

The Antasari Branch was chosen as the research location based on the consideration that it is one of the branches with high consumer appeal and competes directly with other similar culinary businesses in the same area. By focusing on consumers at this branch, the study aims to evaluate how word of mouth, business location, and product quality influence customer satisfaction.

**Table 1. Tabulation of Respondent Characteristics Based on Gender**

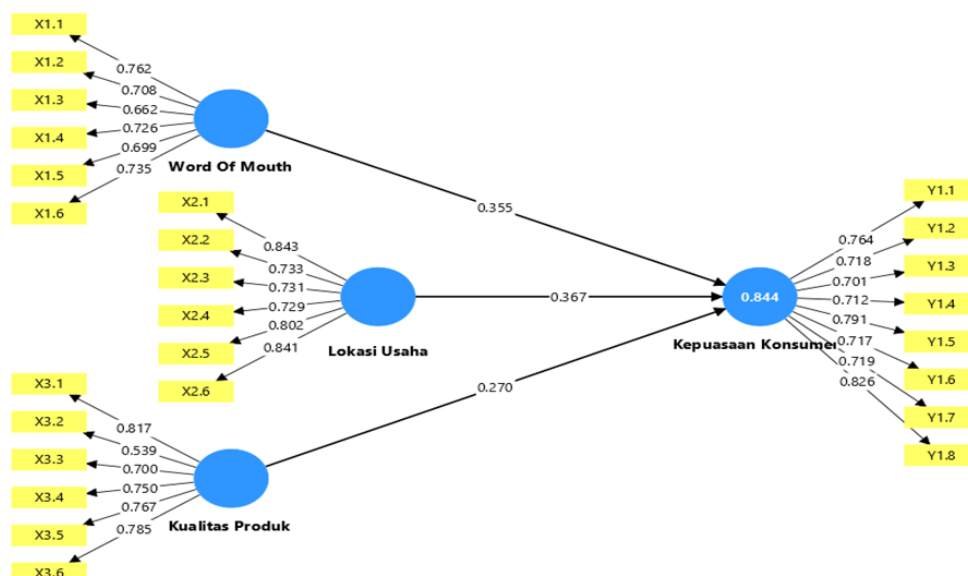
No.	Gender	Frequency	Percentage
1.	Male	46	46%
2.	Female	54	54%
Total		100	100%

Source: Processed Data (2025)

### Least Squares Analysis (PLS)

#### Outer Model

Validity and reliability tests were conducted to test the outer model. PLS algorithm calculation:



**Figure 2. Outer Model Smart PLS**

Figure 1 above illustrates the outer model in Smart PLS, which represents the relationships between latent constructs—such as word of mouth, business location, product quality, and customer satisfaction—and their respective measurement indicators. At this stage, the evaluation is conducted to ensure that each indicator accurately and consistently represents the construct it is intended to measure. The assessment of the outer model includes several key criteria: loading factor values, convergent validity, discriminant validity, and composite reliability. Loading factors are used to determine the strength of the relationship between indicators and their corresponding constructs. Convergent validity assesses the extent to which indicators within a construct are positively and consistently correlated, while discriminant validity ensures that each construct is clearly and significantly distinct from the others.

Composite reliability is used to evaluate the internal consistency of the indicators within a construct. Through this outer model testing process, the study ensures that the measurement tools used to assess the influence of word of mouth, business location, and product quality on customer satisfaction meet the required standards of validity and reliability. This evaluation is further reinforced by the Islamic business management approach, which emphasizes not only technical accuracy but also the ethical and integrity-based dimensions of customer satisfaction.

Each indicator must have a loading factor greater than 0.7 to be considered a reliable measure of the latent construct. In this study, most indicators recorded loading factor values above 0.7, indicating strong measurement capabilities. If any indicator had a loading value below 0.7, it was deemed relatively weak and considered for removal from the model.

Convergent validity was evaluated using Average Variance Extracted (AVE), with a minimum acceptable value of 0.5. This threshold indicates that more than 50% of the variance in the indicators can be explained by the latent construct. In this study, the AVE values for each construct exceeded 0.5, suggesting that constructs such as word of mouth, business location, product quality, and customer satisfaction demonstrated adequate convergent validity. This means the indicators used were effective in representing the intended constructs and aligned with consumer behavior in modern business settings consistent with Islamic principles.

The internal reliability of each construct was measured using Composite Reliability (CR). A CR value above 0.7 is considered indicative of high reliability. In this model, all constructs—word of mouth, business location, product quality, and customer satisfaction—achieved CR values above 0.7. This confirms that the indicators used were consistent and reliable in measuring their respective constructs. Overall, the results of the measurement model analysis demonstrate that the research instrument meets the established standards of validity and reliability. Therefore, the constructs in this model have been accurately measured and are appropriate for supporting further structural analysis. This study also enhances understanding of how values within Islamic Business Management can be applied in evaluating and improving customer satisfaction in today's business landscape.

## **Assessing the Outer Model or Measurement Model**

### *Convergent Validity*

The convergent validity of the measurement model with reflective indicators is evaluated based on the correlation between the item scores/component scores estimated

using PLS software. An individual reflective measure is considered high if its correlation with the measured construct exceeds 0.70.

**Table 2. Validity Test Results**

Symbol	Variable	Indicator	R Count	Sig	Status
X1		X1.1	0.762	0.70	Valid
		X1.2	0.708	0.70	Valid
		X1.3	0.662	0.70	Invalid
		X1.4	0.726	0.70	Valid
		X1.5	0.699	0.70	Invalid
		X1.6	0.735	0.70	Valid
X2		X2.1	0.843	0.70	Valid
		X2.2	0.733	0.70	Valid
		X2.3	0.731	0.70	Valid
		X2.4	0.729	0.70	Valid
		X2.5	0.802	0.70	Valid
		X2.6	0.841	0.70	Valid
X3		X3.1	0.817	0.70	Valid
		X3.2	0.539	0.70	Invalid
		X3.3	0.700	0.70	Invalid
		X3.4	0.750	0.70	Valid
		X3.5	0.767	0.70	Valid
		X3.6	0.785	0.70	Valid
Y		Y1.1	0.764	0.70	Valid
		Y1.2	0.718	0.70	Valid
		Y1.3	0.701	0.70	Valid
		Y1.4	0.712	0.70	Valid
		Y1.5	0.791	0.70	Valid
		Y1.6	0.717	0.70	Valid
		Y1.7	0.719	0.70	Valid
		Y1.8	0.826	0.70	Valid

Source: Processed Data Smart PLS 4.0 (2025)

Table 2 shows that outer model values, or the correlations between constructs and their variable indicators, that do not meet the threshold for convergent validity—with loading factor values below 0.70—are classified as invalid. This indicates that the respective indicators are less effective in measuring their variables. Conversely, variable indicators with values above 0.70 are considered valid, signifying that these indicators have strong capability in measuring their respective constructs.

#### *Discriminant Reliability*

Discriminant validity is conducted to ensure that each latent variable construct is clearly distinct from the others. A model is considered to have good discriminant validity if the highest loading value of each indicator is on its corresponding latent variable, compared to its loading values on other latent variables. The following presents the results of the discriminant validity test:

1. Evaluating Reliability and Average Variance Extracted (AVE)

Validity and reliability criteria can also be assessed through the reliability value of each construct and the Average Variance Extracted (AVE) for each construct. A construct is considered to have high reliability if its reliability value reaches 0.70 and the AVE exceeds 0.50. Table 1.3 presents the Composite Reliability and AVE values for all variables.

**Table 3. Results of the Research Instrument Reliability Test**

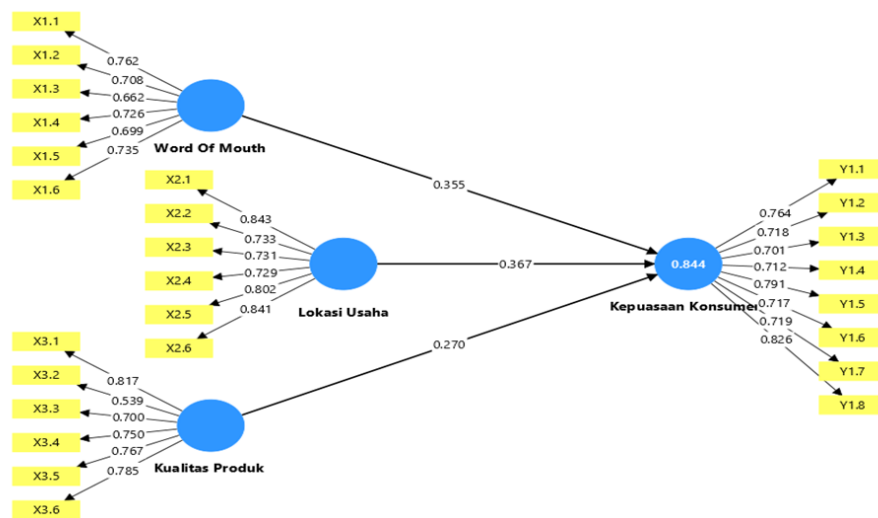
Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Status
Word Of Mouth	0.810	0.813	0.863	0.512	Reliable
Business Location	0.872	0.881	0.904	0.611	Reliable
Product Quality	0.822	0.837	0.872	0.536	Reliable
Consumer Satisfaction	0.884	0.887	0.908	0.554	Reliable

Source: Processed Data Smart PLS 4.0 (2025)

Based on Table 3, it can be concluded that all constructs meet the reliability criteria. This is evident from the composite reliability values exceeding 0.70 and the AVE values exceeding 0.50, in accordance with the recommended standards, thereby indicating that all constructs are considered reliable.

2. Structural Model Testing (Inner Model)

The inner model or structural model testing is conducted to analyze the relationships between constructs, significance values, and the R-square of the research model. The structural model is evaluated using the R-square for the dependent constructs, t-tests, and their significance levels.



**Figure 3. Inner Model Smart PLS**

### 3. R-Square Value

**Table 4. R-Square**

Variable	R Square Adjusted
Consumer Satisfaction	0.839

Based on Table 4 above, the Adjusted R-square value for the Customer Satisfaction variable is recorded at 0.839. This result indicates that 83.9% of the variance in customer satisfaction can be explained by the variables word of mouth, business location, and product quality.

### Hypothesis Testing

#### *T test (Partial)*

The significance of the estimated parameters provides important information regarding the relationships between variables in the study. To test the hypotheses, the basis used is the values found in the output for the inner weights. Table 5 presents the estimation output for the structural model testing.

**Tabel 5. Hypothesis Testing**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Word Of Mouth -> Customer Satisfaction	0.355	0.357	0.090	3.957	0.000
Business Location -> Customer Satisfaction	0.367	0.362	0.082	4.475	0.000
Product Quality -> Customer Satisfaction	0.270	0.275	0.078	3.456	0.001

Source: Processed Data Smart PLS 4.0 (2025)

Based on Table 5, the displayed values illustrate the influence of each independent variable—namely word of mouth, business location, and product quality—on the dependent variable of customer satisfaction at Mie Gacoan Antasari Branch in Bandar Lampung City. The following is an interpretation of the results:

The analysis shows that the word of mouth variable has a coefficient value of 0.355. This indicates a positive relationship between word of mouth and customer satisfaction, meaning that the better the word-of-mouth communication, the higher the level of customer satisfaction. This relationship is also statistically significant, as indicated by a p-value of 0.000, which is far below the 0.05 significance threshold. Therefore, it can be concluded that word of mouth has a positive and significant effect on customer satisfaction. In the context of Islamic business management, this finding aligns with the concept of *shidq* (honesty) in conveying information and bearing fair testimony, which is essential in building an ethical business reputation.

The business location variable has a coefficient value of 0.367, indicating a strong and positive relationship with customer satisfaction. The more strategic and accessible the business location, the more likely it is to increase customer satisfaction. This relationship is

also statistically significant, with a p-value of 0.000. Thus, it can be concluded that business location has a positive and significant impact on customer satisfaction. Practically, this highlights the importance of considering accessibility and comfort in business location strategies, which can also be associated with the Islamic principle of *maslahah* (benefit or public interest) in business.

Lastly, the product quality variable has a coefficient value of 0.270, indicating a positive relationship between product quality and customer satisfaction. This suggests that the better the quality of the product offered, the more satisfied customers will be. This relationship is also statistically significant, with a p-value of 0.001, which is less than 0.05. Therefore, product quality also has a positive and significant influence on customer satisfaction. From an Islamic perspective, this reflects the importance of the principle of *itqan* (excellence or perfection) in work and product creation, as well as *amanah* (trustworthiness) in providing the best to consumers.

Overall, these results demonstrate that all three independent variables in this study—word of mouth, business location, and product quality—have a significant impact on customer satisfaction. These findings reinforce the importance of a business approach that is not solely profit-oriented but also reflects ethical values and professionalism in line with the principles of Islamic business management.

## Discussion

### The Influence of Word of Mouth on Customer Satisfaction

Based on the analysis results, the word of mouth variable has a positive and significant influence on customer satisfaction. This indicates that the better consumers perceive the information or recommendations they hear from others, the higher the level of satisfaction they experience with Mie Gacoan Antasari Branch.

In the context of Expectation Confirmation Theory (ECT), this finding illustrates that consumers' initial expectations are often shaped by others' experiences, including reviews, stories, and recommendations from family or friends. When the actual product experience meets or even exceeds the expectations formed through word of mouth, expectation confirmation occurs, leading to increased customer satisfaction.

From the perspective of Islamic business management, positive word of mouth also reflects the value of *shidq* (honesty) and *syahadah* (truthful testimony) in sharing experiences. Information conveyed honestly and without exaggeration contributes to the creation of a trustworthy and sustainable business ecosystem. Therefore, companies aiming to enhance customer satisfaction must pay close attention to their service and product quality, so that positive word of mouth develops naturally and becomes a form of worship (*ibadah*) in the business context.

### The Influence of Business Location on Customer Satisfaction

The test results show that business location also has a positive and significant influence on customer satisfaction. This means that the more strategic, accessible, and comfortable the location of Mie Gacoan, the more satisfied customers will be with their overall experience.

Within the framework of Expectation Confirmation Theory, consumers typically have initial expectations regarding accessibility and comfort of the location. When these

expectations are met or confirmed upon visiting the physical premises of the restaurant, their satisfaction increases. Conversely, if the location is difficult to access or uncomfortable, the expectations are not confirmed, resulting in decreased satisfaction.

From an Islamic business perspective, selecting an appropriate business location is also aligned with the principle of *maslahah* (benefit) for consumers. A business that considers customer convenience and accessibility is seen as fulfilling a moral responsibility in delivering the best service. A strategic location not only supports smooth business operations but also facilitates consumers in meeting their needs effortlessly, ultimately becoming a good deed (*amal shalih*) within the framework of Islamic service.

### **The Influence of Product Quality on Customer Satisfaction**

The product quality variable also demonstrates a positive and significant influence on customer satisfaction. This indicates that customers feel satisfied when the product they receive meets their expectations in terms of taste, presentation, cleanliness, and consistency of quality.

According to Expectation Confirmation Theory, consumers approach with specific expectations regarding food quality. When the actual quality meets or exceeds those expectations, confirmation occurs, which strengthens satisfaction. However, if the quality declines or is inconsistent, disconfirmation arises, leading to dissatisfaction.

From the perspective of Islamic business management, maintaining product quality is part of the principles of *itqan* (professionalism) and *amanah* (responsibility). A product delivered with high quality reflects the producer's responsibility toward both the consumer and Allah SWT. Consistency in maintaining quality also demonstrates integrity in business practices, which is a fundamental basis for building long-term trust in a blessed and ethical business.

## **E. Conclusion**

Based on the results of this study, it can be concluded that the word of mouth variable has a positive and significant influence on customer satisfaction. This indicates that the better the information consumers receive from those around them regarding Mie Gacoan Antasari Branch, the higher the level of satisfaction they experience. Word of mouth serves as one of the primary channels in shaping consumers' initial expectations of the products and services they are about to enjoy. This result aligns with the Expectation Confirmation Theory, which states that satisfaction arises when initial expectations formed by external information are confirmed by the actual experience.

Business location also has a positive and significant impact on customer satisfaction. A strategic, easily accessible, and physically comfortable location directly enhances consumers' positive perception of the business. The easier it is for consumers to access the business location, the more likely they are to feel satisfied with the overall service. In the context of Expectation Confirmation Theory, a business location that meets consumer expectations results in positive confirmation and increased satisfaction. From the perspective of Islamic business management, a location that facilitates consumer access also represents *maslahah* (benefit), reflecting ethical and responsible business conduct.

Product quality is also proven to have a positive and significant effect on customer satisfaction. Customers feel satisfied when the products they receive are delicious, attractively presented, hygienic, and consistently high in quality. Product quality plays a crucial role in meeting consumers' initial expectations, and when these expectations are confirmed, satisfaction follows. This aligns with the principles of *itqan* (excellence) and *amanah* (trustworthiness) in Islamic business management, which emphasize professionalism and responsibility in delivering products.

Thus, word of mouth, business location, and product quality are proven to have significant effects on customer satisfaction and can serve as key references in formulating strategies to enhance customer satisfaction from an Islamic perspective..

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