

ARTICLE

The Influence of Price and Product Quality on Purchase Decisions with Purchase Intention as Intervening Variable (Study on Mixue Lampung)

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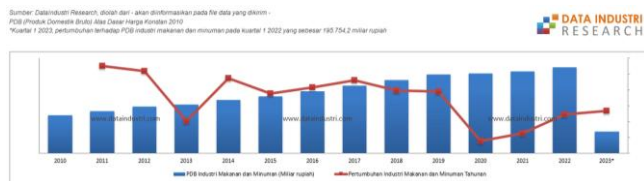
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Abstract: This study examines the influence between price, product quality, purchase decisions, and purchase intention in the context of Mixue Ice Cream and Tea in Lampung. As the food and beverage market in Indonesian continues to grow, understanding the factors that influence consumer choices is of paramount importance to businesses operating in this industry. Specifically, consumers weigh these factors heavily when choosing Mixue Ice Cream and Tea products. A structured survey was conducted to gather data from a representative sample of the consumers in Lampung. This research was conducted quantitatively on 112 respondents. The research was conducted on all Lampung people who know about Mixue and have consumed Mixue Ice Cream and Tea Lampung products. The method used is Structural Equation Model with SmartPLS 4.0 software in 2023. The results of this research prove that price has a positive effect on purchase intention. Price has a positive effect on purchase decisions. Product quality has a positive effect on purchase intention. Product quality has a positive effect on purchase decisions. Purchase intention has a positive effect on purchase decisions. Price has a positive effect on purchase decisions through purchase intention as intervening variable. Product quality has a positive effect on purchase decisions through purchase intention as intervening variable.

Keywords: Price, Product Quality, Purchase Decisions, Purchase Intention, Mixue.

1. Preliminary

Among the various industries that exist in Indonesia with a high level of development, the food and beverage industry is one of the industries that is considered to have high potential. This industry is also one of the largest contributor to state revenue. This is as explained by Ministry of Tourism and Creative Economy that the creative economy subsectors of the culinary industry able to contribute to state revenues of forty-two percent. (Agmasari, 2021). The rise of various types of attractive offers from the Food and Beverage industry has led to the emergence of a variety of Food and Beverages that are attractive to consumers. So, this condition creates a lot of competitive intensity in the Food and Beverages sector. The Food and Beverages industries make various innovations so that the products offered can match consumer needs. In addition, Porter in Al Badi (2018) explains more specifically that with a competitive advantage, it allows organizations to create superior value for customers, differentiate the quality of its products or services even at a lower cost level, and to serve customers better than its competitors do. When viewed from the value of growth, the industry shows a promising increase from year to year.



Based on the data from figure above, in the fourth quarter of 2022, the performance of the food and beverage industry per quarter (q on q) experienced a contraction or decrease of minus 1.03 percent. Meanwhile, the annual growth of the food and beverage industry sector (year on year) until the 4th quarter of 2022 is growing positively. This positive growth performance continued the previous years' performance which was also always positive.

Along with the massive growth of the food and beverage industry in Indonesia, the growth of the ice cream industry in Indonesia is increasing. In addition to the multiplied growth in the number of producers, the point of sale of retail ice cream also experienced the same thing. Ice cream is a cold food with many flavors that we can find. Many of us must have eaten ice cream of various flavors and shapes that are traded or even made our own. There are many reasons why people like ice cream, with this huge opportunity, finally many business people turn to ice cream as their business field.

One of the ice cream brands that has recently become the conversation among millennials, especially those who like ice cream is Mixue. The price is affordable with its good quality, starting from Rp. 8,000, making Mixue always the first choice for customers, so it's no wonder that every Mixue outlet is always full of visitors (Linda Hasibuan, 2022). Mixue Ice Cream & Tea is an ice cream and tea shop company from China that has been established since 1997. This business has spread widely and has more than 10,000 stores in and outside China. In fact, since 2020, Mixue has entered the Indonesian market with hundred outlets (Mixue cijagra.business.sites, 2022). Until now, there are 15 Mixue outlets in Lampung. There are 13 outlets located in Bandar Lampung while 2 of them are located in Metro city (Lampung.idntimes.com, 2023).

Although the price of Mixue is relatively similar with other, Mixue can make consumers prefer to buy their products rather than Ice Cream from other competitors. This can happen because Mixue provides better quality and quantity of products than its competitors who have already established and developed their businesses. Several factors consumers prefer Mixue products compared with other brands,

namely because of variative prices, softer texture quality, attractive packaging, variative flavor such as red bean ice cream, boba ice cream, oreo ice cream, until milk tea can increase consumer purchase decisions (Saleh, 2022).

This is relevant to the research supported by Hermiyenti et al (2019) which states that price has a significant effect on purchasing decisions is also relevant to research conducted by Nasution et al (2018) which states that price has a positive effect on purchasing decisions. However, this is not relevant to the research of Cheah et al (2022) which states that price has no significant effect on purchasing decisions.

2. Research Methods

The type of research used in this research is quantitative research. The information collected from respondents via uestionnaire. This study intends to find a significant effect of price and product quality on purchase intention to lead to purchasing decisions by consumers. According to Sugiyono (2018:456), Primary data is a data source that directly provides data to data collectors. The researchers collected data directly from the distribution of consumers related to the variables studied now to the respondents. According to Sugiyono (2018:456), secondary data are data sources that do not directly provide data to data collectors, for example, through other people or documents. As the example it can be conclude by related literatures, the internet, or other publications. Secondary data from this study was obtained Mixue Ice Cream Lampung, data from active consumers who buy Mixue products. Data collection in this study was carried out using a questionnaire method. The researcher distributes a list of questions to consumers who have been or are currently active buyers at Mixue Ice Cream Lampung and are respondents to this study. This research will be measured and described using a Likert scale, which is a scale used to measure perceptions, attitudes, and opinions about a phenomenon. The answer to each instrument item using a Likert scale has a very positive to very negative gradation.

No.	Criteria	Score
1	Strongly Disagree	1
2.	Disagree	2
3.	Neutral	3
4.	Agree	4
5.	Strongly Agree	5

This study takes the population from consumers who bought ice cream at Mixue Ice Cream Lampung.

The sampling technique in this study used a sample taken using purposive sampling technique. Samples are taken not randomly, but are determined by the researcher. Sampling is based on the researcher's "judgment" regarding who deserves to meet the requirements to be sampled (Sekaran, 2010; 266). This is done so that the data obtained is truly relevant to the research design. The criteria are:

- 1) Have bought and tried products on Mixue Lampung.
- 2) Respondent's age criteria is at least 17 years old.
- 3) Respondents are domiciled or currently residing in Lampung

The research involves several analysis methods, such as validity and reliability tests, descriptive statistical analysis, and Partial Least Square (PLS) analysis. The PLS method was selected due to its ability to model a hierarchical causal relationship between variables. The hypotheses will be evaluated by comparing the calculated t-count with the t-table value. Acceptance or rejection of the hypotheses will be based on whether the t-count surpasses the t-table value. This multi-faceted approach aims to provide comprehensive insights into the relationship between price, product quality, purchase intentions, and purchasing decisions among consumers at Mixue Ice Cream Lampung.

3. Results and Discussion

Statistical testing of each hypothesized relationship using PLS is carried out by simulation using the bootstrapping method. The following are the results of PLS analysis using the bootstrapping method:

Hypothesis	Effect	Results	Explanation
H1	Price (X1) -> Purchase Intention (Z)	Nilai Koefisien = 0.314 T-Statistic = 3.664 P Value = 0,000	Hypothesis Accepted
H2	Price (X1) -> Purchase Decisions (Y)	Nilai Koefisien = 0.219 T-Statistic = 2.536 P Value = 0.011	Hypothesis Accepted
H3	Product Quality (X2) -> Purchase Intention (Z)	Nilai Koefisien = 0,415 T-Statistic = 4,369 P Value = 0,000	Hypothesis Accepted
H4	Product Quality (X2) -> Purchase Decisions (Y)	Nilai Koefisien = 0,258 T-Statistic = 2,479 P Value = 0,013	Hypothesis Accepted
H5	Purchase Intention (Z) -> Purchase Decisions (Y)	Nilai Koefisien = 0,405 T-Statistic = 4,850 P Value = 0,000	Hypothesis Accepted
H6	Price (X1) -> Purchase	Nilai Koefisien = 0.127 T-Statistic = 3.056	Hypothesis Accepted

Hypothesis	Effect	Results	Explanation
	Intention (Z) -> Purchase Decisions (Y)	P Value = 0.002	
H7	Product Quality (X2) -> Purchase Intention (Z) -> Purchase Decisions (Y)	Nilai Koefisien = 0.168 T-Statistic = 2.197 P Value = 0.004	Hypothesis Accepted

The first hypothesis tests whether Price has a positive effect on Purchase Intention. The test results show that the Price coefficient on Purchase Intention is 0.314 and the t-statistic is 3.664. This result is declared significant because the p value is <0.05, so the first hypothesis is accepted. This proves that Price has a positive influence on Purchase Intention.

The second hypothesis tests whether Price has a positive effect on Purchase Decisions. The test results show that the Price coefficient value for Purchase Decisions is 0.219 and the t-statistic is 2.536. This result is declared significant because the p value is <0.05, so the second hypothesis is accepted. This proves that Price has a positive influence on Purchase Decisions.

The third hypothesis tests whether Product Quality has a positive effect on Purchase Intention. The test results show that the Product Quality coefficient on Purchase Intention is 0.415 and the t-statistic is 4.369. This result is declared significant because the p value is <0.05, so the third hypothesis is accepted. This proves that Product Quality is proven to have a positive influence on Purchase Intention.

The fourth hypothesis tests whether Product Quality has a positive effect on Purchase Decisions. The test results show that the Product Quality coefficient on Purchase Decisions is 0.258 and the t-statistic is 2,479. This result is declared significant because the p value is <0.05, so the fourth hypothesis is accepted. This proves that Product Quality is proven to have a positive influence on Purchase Decisions.

The fifth hypothesis tests whether Purchase Intention has positive effect on Purchase Decisions. The results show that the purchase intention coefficient on purchase decisions is 0.405 and the t-statistic is 4.850. This result is declared significant because the p value is <0.05, so the fifth hypothesis is accepted. This proves that purchase intention is proven to have a positive influence on purchase decisions.

The sixth hypothesis tests whether Price has positive effect on Purchase Decisions through Purchase Intention. The results show that the price

coefficient on purchase decisions through purchase intention is 0.127 and the t-statistic is 3.056. This result is declared significant because the p value is <0.05 , so the sixth hypothesis is accepted. This proves that price is proven to have a positive influence on purchase decisions through purchase intention as the intervening variable.

The seventh hypothesis tests whether Product Quality has positive effect on Purchase Decisions through Purchase Intention. The results show that the product quality coefficient on purchase decisions through purchase intention is 0.168 and the t-statistic is 2.917. This result is declared significant because the p value is <0.05 , so the seventh hypothesis is accepted. This proves that product quality is proven to have a positive influence on purchase decisions through purchase intention as the intervening variable.

3.1. The Influence of Price on Purchase Intention

The discussion regarding the influence of price on Purchase Intention is to answer the problem formulation and hypothesis which states that price has a positive and significant effect on Purchase Intention.

The results of this research show that as many as 106 or 94,6% respondents agree that the price offered by Mixue is affordable. This statement is also supported by respondents' answers which show that as many as 103 or 91,9% respondents agree that Mixue has competitive prices with other similar products. Affordable prices with good quality according to the prices offered are also able to attract purchase intention from consumers. This statement is also supported by respondents' answers which show that 110 or 98,2% respondents agree that the price offered by Mixue follows the quality of the product and 93 or 83% respondents agree that the price offered by Mixue is in accordance with the benefits the consumers will get.

Consumers agree that after considering the information about the products, the consumers will likely buy Mixue Products, this is explained by 102 or 91% respondents that agree with the statement above which proves that Mixue could increasing the purchase intention by the good price of the brand.

Based on the first hypothesis test, it is known that H1 is accepted. This shows that price has a significant influence on Purchase Intention. The results of the path coefficient calculation show that the path coefficient obtained is 0.314 with a t-statistic of 3.664 and p-values of 0.000. This is because the p-values are <0.05 so it can be said to have a significant effect. It can be

seen by this research prove that price has a positive or significant influence on buying interest, where high buying interest can be formed by the price offered by the service or product provider, which in this discussion is Mixue.

This research is in line with research conducted by Lee et al., (2010) showing that price has a positive and significant effect on purchase intention. The results of this research also strengthen previous research conducted by Cindy Mega Puspita, Agung Budiarmo (2020).

3.2. The Influence of Price on Purchase Decisions

The discussion regarding the influence of price on purchase decisions is to answer the problem formulation and hypothesis which states that price has a positive and significant effect on purchase decisions.

The results of this research show that 103 or 91,9% respondents agreed that the price offered by Mixue is in accordance with the benefits the consumers get. This statement is supported by the answers of respondents who agreed that consumers Buy Mixue products because of the quality of the products and the prices offered according to their needs and desires as many as 102 or 91% respondents.

Based on the second hypothesis test, it is known that H2 is accepted. This shows that price has a significant influence on Purchase Decisions. The results of the path coefficient calculation show that the path coefficient value is 0.219 with a t-statistic of 2.536 and p-values of 0.011. This is because the p-values are <0.05 which means that the price offered by Mixue corresponds to better product quality compared to the price offered by competitors who offer similar types of products, so it can be said to have a significant effect.

This research is in line with research conducted by Kotler and Keller (2012) which shows that price has a positive and significant effect on purchase decisions. The results of this research also strengthen previous research conducted by Yayuk Indah Wahyuning Tyas, Agung Yatiningrum (2021).

3.3. The Influence of Product Quality on Purchase Intention

The discussion regarding Product Quality on Purchase Intention is to answer the problem formulation and hypothesis which states that Product Quality has a positive and significant effect on Purchase Intention.

The results of this research show that 107 or 95,5% respondents agreed that Mixue products have

good taste and quality. This statement is also supported by respondents' answers which show that as many as 102 or 91% respondents agree that after considering the information about the products, the consumers will likely buy Mixue products.

Based on the third hypothesis test, it is known that H3 is accepted. This shows that Product Quality has a significant influence on Purchase Intention. The results of the path coefficient calculation show that the path coefficient obtained is 0.415 with a t-statistic of 4.369 and p-values of 0.000. This is because the p-values are <0.05 which proves that the good quality of Mixue products compared to products from its competitors is able to attract good purchase intention, so it can be said to have a significant effect.

This research is in line with research conducted by Chi et al., (2009) showing product quality has a positive and significant effect on purchase intention. The results of this research also strengthen previous research conducted by Cindy Mega Puspita, Agung Budiarmo (2020).

3.4. The Influence of Product Quality on Purchase Decisions

The discussion regarding the influence of Product Quality on Purchase Decisions is to answer the problem formulation and hypothesis which states that Product Quality has a positive and significant influence on Purchase Decisions.

The results of this research show that 107 or 95,5% respondents agreed that Mixue products have good taste and quality, This statement is also supported by respondents' answers which show that as many as 102 or 91% respondents agree that after considering the information about the products, the consumers will likely buy Mixue products. This shows that the good quality of Mixue products compared to products from its competitors is able to attract good purchase intention.

Based on the fourth hypothesis test, it is known that H4 is accepted. This shows that Product Quality has a positive and significant effect on Purchase Decisions. The results of the path coefficient calculation show that the path coefficient obtained is 0.258 with a t-statistic of 2.479 and p-values of 0.013. This is because the p-values are <0.05 so this shows that the good quality of Mixue products compared to products from its competitors is able to attract good purchase decisions and it can be said it has a significant effect.

This research is in line with research conducted by Kotler and Armstrong (2012) showing that product quality has a positive and significant effect on purchase decisions. The results of this research also strengthen previous research conducted by Syaeful Irfan, Abdul Halik, Feliks A.B.K Panjaitan (2022).

3.5. The Influence of Purchase Intention on Purchase Decisions

The discussion regarding the influence of Purchase Intention on Purchase Decisions is to answer the problem formulation and hypothesis which states that Purchase Intention has a positive and significant influence on Purchase Decisions.

The results of this research show that 109 or 97,3% respondents agree that consumers will buy Mixue products when the consumers want it. This statement is also supported by respondents' answers which show that 105 or 93,7% respondents agreed that consumers bought Mixue products because they were familiar with the brand. This shows that Purchase Intention is interconnected with Purchase Decisions which influences the stability of Mixue product sales.

Based on the fifth hypothesis test, it is known that H5 is accepted. This shows that Purchase Intention has a positive and significant effect on Purchase Decisions. The results of the path coefficient calculation show that the path coefficient obtained is 0.405 with a t-statistic of 4.850 and p-values of 0.000. This is because the p-values are <0.05 so it can be said to have a significant effect showed by purchase intention is interconnected with Purchase Decisions which influences the stability of Mixue sales.

This research is in line with research conducted by Schiffman and Kanuk (2007) showing that purchase intention has a positive and significant effect on purchase decisions. The results of this research also strengthen previous research conducted by Kadek Aria Satriawan, Putu Yudi Setiawan (2020).

3.6. The Influence of Price on Purchase Decisions through Purchase Intention as Intervening Variable

The discussion regarding the influence of Price on Purchase Decisions through Purchase Intention as intervening variable answer the problem formulation and hypothesis which states that Price has a positive and significant influence on Purchase Decisions through Purchase Intention as intervening variable.

Based on the sixth hypothesis test, it is known that H6 is accepted. This shows that Price has a positive and

significant effect on Purchase Decisions through Purchase Intention as Intervening Variable. The results of the path coefficient calculation show that the path coefficient obtained is 0.127 with a t-statistic of 3.056 and p-values of 0.002. This is because the p-values are <0.05 so it can be said to price have a significant effect to purchase decisions through purchase intention which influences the stability of Mixue sales.

The results of this research are inversely proportional to Puspita & Budiatmo (2020) which states that price has no significant effect on purchasing decisions through purchase intention as an intervening variable.

3.7. The Influence of Product Quality on Purchase Decisions through Purchase Intention as Intervening Variable

The discussion regarding the influence of Product Quality on Purchase Decisions through Purchase Intention as intervening variable answer the problem formulation and hypothesis which states that Product Quality has a positive and significant influence on Purchase Decisions through Purchase Intention as intervening variable.

Based on the sixth hypothesis test, it is known that H7 is accepted. This shows that Price has a positive and significant effect on Purchase Decisions through Purchase Intention as Intervening Variable. The results of the path coefficient calculation show that the path coefficient obtained is 0.168 with a t-statistic of 2.917 and p-values of 0.004. This is because the p-values are <0.05 so it can be said to have a significant effect showed by purchase intention is interconnected with Purchase Decisions which influences the stability of Mixue sales.

The results of this research are in line with research conducted by Puspita & Budiatmo (2020) which states that product quality has a significant effect on purchasing decisions through purchase intention as an intervening variable.

4. Conclusion

The study's quantitative results and discussions regarding the impact of price and product quality on purchase decisions, mediated by purchase intention (conducted at Mixue Lampung) through path coefficient calculations yield several key findings: The research confirms that price positively influences purchase intention and purchase decisions. Consistent pricing aligned with product quality enhances purchase intention and encourages buying decisions. Moreover,

good product quality significantly enhances both purchase intention and decisions. These findings emphasize the crucial role of price consistency and product quality in stimulating consumer interest and driving purchasing actions. In terms of recommendations derived from this research, several suggestions are proposed: Firstly, Mixue Ice Cream Lampung should focus on maintaining accessible prices while elevating product quality to meet consumer expectations. This strategy aims to sustain and enhance consumer purchase intention, fostering loyalty amidst intense competition within the ice cream market. Secondly, future researchers are encouraged to explore additional variables beyond those studied here (i.e., product quality, price, purchase interest, and decisions). Considering variables like brand awareness and expanding research to include other comparable brands, such as Momoyo and Wedrink, would enrich and diversify future research endeavors.

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