

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND BRAND AWARENESS ON PURCHASE DECISIONS FOR MIXUE ICE CREAM & TEA

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ABSTRACT

This research aims to analyze the influence of product quality, promotion and brand awareness on purchasing decisions for Mixue products in Purwokerto. The research method used is quantitative, and the data analysis method is descriptive statistics. Samples were taken using the Accidental Sampling technique, based on the lemeshow formula, 96.4 respondents were obtained, while the results of obtaining respondents were 125 respondents. Data collection used questionnaires distributed offline. From the data that has been obtained and processed using SPSS26, the results show that product quality has a negative and insignificant effect on purchasing decisions. While the promotion and brand awareness variables have a positive and significant effect on purchasing decisions.

Keywords: Product quality, Promotion, Brand awareness, Purchasing Decisions

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, promosi dan kesadaran merek terhadap keputusan pembelian produk Mixue di Purwokerto. Metode penelitian yang digunakan adalah kuantitatif, dan metode analisis data adalah statistik deskriptif, Sampel diambil dengan menggunakan teknik Accidental Sampling, berdasarkan rumus lemeshow diperoleh 96,4 responden, sedangkan hasil perolehan responden sebanyak 125 responden. Pengumpulan data menggunakan kuesioner yang disebarakan secara offline. Dari data yang telah diperoleh dan diolah dengan menggunakan SPSS26, diperoleh hasil bahwa kualitas produk berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian. Sedangkan variabel promosi dan kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: Kualitas Produk, Promosi, Brand Awareness, Keputusan Pembelian

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I. INTRODUCTION

The development of the culinary industry or Food & Beverage business is currently experiencing growth and does not seem to have decreased after the pandemic. The new culinary trend that is currently popular with the public is bubble tea and ice cream drinks that

serve various flavors, because the heat waves that often occur in Indonesia make bubble tea and ice cream one of the people's choices.

This is what makes business competition in this industry increasingly tight, several bubble tea and ice cream producers who run their businesses in

Indonesia face tight competition and compete with each other, One of them is the Mixue brand, Mixue Ice Cream & Tea is a company that sells soft ice and tea drinks from Zhengzhou, China. which was founded in 1997, Until 2023, there are currently at least 21,581 mixue outlets operating in more than 11 countries in Asia. And in 2020 mixue was present in Indonesia with its first outlet opened at Cihampelas Walk, Bandung city, and currently there are at least 317 mixue outlets operating in Indonesia as of March 2022. With this number of outlets, Mixue is the Food and Beverage (F&B) with the 5th most franchise outlets in the world. With the many outlets owned, it was then successfully visited and became a topic of conversation by most of the Indonesian people, especially in Purwokerto, and then in early 2023 several other ice cream brand outlets emerged which became tough competitors for Mixue, with the emergence of several brands being one of the causes of the decline in sales and buyers that hit Mixue, including: Nekko Ice Cream, Momoyo, Wedrink, Ai-Cha, Cooler City, and Xiyue. In competing, Mixue carries out strategies that are presented to increase purchasing decisions from consumers, The first strategy that Mixue must do is to have many flavors and always prioritize high and best product quality. Always hold discounts and attractive promotions on social media which can also attract the attention of consumers, and always do and present an effective marketing strategy with jingles and have a very large logo displayed in front of the store, which will then further convince consumers to be able to make the right purchase decision.

According to Kotler & Keller (2016), purchasing decisions are an evaluation stage carried out by consumers to form preferences among

brands in a series. According to Kotler & Armstrong (2018), purchasing decisions are a focus that occurs at a marketing point. Several factors can influence the consumers in making purchasing decisions such as product quality, promotions, and brand awareness.

The first factor is Product Quality. According to Kotler & Keller (2016) states that product quality is the characteristics and overall features of a product or service that depend on its ability to satisfy the needs that consumers desire verbally or implicitly. The better the quality of a product, the greater the consumer's interest in buying the product. The results of research conducted by Aditya, et al. (2021), Ihsan et al. (2023), Ernawati (2019), and Amalia & Maskur (2020) show that the product quality variable has a positive and significant effect on purchasing decisions. Meanwhile, different results were stated by Supu, et al. (2021), Marlius & Noveliza (2022), stated that product quality variables do not have a significant influence on purchasing decisions, while according to Nasution, et al. (2020), Product quality variables do not have a positive and significant influence on purchasing decisions.

Second factor is promotion. According to Rachmawati, et al (2024) states that this promotion can have a beneficial impact and is also worth paying attention to on consumer purchasing decisions. The results of research conducted by Aditya, et al. (2021), Ihsan, et al. (2023), Prilano, et al. (2020), and Ernawati (2019) show that the promotion variable has a positive and significant effect on purchasing decisions. Meanwhile, different results were presented by Febrian (2020), Sugianto & Rahman (2019), Supu, et al (2021) stated that promotional variables do not have a positive effect on purchasing.

The last factor is Brand awareness, according to Yet (2011) in research by Arianty & Andira, (2021) states that Brand awareness is the number of customers who know and remember the brand of a company's products. The more customers who know and consider the company's products, the better the impact on the company. The results of research conducted by Arianty & Andira (2021), Rosmayanti (2023), Kurniawan, et al. (2023), and Supangkat & Pudjoprastyono (2022) show that the brand awareness variable has a positive and significant impact on purchasing decisions. Meanwhile, different results were presented by Amelfdi & Ardyan (2020), Muthiah & Setiawan (2019), Surabagiarta & Purnaningrum (2021) states that the Brand Awareness variable has no significant influence on purchasing decisions.

This research is development research, this research idea comes from research conducted by Aditya, et al (2021) by taking variables X1 (Product Quality) and X2 (Promotion), then in this study adding variable X3 (Brand Awareness) from the source Arianty & Andira (2021) because this study has positive and significant results, besides that this study has several differences with some of the above studies such as differences in research locations in Purwokerto, respondents and products studied, namely Mixue, so the title of the research to be raised is "The Influence Of Product Quality, Promotion, and Brand Awareness On Purchase Decisions Of Mixue Ice Cream & Tea".

Based on the background, the problems below are the objectives of the research, the following is the formulation of the problem:

1. Does product quality have a positive and significant influence on purchasing decisions at Mixue Purwokerto?

2. Does promotion have a positive and significant influence on purchasing decisions at Mixue Purwokerto?

3. Does brand awareness have a positive and significant influence on purchasing decisions at Mixue Purwokerto?

II. RESEARCH METHODS

The type of this research using a quantitative research method, obtained the data used a questionnaire that was distributed to the general population in Purwokerto with an assessment of using a Likert scale with a score of 5 for Strongly Agree (SA), Agree (A), a score of 3 for Netral (N), a score of 2 for Disagree (D), and a score of 1 for Disagree Strongly (DS). The sampling technique used is the accidental sampling technique with a sample formula using lemeshow with data acquisition results of 125 respondents. The data analysis method used is descriptive analysis and the time needed to get results in sampling for this research is from June until July 2024.

The validity, the questionnaire item will be declared valid if the calculated r value is $>$ from r table, then the statement instrument is declared valid. While if the calculated r value is $\leq$ from r table, then the statement instrument is declared invalid. Degree of freedom (df) = $n-2$ then $119 - 2 = 117$, r table on df 117 with a significance level of 0.05 is 0.1515. reliability, a questionnaire can be said to be reliable or consistent if the variable has a Cronbach's Alpha (α) value > 0.60 . Meanwhile, if the data is said to be unreliable or inconsistent if the variable has a Cronbach's Alpha (α) value ≤ 0.60 (Sugiyono, 2020). classical assumption test, then regression analysis to obtain answers from hypothesis testing. The following are the acceptance and rejection criteria for the hypothesis:

1. Hypothesis Formulation

$H_0: \beta \leq 0$, which means that product quality, promotion and brand awareness variables do not have a positive and significant effect on purchasing decisions. And if $H_a: \beta > 0$, then it means that the variables of product quality, promotion, and brand awareness partially have a positive and significant effect on purchasing decisions.

2. testing criteria :

$H_a: t \text{ count} > t \text{ table}$, then H_a is accepted and H_0 is rejected. And if $H_0: t \text{ count} \leq t \text{ table}$, then H_a is rejected and H_0 is accepted.

3. Signifikan criteria :

it is said to be significant if $\alpha \leq 0.05$. The significance level α used in this research is 0.05 and the confidence level is 95% and the degree of freedom is $(n-k-1) = (119 - 4 - 1) = 114$.

III. RESULTS AND DISCUSSION

RESULT

Normality Test

According to Ghozali (2018) says that the Normality test is a test that aims to test whether in the regression model, the confounding or residual variables have a normal distribution. The Normality test used in this research uses the Kolmogorov-Smirnov (K-S) non-parametric statistical test. These variables can be said to be normally distributed if the sig value ≥ 0.05 , and if the sig value < 0.05 , it is said that the data is not normally distributed. The results of the normality test in this study are as follows:

Tabel 1. Result Of Normality Test

One Sampeel Kolmogrov-Smirnov Test		Conclusions
	Unstandardized Residual	
N	119	
Asymp. Sig. (2-tailed)	0,053	Normal

Source: Data processed in 2024

Based on the results of data table 1. above, it can be seen that the Asymp. Sg. (2-tailed) value is 0.053, which means that the value is greater than 0.05 So according to Ghozali (2018) it can be concluded that the residual data tested is stated to be normally distributed.

Multikolinearity Test

This multicollinearity test aims to test whether the regression model found any correlation between the independent variables. A good regression model should not have any correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. The cutoff value that is generally used to indicate multicollinearity is the Tolerance value > 0.10 or equal to the VIF value < 10.0 , but if the Tolerance value < 0.10 and the VIF value ≥ 10.0 then there is no multicollinearity (Ghozali, 2018)[7]. The results of the multicollinearity test in this study are as follows:

Tabel 2. Result Multikolinearity Test

Coefficient			
Constant	Tolerance	VIF	Conclusion
Product Quality	0,246	4,07	There is no Multicollinearity
Promotion	0,357	2,798	There is no Multicollinearity
Brand Awareness	0,332	3,013	There is no Multicollinearity

Source: Data processed in 2024

Based on the results of data table 2. above, it can be seen that the Tolerance and VIF values for each variable are as follows: $0.246 > 0.10$ and $4.070 < 10.0$ for the product quality variable, $0.357 > 0.10$ and $2.798 < 10.0$ for the Promotion variable, and $0.332 > 0.10$ and $3.013 < 10.0$ for the brand awareness variable. So it can be concluded that in this test the regression model does not show symptoms of multicollinearity.

Heteroskedastisity Test

According to Ghozali (2018) states that this test aims to test whether the regression model has unequal variances from the residuals of one observation to another. A good regression model is one that is Homoscedastic or does not have Homoscedasticity. To detect the presence or absence of heteroscedasticity is: When one of the independent variables has a significance value of $t < 0.05$, it is stated that the model has symptoms of heteroscedasticity. And if all independent variables have a significance value of $t \geq 0.05$, then the model does not have symptoms of heteroscedasticity. The results of the heteroscedasticity test in this study are as follows:

Tabel 3. Result Of Heteroscedasticity Test

Model		Signifikan	Kesimpulan
1	Product Quality	0,219	Tidak terjadi heteroskedastisitas
	Promotion	0,125	Tidak terjadi heteroskedastisitas
	Brand Awareness	0,057	Tidak terjadi heteroskedastisitas

Source: Data processed in 2024

Based on the results of data table 3. above, it can be seen that the sig. value for each variable is as follows: $0.219 \geq 0.05$ for the product quality variable, $0.125 \geq 0.05$ for the promotion variable, and $0.057 \geq 0.05$ for the brand awareness variable. So it can be concluded that in this test there is no heteroscedasticity symptom in the data.

Multiple Linear Regression Analysis

According to (2018) said that multiple regression analysis is a regression model that involves more than one variable.

This analysis is used to determine the direction and how big the influence of the independent variable is on the dependent variable. The results of multiple linear regression analysis testing in this research are as follows:

Tabel 4. Result Of Multiple Linear Regression Test

Model	Coefficient				
	B	Std. Error	Beta	t	Sig.
Constant	0,145	0,086		1,693	0,093
Product Quality	-0,028	0,041	-0,028	-0,676	0,500
Promotion	0,111	0,035	0,107	3,162	0,002
Brand Awareness	0,853	0,033	0,921	26,238	0,000

Source: Data processed in 2024

Based on the results of data table 4. above, it can be seen and arranged using the linear regression equation formula as follows:

$$PD = 0,145 - 0,028 PQ + 0,111 P + 0,853 BA$$

The constant value is 0.145, which means that if product quality, promotion and brand awareness are zero or constant, then the purchasing decision is 0.145.

β_1 = The coefficient value for the product quality variable is - 0.028, which means that if there is an increase in product quality by one unit, it will cause purchasing decisions to decrease by 0.028 units assuming the other variables are of constant value.

β_2 = The coefficient value for the promotion variable is 0.111, which means that if every increase in promotion by one unit, it causes promotion to increase by 0.111 units assuming that other variables are fixed.

β_3 = The coefficient value for the brand awareness variable is 0.853, which means that if every increase that occurs in brand awareness is one unit, it will

cause brand awareness to increase by 0.853 units assuming the other variables are of a fixed value.

Determination Coefficient (R²)

According to Ghozali (2018) states that the coefficient of determination or often also called R² is a test that measures how far the model's ability is to explain variations in the dependent variable. A small R² value means that the ability of the independent variables to explain variations in the dependent variable is very very limited. A value that is close to one means the independent variables provide almost all the information needed to predict variations in the dependent variable. The results of the determination coefficient test in this study are as follows:

Tabel 5. Results of Determination Coefficient Test

Model Summary				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0,975	0,953	0,952	0,15699

Source: Data processed in 2024

Based on the results of table 5. above, it can be seen that the adjusted R-square value in the regression model formed in this research is 0.952, which shows that the ability of the independent variables, namely product quality, promotion and brand awareness, is in explaining a dependent variable, namely purchasing decisions, namely 95.2%. While the remaining 4.8% (1-0.952) is found in other variables that were not examined in this study.

Goodness Of Fit Test

According to Ghozali (2018) said that the goodness of fits test is to conclude

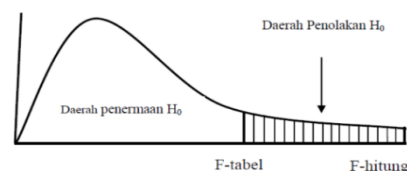
whether the model is in the fit or not fit category if the sig. value <0.05 then the regression model can be stated in the category that is suitable (fit), if in the opposite condition the sig. value > 0.05 then the regression model is stated in the category that is not suitable (not fit). The value for the f table is, df1 (degree of freedom) = k - 1 = 4 - 1 = 3, while for df2 = 119 - 4 = 115, then the number obtained is 2.683. The results of the model suitability test (goodness of fit) in this study are as follows:

Tabel 6. Result of Godness Of Fit Test

Model		Sun of square	df	Mean square	F	Sig.
1	Regression	57,484	3	19,161	777,501	0,000
	Residual	2,834	115	0,025		
	Total	60,318	118			

Source: Data processed in 2024

Based on the results of table 6. above, it can be seen that the value for F count of 777.501 is greater than f table of 2.683 (777.501 > 2.683), with a significant value of 0.000 < 0.05. This shows that the regression model is suitable for knowing product quality, promotion and brand awareness on purchasing decisions. So it can be concluded that this regression model is suitable (fit).



Source: Data processed in 2024

Figure 1. Goodness Of Fit curva

T Test (Parsial)

According to Ghozali (2018) states that the partial test or often called the T test is a test used to determine the effect of

each independent variable on the dependent variable. The T table value (degree of freedom) is $(n-k-1) = (119 - 4 - 1) = 114$, so the T table value for conducting this test is 1.65833.

Based on the results of table 4. above, it is stated that the results of the partial tests that have been carried out are: the value of the β coefficient on the product quality variable is -0.028 in a negative direction. The t count value is -0.676 while the t table value is 1.65833, meaning that $t \text{ count} \leq t \text{ table}$. The significance value of α is 0.500, meaning $0.500 > 0.05$, meaning it is not significant. The conclusion from the results of the analysis shows that $\beta_1 > 0$, $t \text{ count} \leq t \text{ table}$, $\alpha > 0$ which means the coefficient value is positive, has no effect, and is not significant. The value of the β coefficient on the promotion variable is 0.111 in a positive direction. The t count value is 3.162 while the t table value is 1.65833, meaning that $t \text{ count} > t \text{ table}$. In a significance value of 0.002, it means $0.002 \leq 0.05$, so it means significant. The conclusion from the analysis results shows that the promotion variable has a positive and significant effect on purchasing decisions. and for the value owned by β on the brand awareness variable is 0.853 with a positive direction. The t count value is 26.238 while the t table value is 1.65833, meaning $t \text{ count} > t \text{ table}$. In a significance value of 0.000, it means $0.000 \leq 0.05$, so it means significant. The conclusion from the analysis results shows that the brand awareness variable has a positive and significant effect on purchasing decisions.

Source: Data processed in 2024

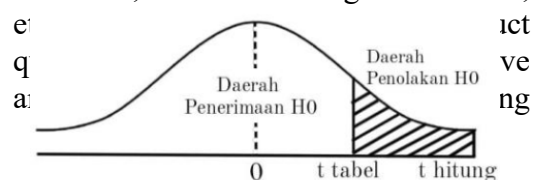
Figure 2. Hypothesis Test Curve

Discussion

The influence of product quality on purchasing decisions

The quality of a product is a characteristic and totality of features owned by a product that cannot be underestimated, because it can lead a company to be more advanced or fail. Based on the results of the hypothesis test that has been carried out for the product quality variable, it has a negative and insignificant influence on consumer purchasing decisions towards purchasing Mixue products. Negatively influenced can be interpreted that the better the quality of a product has an impact on reducing the quality of purchases. The results of the descriptive analysis show that respondents tend to think that Mixue products have attractive, refreshing, and appetizing product variants, this is evidenced by the average value above four. But on the other hand, respondents also considered that Mixue products did not have a long shelf life and the weight of the product was not the same, this was evidenced by a mean value below four. So that not all the qualities possessed by Mixue products influence purchasing decisions, this shows that the quality that is considered good by respondents does not necessarily encourage purchasing decisions.

The results of this study are in accordance with previous studies conducted by Supu, et al. (2021), Marlius & Noveliza (2022) stating that the product quality variable does not have a significant effect on purchasing decisions, while according to Nasution,



decisions, while different results were stated by Aditya, et al. (2021), Ihsan et al. (2023), Ernawati (2019), and Amalia & Maskur (2020) showing that the product quality variable has a positive and significant effect on purchasing decisions.

The Influence of Promotions on Purchasing Decisions

Promotion is a key element in a marketing campaign, designed to increase product purchases faster or larger by trade consumers. Promotion also has a beneficial impact and is also worth noting for consumer purchasing decisions. Based on the results of the hypothesis test that has been carried out for the promotion variable, it has a positive and significant influence on consumer purchasing decisions for purchasing Mixue products. The more often Mixue carries out promotions, both in the surrounding environment or even on the internet, the more purchasing decisions will be made by consumers. Then the purchasing decisions that consumers will make will decrease. Because the more interesting promotions and the latest trends, the sales that Mixue will feel will also decrease. The results of this research are in accordance with the answers given by respondents which are known from the results of descriptive statistical analysis for the promotion variable, the highest mean value is found in the sixth statement item in the sentence "I saw a lot of news that Mixue was opening outlets in new branches". While the lowest mean value is in the statement items at numbers two and four which state that the lack of frequency of promotions carried out on social media and the lack of interesting promotions carried out.

The results of this study are in accordance with previous studies conducted by Aditya, et al. (2021), Ihsan, et al. (2023), Prilano, et al. (2020),

and Ernawati (2019) showing that the promotion variable has a positive and significant effect on purchasing decisions, while different results were stated by Febriana (2020), Sugianto & Rahman (2019), Supu, et al. (2021) stating that the promotion variable does not have a positive effect on purchasing decisions.

The Influence of Brand Awareness on Purchasing Decisions

is the ability of customers to recognize a brand in different ways in different circumstances, which is reflected in their brand awareness or achievement. For Mixue, brand awareness is a very important fundamental thing, because it can provide its own identity in the minds of consumers and to increase high brand awareness compared to competitors' products. Based on the results of the hypothesis test that has been carried out for the brand awareness variable, it has a positive and significant influence on consumer purchasing decisions towards purchasing Mixue products. The more often consumers hear about Mixue, the more Mixue products they know will be embedded in their minds. By increasing the promotional variables above, it will help consumers to be more aware of this Mixue product. The results of this study are in accordance with the answers given by respondents known from the results of descriptive statistical analysis which shows that consumers can recognize Mixue by looking at the icon from a distance, this can be proven by an average value above four.

The results of this research are in accordance with previous research conducted by Arianty & Andira (2021), Rosmayanti (2023), Kurniawan, et al (2023), and Supangkat & Pudjoprastyono (2022) showing that The brand awareness variable has a positive and significant effect on purchasing decisions. Meanwhile, different results

were stated by Amelfdi & Ardyan (2020), Muthiah & Setiawan (2019), Surabagiarta & Purnaningrum (2021) stating that the brand awareness variable does not have a significant effect on purchasing decisions.

IV. CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of data analysis, discussion of research results, and the results of data research that has been done, it can be seen that the conclusions are as follows:

1. Product Quality does not affect and is not significant on Purchasing Decisions for Mixue Purwokerto consumers.
2. Promotion has a positive and significant effect on Purchasing Decisions for Mixue Purwokerto consumers.
3. Brand Awareness has a positive and significant effect on Purchasing Decisions for Mixue Purokerto consumers.
4. This research is expected to be useful and can be taken into consideration to further improve the shortcomings felt and conveyed by the respondents through this research.
5. and after this research it is also hoped that the respondents in this study who of course are also consumers of Mixue products will get the expectations they want after being conveyed through this research.

Recommendation

This research is limited only to Mixue consumers who live in Purwokerto which is divided into 4 sub-districts, including South Purwokerto, West Purwokerto, East Purwokerto, North Purwokerto. And also the number of respondents who are only 119 people which is certainly still insufficient to

describe the actual situation. Based on the conclusions of the results for this study, it is recommended for future researchers to further expand the area of the district / city of Purwokerto.

other regions in order to compare whether the results of this study apply to districts / cities outside the province of Central Java.

for other districts / cities in Central Java province and also increase the population and samples used, so that it is more realistic and describes the actual situation.

And it is also hoped that this research can be developed using variables other than the variables in the study.

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