

The Influence of Price, Service Quality, and Brand Image on Consumers' Purchase Decisions on Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan

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Article Info	ABSTRACT
Keywords: price, service quality, brand image, purchase decision, Mixue.	This study aims to analyze the influence of price, service quality, and brand image on consumer purchase decisions at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan. The study used a quantitative approach with a Mixue consumer population of 2,762 people during the period from August to October 2023. The number of samples was determined using the Slovin formula with an error rate of 10%, so 96 respondents were obtained. The sampling technique uses simple random sampling. Data were collected through observation, interviews, and Likert scale questionnaires, then analyzed using SPSS version 25 through validity, reliability, classical assumptions, multiple linear regression, multiple correlation, determination coefficient, t-test, and F test. Service quality and brand image have a positive and significant effect on purchasing decisions. Simultaneously, price, service quality, and brand image had a significant effect on purchase decisions with an F value of 30,420 and a significance of 0,000. The R-Square value of 0.498 indicates that 49.8% of the variation in purchasing decisions is explained by all three study variables, while the remaining 50.2% is explained by other factors outside the model. The most dominant variable is brand image.
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INTRODUCTION

The development of the economic sector encourages the growth of an increasingly competitive business world, including the food and beverage business. The ready-to-eat beverage industry has increased as products such as ice cream and tea have become part of people's consumption styles, especially young age groups. Changes in consumer preferences, ease of access to information, and the strong influence of social media make business actors need to pay attention to marketing strategies that are able to build consumer purchase decisions.

According to Luluk Nur Azizah, service quality is the company's ability to meet customer needs and expectations through fast, precise, friendly, and professional service.

Good service quality will create satisfaction and a positive experience for consumers so that it can encourage purchase decisions (Azizah, 2024).

Mixue Ice Cream & Tea is a franchise company that sells soft ice cream and tea drinks. The Mixue outlet on Jl. Mastrip No. 41 Sukomulyo, Lamongan was opened in December 2022 after the owner saw a market opportunity from the virality of Mixue products on social media. This outlet offers several product categories, such as Mixue Fresh Ice Cream, Milk Tea, Real Fruit Tea, and Original Tea & Cheese Tea with varying price ranges. In the context of the competition of the beverage business in Lamongan, consumers' purchasing decisions are not only influenced by price, but also by the quality of service and the strength of brand image.

Price is one of the important considerations because consumers tend to compare prices with the benefits obtained. Prices that are considered appropriate can strengthen consumer interest in buying products, while prices that are considered less appropriate can hinder purchasing decisions. In addition, service quality is an important aspect because consumers not only buy products, but also assess the service experience received. Fast, responsive, friendly, and courteous service can create a positive experience for consumers.

Brand image also plays an important role in purchasing decisions. Brands that are easily recognizable, reputable, and elicit an emotional connection can shape a positive perception of consumers. In Mixue's case, a strong brand image from store visuals, logos, social media popularity, and product consistency became a distinct attraction for consumers. Based on this phenomenon, this study analyzes the influence of price, service quality, and brand image on consumer purchase decisions at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

Literature Review And Problem Statement

Price

Price is the amount of money that consumers pay to obtain goods or services. From a marketing perspective, prices are not only judged by the nominal amount of money, but also by the conformity between the value paid and the benefits received by consumers (Amirullah & Widayat, 2021). The price indicators used in this study include price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits (Indasari, 2019).

Service Quality

Service quality is a company's effort to meet the needs and desires of consumers through the delivery of services that meet consumer expectations. The quality of service can be seen from the company's ability to provide services in a real, reliable, responsive, guaranteed, and empathetic manner to consumers (Indasari, 2019). In the food and beverage business, service quality is an important factor because consumers judge not only products, but also experiences when transacting.

Brand Image

Brand image is the perception and belief of consumers in a brand. Brand image can be formed through names, logos, designs, symbols, consumer experience, and the reputation attached to the product (Firmansyah, 2019; Amirullah & Widayat, 2021). Brand image

indicators in this study include good name, brand ease of recognition, emotional connection, and brand loyalty.

Purchase Decision

Purchasing decisions are the process of consumer assessment of various alternatives before determining the choice that is considered the most beneficial and profitable (Amirullah & Widayat, 2021). Purchasing decisions can be influenced by product information, consumer experience, price perception, service received, and the brand image attached to the product. Indicators of purchasing decisions in this study include the purpose of buying products, the process of obtaining information to choosing brands, stability in products, recommendations to others, and repurchases.

Hypothesis Development

Based on theoretical studies and previous research, this study formulates three hypotheses: (H1) price, service quality, and brand image have a partial effect on consumer purchase decisions; (H2) price, service quality, and brand image have a simultaneous effect on consumer purchase decisions; and (H3) brand image is the most dominant variable influencing consumer purchase decisions at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

METHOD

This study uses a quantitative approach. The object of the research is Mixue Ice Cream & Tea which is located on Jl. Mastrip No. 41 Sukomulyo, Lamongan. The study population was Mixue's consumers for three months, namely August, September, and October 2023, with a total of 2,762 consumers. The number of samples was determined using the Slovin formula with an error rate of 10%, so 96 respondents were obtained. The sampling technique used is simple random sampling.

The research data consists of primary data and secondary data. Primary data was obtained through observation, interviews, and the distribution of questionnaires to consumers. The questionnaire uses a Likert scale with five alternative answers, namely strongly disagree to strongly agree. Secondary data is obtained from literature, supporting documents, and other relevant written sources.

The independent variables in this study are price (X1), service quality (X2), and brand image (X3), while the dependent variable is purchase decision (Y). Data analysis was carried out using SPSS version 25 through validity test, reliability test, classical assumption test, multiple linear regression analysis, multiple correlation test, determination coefficient, t test, and F test.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents to the study were 96 people. Based on gender, the majority of respondents were women as many as 71 people or 74%, while men as many as 25 people or 26%. Based on age, the most respondents were in the age group of 21-30 years as many as 68 people or 72%. Based on the latest education, the majority of respondents have a

high school/vocational education as many as 64 people or 67%. Based on work, the most respondents were students or college students as many as 69 people or 72%.

Characteristics	Dominant Categories	Quantity	Percentage
Gender	Women	71	74%
Age	21-30 years old	68	72%
Final education	High School/Vocational School	64	67%
Jobs	Student/Student	69	72%

Instrument Test Results and Classical Assumptions

The results of the validity test show that all statement items have a calculated r value greater than the r of the table of 0.168 so that all items are declared valid. The results of the reliability test showed that all variables had a Cronbach Alpha value of more than 0.60 so that the instrument was declared reliable. The results of the classical assumption test showed that the data was normally distributed, there was no multicollinearity, there was no heteroscedasticity, and there was no autocorrelation. Thus, the regression model meets the eligibility for further analysis.

Variable	Cronbach Alpha	Remarks
Price (X1)	0,823	Reliable
Service Quality (X2)	0,780	Reliable
Brand Image (X3)	0,758	Reliable
Purchase Decision (Y)	0,795	Reliable

Multiple Linear Regression Analysis

The results of multiple linear regression analysis resulted in the equation $Y = 4.736 + 0.081X_1 + 0.365X_2 + 0.440X_3$. The equation shows that all independent variables have a positive coefficient direction towards the purchase decision. A price coefficient value of 0.081 indicates that a well-perceived price increase will increase the purchase decision by 0.081 assuming other variables remain. The value of the service quality coefficient of 0.365 shows that the better the quality of service, the more purchasing decisions increase. The value of the brand image coefficient of 0.440 indicates that the brand image has the largest contribution of the coefficient in the model.

Variable	Coefficient B	t count	Sig.	Verdict
Constant	4,736	-	-	-
Price (X1)	0,081	1,499	0,137	Insignificant
Service Quality (X2)	0,365	4,390	0,000	Significant
Brand Image (X3)	0,440	4,456	0,000	Significant

Simultaneous Determination and Test Coefficients

A multiple correlation value of 0.706 indicates a strong relationship between price, service quality, and brand image with purchasing decisions. Square's R value of 0.498 indicates that 49.8% of the variation in purchase decisions can be explained by price, service quality, and brand image. Meanwhile, the remaining 50.2% was explained by other variables that were not analyzed in this study.

The results of the F test showed that the value of F calculated 30.420 was greater than the F of table 2.70 with a significance value of 0.000 less than 0.05. This means that price, service quality, and brand image simultaneously have a significant effect on consumers' purchase decisions at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

R	R Square	Adjusted R Square	F count	Sig.
0,706	0,498	0,482	30,420	0,000

Discussion

Price has a positive coefficient, but it does not have a significant effect on the purchase decision. These results show that Mixue's relatively affordable price has not been a major factor in driving consumer purchase decisions. Consumers may consider price, but purchasing decisions are more strongly influenced by service experience and brand strength. This condition can occur because Mixue products have widely known prices and consumers value the brand value and purchase experience more.

Service quality has a positive and significant effect on purchasing decisions. These findings show that responsive, fast, friendly, polite, and able to meet consumer needs can improve purchasing decisions. In the ready-to-eat beverage business, speed and accuracy of service are an important part of the consumer experience. When the service is in line with expectations, consumers tend to be more confident to buy and make a repurchase.

Brand image has a positive and significant influence and is the most dominant variable. These results show that the strength of the Mixue brand has a big role in influencing purchasing decisions. Brand image that is easily recognizable, popular on social media, has a good name, and is perceived to be attractive makes it easier for consumers to remember and choose Mixue products compared to other alternatives. Thus, strengthening brand image is an important strategy for Mixue in maintaining consumer purchase decisions.

CONCLUSION

This study concluded that partially the price had a positive coefficient but did not have a significant effect on consumers' purchase decisions at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan. Service quality and brand image have a positive and significant effect on purchase decisions. Simultaneously, price, service quality, and brand image have a significant effect on consumer purchase decisions. The R-Square value of 0.498 indicates that the three variables are able to explain the purchase decision by 49.8%, while 50.2% is explained by other factors outside the research model. The most dominant variable influencing purchasing decisions is brand image.

The practical implication of this study is that Mixue needs to maintain fast, friendly, and responsive service, while strengthening its brand image through consistency of product quality, brand visuals, digital promotion, and customer experience. The price aspect still needs to be considered so that consumers from various segments still feel that Mixue products have a value that is comparable to the benefits received. The next research is suggested to add other variables such as digital promotion, location, product quality, outlet

atmosphere, or consumer loyalty so that the research model can explain purchasing decisions more comprehensively.

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