


The Influence Of Service, Price, And Product Quality On Consumer Purchase Intention For Mixue Ice Cream & Tea

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Article Info	ABSTRACT
Keywords: Purchase Intention, Service, Price, Product Quality, Consumer Behavior, Marketing Strategy	This study examines the influence of service, price, and product quality on consumer purchase intentions for Mixue Ice Cream and Tea. Using a quantitative approach and multiple linear regression analysis, data were collected through online questionnaires from 40 respondents in Probolinggo City. The findings reveal that price and product quality significantly influence purchase intentions, while service does not show a significant impact when analyzed individually. However, collectively, these three variables positively and significantly affect purchase intentions. These results highlight the importance of integrating competitive pricing, consistent product quality, and excellent service in marketing strategies to optimize consumer appeal and market competitiveness.
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INTRODUCTION

The culinary industry is currently growing, seemingly unaffected by the post-pandemic period, as eating and drinking are basic human needs. Therefore, it is undoubtedly a highly lucrative business market expected to benefit economic players. Various new food and beverage trends emerge annually, especially in the beverage sector, with new drinks appealing to all layers of society. This is likely due to the attraction of tasty and appealing product presentations and strong marketing strategies (Larasati, 2023).

New innovations in the beverage industry, ranging from ice cream to boba tea or bubble tea, have emerged and spread rapidly in Southeast Asia, particularly in Indonesia. Ice cream is a beverage with a variety of flavors and is loved by many people worldwide. Its sweet taste and smooth texture make it a popular dessert or snack. The Indonesian boba drink market is the largest in Southeast Asia. In 2021, its annual sales were estimated to exceed USD 1.6 billion, or IDR 23.74 trillion. Similarly, Indonesia's boba or bubble tea market value has reached 43.7% of Southeast Asia's total boba market (Angelia, 2022).

This data is undoubtedly related to franchises like Mixue Ice Cream and Tea. The Indonesian ice cream market has promising potential, which ice cream producers can leverage to offer their products. This is what the Mixue Ice Cream and Tea brand has done as it expands its reach in Indonesia (Kurniawan, 2023).

The Mixue Ice Cream and Tea brand is an ice cream and boba tea brand from China. Its first Indonesian outlet opened in 2020, located in Cihampelas, Bandung. Today, Mixue Ice Cream and Tea is popular among the public due to its unique taste and attractive marketing strategies, encouraging consumers to purchase. As of now, the Mixue Ice Cream & Tea franchise has approximately 300 branches across Indonesia (www.mixue.co).

Mixue Ice Cream and Tea has a unique appeal, particularly to students. Consumers prefer Mixue products over other brands for reasons such as excellent service, attractive presentation, softer textures, a variety of flavors, and affordable prices, which enhance consumers' purchasing decisions. With so many ice cream shops in Indonesia, consumers often find it challenging to choose. Hence, factors like service, price, and product quality are thought to influence consumer purchase intentions (Kasih, 2023).

The success of a company is not only tied to its sales volume but also to how it maintains its product market share. Additionally, companies need to understand that factors like service, price, and product quality are components that influence consumer purchase intentions. Kotler (2014) defines purchase intention as consumer behavior encompassing their desire to select and consume a product. Consumers are influenced by product quality, characteristics, or information, which creates a desire to purchase. Therefore, all company activities are directed toward meeting the needs and preferences of consumers who choose their products. Ultimately, this enables the company to achieve its profit goals.

Service quality is crucial for a brand. In terms of service, competition between companies is becoming increasingly intense. According to Dahlan et al. (1995), as defined in the Indonesian dictionary, service refers to actions aimed at meeting the needs of others. Essentially, service is intangible and cannot be owned, provided to consumers. Therefore, producers continually strive to attract loyal customers. Mixue Ice Cream and Tea offers warm service, such as polite, gentle, and friendly communication that indulges consumers, making the company memorable due to the first impression left by its service (Kasih, 2023).

Another factor influencing consumers' desire to purchase goods is price. According to Kotler and Keller (2016), price is part of the marketing mix that generates revenue, while other components incur costs. Price also helps communicate the company's value position for a product or service. Mixue Ice Cream and Tea offers a variety of delicious and affordable ice creams and tea drinks. However, some consumers have differing opinions about the prices offered. New consumers tend to be more sensitive to price comparisons when shopping than loyal consumers. This sensitivity sometimes creates opportunities to differentiate prices for newcomers.

While service and price influence consumer purchase intention, product quality is the most crucial factor affecting consumer trust. Kotler and Armstrong (2018) state that one of the primary ways marketers attract consumers is through product quality. Products or services function based on their quality, which is at the core of value. A product's ability to meet consumer needs involves durability, reliability, ease of use, and essential features free from defects or damage. The quality of Mixue Ice Cream and Tea's beverages is highly emphasized, as consumer satisfaction heavily depends on it. This is reflected in the

exceptional flavors of its diverse menu, including mango, red bean, vanilla, strawberry, oreo, bubble tea, and smoothies (Kasih, 2023).

Previous research has shown that consumer purchase intentions are interesting to study because the results vary. This study differs from previous ones in its object of research. Thus, the researcher aims to conduct a study titled "The Influence of Service, Price, and Product Quality on Consumer Purchase Intentions for Mixue Ice Cream and Tea."

METHODS

This research employs a quantitative approach to analyze the relationships between predetermined variables. According to Sugiyono (2017), the quantitative approach is based on the positivism paradigm, aiming to study populations and samples through statistical analysis to test hypotheses. The focus of this study is on the independent variables: service (X1), price (X2), and product quality (X3), as well as the dependent variable: consumer purchase intention (Y).

The data used in this research is primary data, collected directly from respondents. Sugiyono (2017) defines primary data as data obtained directly from the source and relevant to the research. In this study, primary data was collected through online questionnaires distributed via Google Forms, as explained by Larasati (2023). The questionnaire used in this research consists of two main sections. The first section includes general information about the respondents, while the second section contains research questions using a 5-point Likert scale. This scale is designed to measure the respondents' level of agreement with the presented statements, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). This approach allows the study to capture the respondents' perceptions of the research variables.

The population of this study comprises students residing in Probolinggo City who have previously purchased Mixue Ice Cream and Tea. According to Sugiyono (2017), a population is a group of subjects with specific characteristics to be studied. This population was selected to ensure relevance to the research objectives and variables under study. The research sample was selected using purposive sampling, a sampling technique based on specific criteria. Sugiyono (2017) explains that purposive sampling is conducted by considering the suitability of the sample with the research objectives. In this context, the sample consists of students from Universitas Terbuka Jember residing in Probolinggo who have previously purchased Mixue Ice Cream and Tea products. A total of 40 respondents meeting these criteria were deemed representative of the research population (Kasih, 2023).

An appropriate data collection method is key to the success of quantitative research. In this study, questionnaires were chosen as the primary technique due to their efficiency in collecting large amounts of data. Additionally, the online distribution of questionnaires made it easier for respondents to provide answers at their convenience, improving response rates. The data collected was analyzed using multiple linear regression with the help of IBM SPSS version 26. This method enables researchers to identify the influence of independent variables on the dependent variable, both partially and simultaneously. Multiple linear regression is a commonly used method for analyzing relationships between multiple independent variables and a single dependent variable (Arifin, 2017).

RESULTS AND DISCUSSION

Validity and Reliability Tests

The validity test was conducted on 40 respondents with a degree of freedom (df) of 38 (N-2) and an r-table value of 0.312 at a 5% significance level. An item is considered valid if the item-total correlation value exceeds the r-table value. Based on the data analysis results, all instrument items have item-total correlation values greater than 0.312, thus all items are declared valid, and the data can be used for further hypothesis testing.

According to Ghazali (2016), a research instrument is considered reliable if the Cronbach's alpha value exceeds 0.60. The data analysis results show that the Cronbach's alpha values for all research variables exceed 0.60, indicating that all items for each variable are reliable.

Classical Assumption Test

Normality Test

The normality test is useful for determining whether the distribution of the research data is normal or not. Normally distributed data is considered good. A probability plot curve is used to conduct the test. According to Ghazali (2016), data is considered normally distributed if the points on the plot align closely and overlap along the diagonal line. If this condition is met, the regression model is deemed to satisfy the normality assumption.

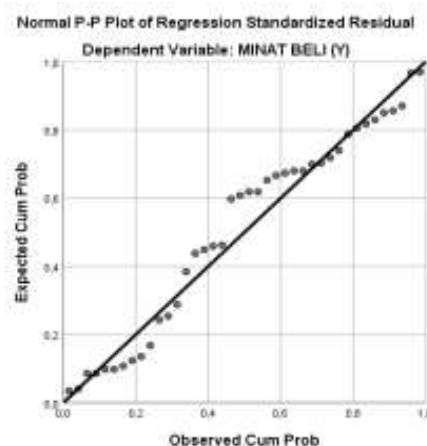


Figure 1. Normality Test Result with Probability Plot

Based on Figure 1, The distribution of points follows the direction of the diagonal line, indicating that the data is normally distributed and the normality assumption has been met by the regression model.

Multicollinearity Test

According to Ghazali (2016), multicollinearity can be tested using tolerance and VIF values. If the tolerance value is greater than 0.10 and the VIF value is less than 10, the regression model is considered free from multicollinearity. The data processing results show that the tolerance values for all variables are greater than 0.10 and the VIF values are less than 10. Therefore, this regression model does not experience multicollinearity.

Heteroscedasticity Test

According to Ghozali (2016), a scatterplot can be used to test for heteroscedasticity in the related regression model.

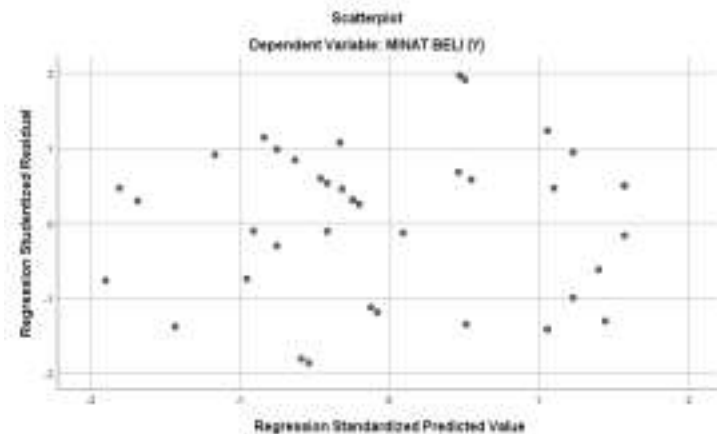


Figure 2. Heteroscedasticity Test Result

The scatterplot shows no signs of heteroscedasticity, as the points are evenly distributed both below and above the Y-axis.

Multiple Linear Regression Test

The multiple linear regression data analysis method was used in this study to determine the effect of service, price, and product quality on consumers' purchase intention for Mixue Ice Cream and Tea. The results of the multiple linear regression analysis in this study indicate the effect of independent variables on Purchase Intention (Y) as the dependent variable. The resulting regression equation is:

$$Y = 0.576 + 0.689X_1 + 0.574X_2 + 0.785X_3 + e$$

Where X_1 represents Service, X_2 represents Price, and X_3 represents Product Quality. Based on the unstandardized regression coefficients (B), it is evident that each one-unit increase in the Service (X_1), Price (X_2), and Product Quality (X_3) variables will increase Purchase Intention by 0.689, 0.574, and 0.785, respectively, assuming other variables remain constant.

In terms of significance, the analysis shows that the Price (X_2) and Product Quality (X_3) variables have a statistically significant effect on Purchase Intention, with significance values of 0.003 and 0.000, respectively (less than 0.05). Meanwhile, the Service (X_1) variable does not show a significant effect, with a significance value of 0.390 (greater than 0.05). Based on the standardized coefficient values (Beta), the Product Quality (X_3) variable has the greatest influence on Purchase Intention, with a Beta value of 0.375, followed by Service (X_1) at 0.373 and Price (X_2) at 0.317. This indicates that improving product quality has the strongest impact in driving consumers' purchase intentions compared to service or price.

Coefficient of Determination Test

According to Ghazali (2016), the coefficient of determination test aims to identify the explanatory power of the dependent and independent variables collectively. The dependent variable is better at explaining the independent variables when the R^2 value is larger. The data processing results show that the coefficient of determination (R^2) obtained from the test is 0.641 or 64.1%. This indicates that Service, Price, and Product Quality collectively influence 64.1% of consumers' purchase intention for Mixue Ice Cream and Tea products. Other factors outside the variables in this study contribute the remaining 35.9%.

Discussion

The results of multiple linear regression analysis conducted using IBM SPSS provided intriguing findings regarding the influence of service, price, and product quality on consumers' purchase intention for Mixue Ice Cream and Tea. This analysis revealed that service, as one of the independent variables, does not have a significant effect on consumers' decision to purchase the product. This is evidenced by a t calculated value of 0.544, which is smaller than the t table value of 2.028. These findings suggest that although service is an important aspect of enhancing the consumer experience, it does not directly influence purchase intention for Mixue products. This discovery is supported by the research of Wisnu Widayat and Heri Purwanto (2020), who also found that service, when analyzed partially, does not significantly influence consumer purchase intention in the context of traditional markets.

In contrast, the price variable demonstrated a significant effect on consumers' purchase intention for Mixue products. Based on the analysis, the t calculated value of 3.327 is greater than the t table value of 2.028, indicating that price is a major factor in influencing consumer decisions. Competitive pricing that aligns with consumer expectations can increase product attractiveness in the market. These findings are consistent with the research of H. Hastono and Triyadi (2020), which stated that price has a significant influence on consumer purchase intention, particularly in the context of mobile phones, emphasizing the importance of effective pricing strategies for Mixue.

On the other hand, product quality was found to have no significant impact on consumers' purchase intention for Mixue Ice Cream and Tea. This was evidenced by a t calculated value of 1.701, which is smaller than the t table value of 2.028. This finding is noteworthy, as product quality is often considered a key factor in attracting consumers. However, it aligns with the study by Humairoh (2018), which found that product quality, when analyzed partially, does not influence consumers' purchase intention for certain products, such as All Star shoes. This suggests that other factors, such as price or promotional strategies, may have a stronger impact on consumer decisions than product quality alone.

When service, price, and product quality were analyzed simultaneously, the results showed that these variables collectively have a positive and significant influence on consumers' purchase intention for Mixue Ice Cream and Tea. The F calculated value of 21.383, which is greater than the F table value of 2.859, confirms that the combination of these three factors significantly contributes to driving consumer purchase intention. This finding is consistent with the research of M. Mashudi Azrullah (2022), which demonstrated that service,

price, and product quality together influence consumers' purchase intention, particularly in the context of construction products. These findings provide important implications for Mixue's management in designing marketing strategies. Although individually, service and product quality are not significant, these factors remain relevant as part of a holistic strategy that considers various aspects of consumer needs. Good service can enhance customer loyalty, while consistent product quality can build long-term trust.

Moreover, price has been proven to be a key factor in attracting consumer purchase intention. Competitive pricing, coupled with effective promotional strategies, can enhance Mixue's competitiveness in the market. Therefore, Mixue needs to position price as a primary element in its marketing strategy to reach a broader audience. The results of this study also emphasize the importance of understanding consumer preferences comprehensively. The combination of service, price, and product quality, although having varying degrees of influence, should remain a primary focus in developing marketing strategies. With an integrative approach, Mixue can maximize its market potential and increase the attractiveness of its products.

CONCLUSION

The research highlights the impact of service, price, and product quality on consumers' purchase intentions for Mixue Ice Cream and Tea. It reveals that, while service does not significantly influence consumer decisions individually, price and product quality play critical roles. Price emerges as a dominant factor, with competitive pricing aligning closely with consumer expectations and enhancing the product's market appeal. Similarly, product quality significantly affects purchase intentions, as it reinforces consumer trust and satisfaction. However, when analyzed collectively, service, price, and product quality positively and significantly influence purchase intentions. This indicates that a holistic approach combining these factors is essential for effective marketing strategies. Although service alone may not significantly drive purchases, its role in customer satisfaction and retention cannot be ignored. Price remains a key determinant, especially for new consumers sensitive to cost comparisons, while product quality ensures long-term trust and brand loyalty. The findings underscore the importance of integrating these variables into Mixue's marketing strategy to address consumer preferences comprehensively. A combination of competitive pricing, consistent product quality, and excellent service will enable Mixue to optimize its market position, attract more customers, and sustain growth in a competitive industry.

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