THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION MEDIATED BY MIXUE PRODUCT PURCHASE DECISIONS

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ABSTRACT: With the large spread of Mixue outlets in the city of Palembang, several problems have arisen, such as product quality and service quality that are felt different and not good. The purpose of this study is to study the influence of product quality and service quality on consumer satisfaction mediated by the decision to purchase Mixue products. This study uses a quantitative method by distributing questionnaires to 100 respondents who have bought Mixue in the city of Palembang. The sample used was an nonrandom sampling technique (nonrandom/ accidental sampling). Data analysis uses the help of SmartPLS 4 by evaluating the measurement model (outer model) structural model (inner model) and hypothesis testing. The results of the study show that product quality has a significant influence on the purchase decision of Mixue products, product quality has a significant effect on Mixue consumer satisfaction, service quality has a significant influence on the purchase decision of Mixue products, service quality has a negative and insignificant effect on consumer satisfaction and purchase decision have a significant effect on consumer satisfaction of Mixue products.

Keywords: Consumer Satisfaction, Product Quality, Service Quality, Purchase Decision, Mixue Products

INTRODUCTION

In the current era of globalization, the growth and competition in the culinary business, particularly in the beverage sector, are expanding rapidly showing no signs of slowing down even after the pandemic. The beverage business, especially the boba drink market, is a sector that continues to evolve, presenting new ideas and innovations every year to captivate consumers. However, admidst these dynamic market coditions, complaining and expanding their market share. The key to thriving in this highly competitive environment is understanding consumer needs and perceptions while continuously building strong relationship with them. Indonesia as the largest market for boba drinks in Southeast Asia, is critical player in this industry. In 2021 the boba drink market in Indonesia was estimated to reach $1.6 billion or equivalent to Rp 20.74 trillion. The market share of boba drinks in Indonesia reaches 43.7% of the total boba drink market in Southeast Asia. Mixue, an ice cream and fresh beverage brand from China, has grown rapidly in Indonesia including in the city of Palembang. Since its first franchise was launched in Bandung, West

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Java, in 2020, Mixue has quickly expanded its presence across the country. The brand's growth has been fueled by its affordable prices and strong social media presence, making it a favorite among consumers, especially in urban centers. In Palembang, Mixue opened its first store in 2022, and its rapid expansion has been notable. Despite the brand's success, the competitive nature of the beverage market, with new entrants and evolving consumer tastes, presents ongoing challenges. This research aims to sharpen the understanding of how consumer preferences in Palembang influence the success of boba drinks, particularly focusing on Mixue's strategies in pricing, marketing, and customer engagement. It will explore the effectiveness of digital marketing and social media in building brand awareness and loyalty, and how Mixue's competitive strategies enable it to stand out in a crowded marketplace. By evaluating these factors, this study will offer fresh insights into the dynamics of the boba drink market in Palembang, contributing to the broader discourse on franchise growth and consumer behavior in Indonesia's beverage industry. (Rakhmawati et al., 2023) (Lamsati , 2023) (Rakhmawati et al., 2023) (Anissa et al., 2023) (Angelia 2022a) (Angelia 2022b) (Ramadan, 2022) (Arianto & Octavia, 2021) (Ernawati , 2019) (Fauzi et al., 2023)

METHOD

The research methodology used in this study adopts a quantitative approach. The population in this study includes all consumers who have bought Mixue products in the city of Palembang. The sampling technique used by the *incidental sampling* technique is a sampling method that is carried out by collecting data from individuals or objects that are available by chance or incidental and are suitable as a source of data according to what is needed, without specific planning or sampling strategies. This sampling technique is used to make it easier to take samples because the number of consumers who buy Mixue is unknown or cannot be determined. Because the number of population is unknown (unknite), to get the sample needed in this study using the Lameshow formula. From the results of the calculation, it is known that the number of samples needed in this study is 96.04 respondents. However, the sample was rounded to 100 respondents in order to make it easier to calculate in managing data. In this study, the data analysis used was by (Gunawan et al., 2023) (Hani & Novitasari , 2022) *software* Smart-PLS analysis. Smart-PLS (Partial Least Square) is used to test the relationship between variables. Smart-PLS is used which has the ability to test SEM models both formative and reflective. The Smart-PLS can test different types of indicator measurement scales in a single model and requires a relatively small number of samples for analysis. Different types of scales, such as category ratio scales and Likert, can be tested in a single model a more complex method than regression or path analysis because it involves the construction of measurement models and structural models. SEM allows testing of complex and non-linear relationships between variables. It can also be seen as a combination of regression analysis and factor analysis. In SEM, there are three activities that are carried out simultaneously: checking the validity and reliability of the instrument through confirmatory factor analysis, testing the relationship between variables through path analysis, and finding a suitable model for prediction purposes with structural model analysis and regression. Measurement models are used to evaluate the validity and validity of discrimination, while structural models describe hypothetical relationships. The use of statistical software can make SEM analysis easier. Currently, several statistical software is available to perform SEM analysis, including using Lisrel, AMOS, and Smart PLS. Data processing in this study uses (SEM) with (Hakim, 2024a) (Helmi et al, 2024; Setyadi et al, 2022, 2023) (Herman Djaya , 2022) (Maulidiah et al, 2023) (Sopiyan , 2022) (Tirtayasa et al, 2021) (Badrus Sholeh & Wusko , 2023) *the partial least square* method using the PLS program. The PLS application analysis is carried out in three stages Measurement Model Analysis (*outer model*), Structural Model Evaluation (*Inner Model*), and Hypothesis Testing.

Research Location
Mixue in the city of Palembang

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Figure 1. Distribution of Mixue Outlet Branches in Palembang City

Table 1. Variable Operations

No	Operational variables	Operational definition	Indicators
1.	Product quality (X1)	Product quality is the overall attribute of a product or service that reflect a standard or measure of how much consumer trust in the product or service, as well as how long that trust can be maintained (Maryati & Khoiri M, 2021)	1. Performance 2. Product features 3. Reliability or durability 4. Characteristic 5. Ethics and image (Saiman Mant, 2021)
2.	Quality of service (X2)	Service quality refers to the ability of service providers to provide services that are in accordance with customer needs and desires, as well as the ability to meet customer expectations appropriately (Rakmah, 2020).	1. Physical evidence 2. Reliability 3. Responsiveness 4. Guarantee 5. Empathy (Laldmawati et al., 2023)
3.	Consumer satisfaction (Y)	Consumer satisfaction is the evaluation that consumers make of the performance or results of a product after being compared to their expectations. This can result in feelings of satisfaction or disappointment, depending on the extent to which the product meets or exceeds consumer expectations. (Tudge, 2021 b)	1. Overall customer service 2. Alignment with expectations 3. Buyback intent 4. Willingness to recommend (Haluwan & Setyanto, 2024)
4.	Purchase decision (Z)	A purchase decision is a step taken by a buyer to acquire a product which is usually evaluated through product selection based on their needs and financial ability to purchase it (Gaotra et al., 2021)	1. Problem introduction 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior (Edison et al., 2020)

Source : Processed Data, 2024

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RESULT AND DISCUSSION

In conducting this research, several limitations became apparent, which helped refine and sharpen the objectives of the study. The primary limitation encountered was related to the demographic data of the respondents. The sample size, consisting of 100 respondents, was predominantly skewed toward younger individuals, with 66% of respondents falling within the age range of 17-25 years. This age distribution indicates that the majority of Mixue consumers in Palembang are young adults, primarily students, which may not fully represent the broader consumer market that includes working professionals or older age groups. Additionally, 70% of respondents identified as students, which could influence the findings, as this demographic tends to have different purchasing behaviors, motivations, and preferences compared to other consumer groups. Another limitation relates to the gender distribution of the respondents, where 63% were female and 37% male. This gender disparity suggests that the study may disproportionately reflect the preferences of female consumers, who tend to favor sweet foods and beverages such as ice cream and boba tea, which are Mixue's main products. While this aligns with the observation that women are more likely to enjoy sweet items, it may limit the generalizability of the findings to the male population, who might have different product preferences or purchasing behavior. Moreover, the majority of respondents had a last education level of high school (65%), highlighting that Mixue's consumer base is largely made up of students or young adults with a limited budget. While this is in line with Mixue's pricing strategy, which offers affordable products attractive to budget-conscious consumers, it overlooks other potential customer segments, such as working professionals or families, who might have different spending capacities and product expectations. Additionally, the research focused on primary data from a relatively small sample in Palembang, which may not capture the full breadth of Mixue's customer base in other regions of Indonesia. This geographic limitation restricts the scope of the findings and may not accurately reflect broader market trends. Another issue was the reliance on descriptive data, which provides valuable insights into consumer characteristics but may not delve deeply into the reasons behind consumer preferences, motivations, or brand loyalty. Based on these limitations, the research objectives can be sharpened to address the identified gaps. Future research could expand the sample size to include a more diverse age range and occupational backgrounds, ensuring that the data captures a broader spectrum of Mixue consumers. It would also be beneficial to conduct in-depth qualitative research, such as interviews or focus groups, to explore the motivations and preferences of different consumer segments in greater detail. By addressing these limitations, the research can provide more comprehensive insights into the factors driving the success of Mixue in Palembang and offer a more nuanced understanding of consumer behavior in the broader Indonesian market.

1. **Respondents by Gender**

Figure 1. Respondent Characteristics by Gender
Source: Primary Data, 2024

2. **Respondents by Age**

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Figure 3. Characteristics of respondents by age

Source:Primary Data, 2024

3. **Respondents Based on Last Education**

Figure 4. Characteristics of respondents based on last education
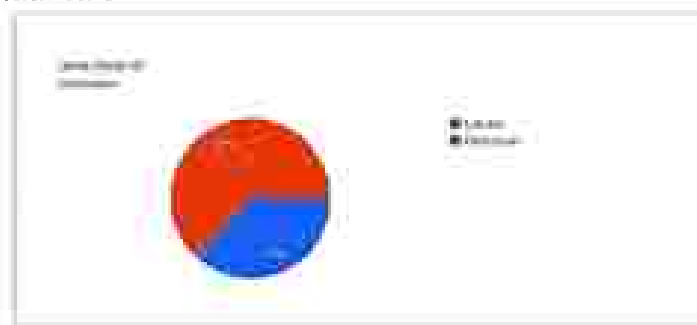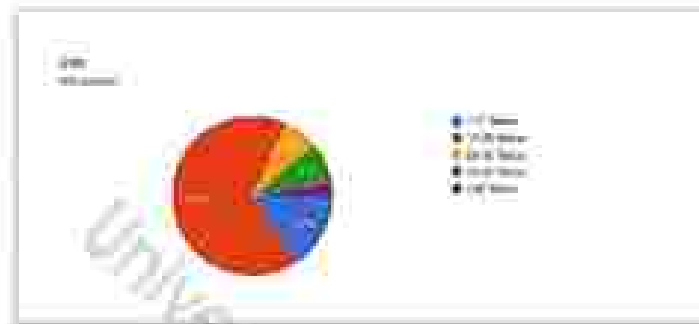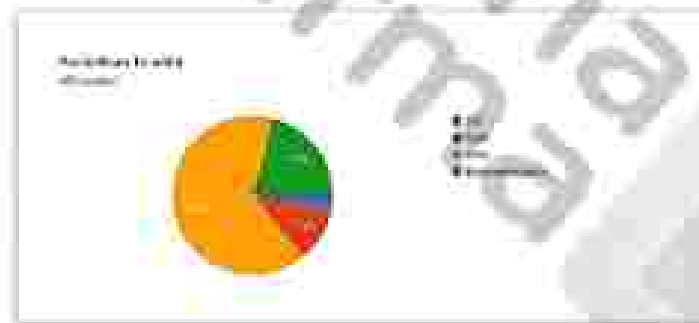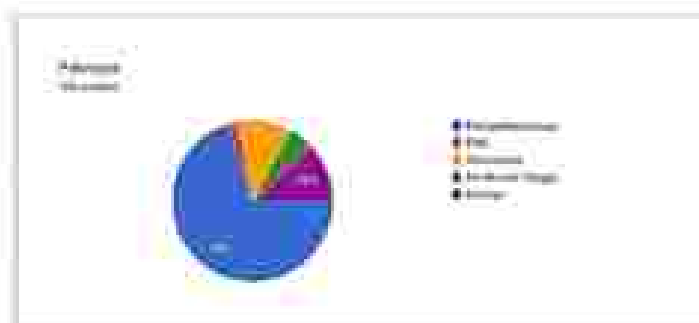
Source: Primary Data, 2024

4. **Respondents By Job**

Figure 5. Respondent Characteristics by Job

Source: Primary Data, 2024

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Table 2. Respondents' Answers to Product Quality Variables

Indicator	Score answer frequency					Score Score	Max Value	Capaix
	1	2	3	4	5			
I feel that Mixue products are quality products and in accordance with the performance of the product	8	1	1	64	26	399	500	79,8
Mixue provides products with various flavor variants that suit my desires	8	2	6	47	37	400	500	80,6
Mixue products have product quality and durability according to their function	8	1	9	62	20	385	500	77
In my opinion, Mixue products have attractive packaging and are easily recognized by the public	8	1	2	46	43	415	500	83
I bought Mixue products because of their good reputation in the eyes of the public	9	3	8	59	23	384	500	76,8
Average	8,2	5,6	4,8	55,6	29,8	397,2	500	79,44

Source: Data Processed, 2024

See in table 1. It shows that of the five indicators for the overall product quality variable, it is in the good criteria with an average score of 79.44. Overall the quality of Mixue products in Palembang City is good. Respondents who assess the quality of Mixue products will generally come from various groups, but the majority are students and studens. Overall, respondents who gave a good assessment of the quality of Mixue products were those who appreciated the combination of taste, price, cleanliness, product innovation, and satisfactory service. Mixue has managed to meet consumer expectations and create a pleasant experience every time they visit.

Table 3. Respondents' Answers to Service Quality Variables

Indicator	Score answer frequency					Score Score	Max Value	Capaix
	1	2	3	4	5			
Mixue employees have a neat and clean appearance	8	1	1	55	35	408	500	81,6
Mixue employees are quick to place orders	8	2	5	48	37	404	500	80,8
Mixue employees are quick to respond to a request from consumers	8	2	3	54	33	402	500	80,4
Mixue employees provide information in a clear and easy-to-understand manner	8	1	3	50	38	409	500	8,18
Mixue employees' sensitivity in understanding consumer desires	8	1	10	53	28	390	500	78
Average	8	1,4	5	52,4	33,8	402,6	500	65,79

Source: Processed Data, 2024

See in table 3. shows that of the five indicators for the overall service quality variable, it is at the good criteria with an average score of 65,79. Overall the quality of Mixue's service in Palembang City is

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good, respondents who give a good assessment of Mixue's service quality are those who appreciate the friendliness, speed, knowledge of the staff, cleanliness of the outlet, and good response to feedback. A pleasant and consistent service experience makes consumers feel satisfied and keep coming back to Mixue.

Table 4. Respondents' Answers to the Variables of Consumer Satisfaction

Indicator	Score answer frequency					Score Score	Max Value	Capaia
	1	2	3	4	5			
I feel satisfied buying Mixue products because it is easy in ordering and payment	8	1	2	46	42	415	500	83
The products provided by Mixue are in line with my expectations	8	2	6	33	29	395	500	79
I'm interested in buying back Mixue products	8	1	2	49	40	412	500	82,4
I would recommend Mixue products to others	8	1	4	60	27	397	500	79,4
Average	8	1,2	3,5	52,5	34,7	404,7	500	80,95

Source: Processed Data, 2024

See in table 4. It shows that of the four indicators for the overall consumer satisfaction variable, it is in good criteria with an average score of 80.95. It can be concluded that respondents who are satisfied with Mixue are those who appreciate the taste of the product, affordable prices, good service, cleanliness and convenience of the outlet, and continuous product innovation. Consistent positive experiences make them feel satisfied and become loyal customers of Mixue.

Table 5. Respondents' Answers to Purchase Decision Variables

Indicator	Score answer frequency					Score Score	Max Value	Capaia
	1	2	3	4	5			
I bought Mixue products because they fit my needs	8	1	9	57	25	390	500	78
I will find out the flavor variants of Mixue products before buying	9	3	3	47	38	402	500	80,4
I decided to buy Mixue products after comparing with other similar products	10	1	14	32	23	377	500	75,4
I bought Mixue product out of my own desire	8	2	1	44	45	416	500	83,2
I am satisfied with Mixue products	8	1	1	49	41	414	500	82,8
Average	8,6	1,6	5,6	45,8	34,4	399,8	500	79,96

Source: Data Processed, 2024

See in table 5 shows that of the five indicators for the overall purchase decision variable, it is in good criteria with an average score of 79.96. In general, respondents who show positive purchasing decisions towards Mixue are those who appreciate product quality, affordable prices, satisfactory service, strategic location, and attractive promotions. These factors, along with positive experiences and social influence, encourage consumers to choose Mixue as their favorite place to enjoy ice cream and boba tea drinks.

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Evaluation of the Measurement Model (*Outher Model*)

The measurement model or outher model in this study consists of a reflective measurement model where the variables of product quality, service quality, consumer satisfaction and purchase decisions are measured reflectively. In Hair et al (2021), the evaluation of the reflective measurement model was with a loading factor of > 0.70, *composite reability* ≥ 0.70, *cronbach's alpha* = 0.70, and AVE ≥ 0.50 *(convergent validity)*, as well as *discriminant validity* namely *fornell lacker*, HTMT *(Heterotrait Monotrait Ratio)* below 0.90 and *cross loading*.
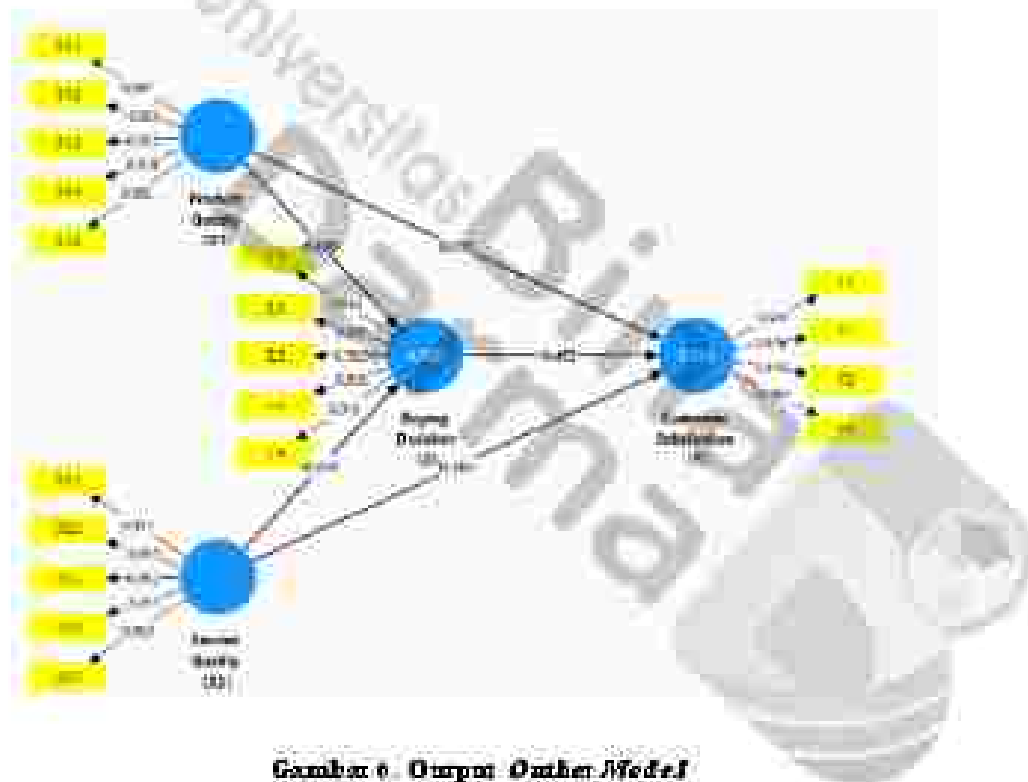
Gambar 6. Output *Outher Model*

Source: Sinergis, Processed Data 6, 2024

The Outer Model shows how the manifest variable or observed variable represents the latent variable to be measured. In this analysis, the model specifies and identifies the relationship between the latent variable and its indicators. This includes an evaluation of the extent to which these indicators are able to accurately and validly reflect latent constructs. In addition, the Outer Model also ensures that the indicators have a strong and consistent correlation with the latent variables being measured, thus allowing for reliable measurements and high validity in the study

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A. Uji Composite Reability dan Validitas Convergent

In conducting research, this test is a measure of whether each question presented in the form of a questionnaire is able to represent what is being researched. In the use of SmartPLS, the measurement of Convergence ability is carried out by measuring Outher Loading, composite reability, cronbach alfa and AVE.

Tabel 6. Outher Loading, Composite Reability, Cronbach Alfa Dan AVE

Variable	Measurement Items	Indicators	Outher Loading	Cronbach Alpa	Composite Reability	Ave
Product Quality X1	X1.1	Performance	0.947	0.959	0.968	0.858
	X1.2	Product features	0.903			
	X1.3	Reliability or durability	0.957			
	X1.4	Characteristic	0.918			
	X1.5	Ethics and image	0.906			
Quality of service (Service Quality) X2	X2.1	Physical evidence	0.957	0.974	0.980	0.907
	X2.2	Reliability	0.951			
	X2.3	Responsiveness (responsiveness)	0.952			
	X2.4	Guarantee	0.951			
	X2.5	Empathy	0.950			
Satisfaction Users (Customer Satisfaction) Y	Y.1	Overall customer service	0.947	0.965	0.974	0.905
	Y.2	Alignment with expectations	0.946			
	Y.3	Buyback intent	0.949			
	Y.4	Willingness to recommend	0.964			
Purchase Decision (Buying Decision) With	Z.1	Problem introduction	0.930	0.949	0.960	0.829
	Z.2	Information search	0.890			
	Z.3	Evaluation of alternatives	0.902			
	Z.4	Purchase decision	0.918			
	Z.5	Post-purchase behavior	0.913			

Source : Data Processed by Smartpls 4, 2024

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B. Discriminant Validity Test

In conducting research, this test is a measure of whether each question presented in the form of a questionnaire is able to represent what is being researched. In the use of SmartPLS, the validity of the Discriminant is measured in view with Fornell lacker, HTMT below 0.90, and cross loading.

Tabel 7. Fornell Lacker

	Buying Decision(Z)	Customer Satisfaction (Y)	Product Quality (X1)	Service Quality (X2)
Buying Decision (Z)	0.911			
Customer Satisfaction_(Y)	0.943	0.951		
Product Quality (X1)	0.946	0.938	0.927	
Service Quality (X2)	0.937	0.928	0.961	0.952

Source : Data Processed by Sample 4, 2024

Evaluation of the validity of discrimination needs to be done by looking at the fornell and lacker criteria. Validity of discrimination is a form of evaluation to ensure that variables are theoretically different and empirically proven /statistically tested. The fornell and lacker criteria are that the root of the variable AVE is greater than the correlation between the variables (The diagonal value is the root of the AVE, while the other value indicates the correlation.) The Buying decision variable has a root AVE (0.911) smaller than its correlation with Customer Satisfaction (0.943), smaller than its correlation with Product Quality (0.946) and smaller than its correlation with Service Quality (0.937). These results show that the validity of the discriminatory variable of the purchase decision is not met. Thus, the validity of product quality (Product Quality) has an AVE root (0.927) smaller than the correlation with Service Quality (0.927) which means that this result shows that the validity of the product quality variable discrimination is not met. Meanwhile, the variables Customer Satisfaction and Service Quality show that the validity of the discrimination is fulfilled because the root value of AVE is greater than the correlation.

Furthermore, to see the value of HTMT (Heterotrait Monotrait Ratio) is said to be valid if the value is below 0.90 for each variable, the results of the HTMT analysis can be seen in the following table.

Tabel 8. HTMT (Heterotrait Monotrait Ratio)

	Purchase Decision (Buying Decision)	Consumer Satisfaction (Customer Satisfaction)	Product Quality
Buying Decision			
Customer Satisfaction	0.983		
Product Quality (Product Quality)	0.993	0.976	
Quality of Service (Service Quality)	0.972	0.957	0.994

Source : Data Processed by Sample 4, 2024

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According to Hair et al (2019) recommending HTMT because this measure of validity is considered more sensitive or accurate in detecting the validity of discrimination. The recommended value is < 0.90. Based on table 8. Above it can be seen that the results of the HTMT value show that the HTMT value is above 0.90 for the variable pair, then the validity of discrimination is said to have not been achieved or not met

C. Analisis Model Struktural (Inner *Model*)

In the Inner Model analysis, we evaluate the strength of the relationship between latent variables or construct. This study evaluates the results of the Inner Model by paying attention to the values of R-square, *Effect Size* (F-square), and Q-square.

1. R-square

R-square in linear regression whose magnitude of endogenous variables can be explained by exogenous variables. R-square terms/criteria:

* If the R^2 value = 0.67, then it is categorized as substantial.
* If the R^2 value = 0.33, then it is categorized as moderate (moderate).
* If the R^2 value = 0.19, then it is categorized as weak

Table 1. R-Square

	R-square	R-square adjusted
Buying *Decision*	0.908	0.906
Customer *Satisfaction*	0.911	0.909

Source: Sample's Processed Data d, 2024

Based on Table 9, the R-square adjusted value for the Buying Decision variable is 0.906. This indicates that the variables of product quality and service quality are able to explain the variables *of the Buying Decision* by 90.6% So it can be concluded that the model is considered strong Meanwhile, the R-square adjusted value of customer satisfaction was 0.909. This shows that the variables of product quality, service quality and purchase decisions can explain the variable of customer satisfaction (*Customer Satisfaction*) by 90.9% Thus, the model is considered to have great power.

2. F-Square

F-square is a measure of effectiveness in statistical analysis, This measure helps assess how much the contribution or impact of independent variables on dependent variables in the structural model. F-square conditions/criteria:

* If the value of F2=0.35 is substantial
* If the value of F2=0.15 is moderate (moderate)
* If the value of F2=0.02 is (weak/small)

Table 2. F–Square

	Buying *Decision*	Customer Satisfaction
Buying Decision		0.233
Product *Quality*	0.330	0.064
Service *Quality*	0.091	0.027

Source: Data Processed by Sample, 2024

Based on table 4.10 above, it can be concluded as follows:

1. The effect of product quality on customer satisfaction was 0.064, thus, the effect of product quality on consumer satisfaction was considered moderate.

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2. The effect of service quality on customer satisfaction is 0.027, therefore, the effect of service quality on customer satisfaction is considered weak

3. The effect of product quality on the buying decision was 0.330. Thus, the influence of product quality on purchasing decisions is considered moderate.

4. The effect of *Service Quality* on Buying Decision was 0.091, indicating that the influence of service quality on purchasing decisions was considered weak.

5. The influence of *Buying Decision* on Customer Satisfaction of 0.233 shows that this influence is moderate.

D. Uji Hypoyhesis

Based on the previous analysis, the results of the hypothesis can be seen. To see the value or results of the hypothesis in this study, it is evaluated based on t-statistical and p-value values. This hypothesis is acceptable if the p-value ≤ 0.05, indicating a sufficient level of significance. In this study, the influence that occurs can be seen from the value in the *Patch Coefficient* table which is in the *Bootstrapping* section of SmartPLS. In this study, there are independent variables, dependent variables, and intervening variables. The results of the direct influence test can be seen in the following table.

Table 3. *Direct Effect* Direct Influence Test Results (*Patch Coefficients*)

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
H1	*Product Quality(X1) -> Buying Decision(Z)*	0.630	0.631	0.128	4.907	0.000	Signifikan
H2	*Product Quality (X1) -> Customer Satisfaction (Y)*	0.315	0.313	0.139	2.269	0.023	Signifikan
H3	*Service Quality (X2) -> Buying Decision (Z)*	0.331	0.329	0.131	2.535	0.011	Signifikan
H4	*Service Quality (X2) -> Customer Satisfaction (Y)*	0.133	0.130	0.156	1.345	0.179	Insignificant
H5	*Buying Decision (Z) -> Customer Satisfaction (Y)*	0.473	0.476	0.131	3.615	0.000	Signifikan

Source: Data Processed by SmartPLS, 2024

From the results of the analysis, it is concluded that:

1. The Effect of Product Quality on Purchase Decisions of Mixue products" from the results of the analysis conducted previously showed that p values ≤ 0.05. This means that the research model shows a positive influence between product quality (X1) on purchase decision (Z) as stated by the acceptance of H1. This is supported by a path coefficient value of 0.620 and a p-value of 0.000.

2. The Effect of Product Quality on Consumer Satisfaction of Mixue products" from the results of the analysis conducted previously showed that the p values ≤ 0.05, thus, the research model showed a positive influence between product quality and consumer satisfaction, which was reflected in the receipt of H2. This is supported by a path coefficient value of 0.315 and a p-value of 0.023.

3. The Effect of Service Quality on Purchase Decisions of Mixue products" from the results of the analysis conducted previously showed that p values ≤ 0.05, thus, the research model showed a positive influence between service quality and purchase decisions, as stated by the receipt of H3. This can be seen from the value of the path coefficient of 0.331 and the p-value of 0.011.

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4. The Effect of Service Quality on Consumer Satisfaction of Mixue products" from the results of the analysis conducted previously shows that p values > 0.05 means that the research model between the influence of service quality (X2) on consumer satisfaction (Y) is negative (H4 rejected). This can be seen from the value of the path coefficient of 0.183 with a p-value of 0.179 which is greater than 0.05. The results of the study show that service quality has a negative and insignificant influence on consumer satisfaction.

5. The effect of purchase decisions on Mixue product consumer satisfaction" from the results of the analysis conducted previously showed that p values < 0.05, thus, the research model showed a positive influence between purchase decisions (Z) and consumer satisfaction (Y), as stated by the acceptance of H5. This is supported by a path coefficient value of 0.473 and a p-value of 0.000.

CONCLUSION

Based on the results of the research and discussion of the problem formulation with calculations using SmartPLS 4 showed that H4 was rejected, H1, H2, H3, and H5 ini showed that there was a significant influence between product quality and the decision to purchase Mixue products. In other words, it can be concluded that the quality of the product substantially affects the purchase decision of Mixue products. These findings indicate that the better the quality of the products provided by Mixue, the higher the level of purchase decisions made by consumers. On the other hand, if the quality of the product decreases, then the purchase decisions made by Mixue consumers will also decrease. This emphasizes the importance of maintaining and improving product quality to encourage increased purchasing decisions and consumer satisfaction. Thus, efforts to improve and innovate in product quality should be the main focus for Mixue to maintain and increase market share and customer loyalty.

Suggestions recommendations For the development of further research methods, it is recommended to use mixed methods by combining quantitative and qualitative approaches to gain a deeper understanding. Additionally, the addition of variables such as pricing, promotions, and customer service will provide a more comprehensive picture of the purchase decision. Expanding the sample of respondents in different cities is also important to improve the generalization of research results. Longitudinal research can be conducted to track changes in consumer behavior over time, while further statistical analysis, such as SEM or ANOVA, can deepen understanding of the relationships between variables. The use of field experiments and digital-based data collection techniques will provide more robust and relevant data. Further research can also focus on measuring consumer loyalty with tools such as the Customer Loyalty Index or Net Promoter Score (NPS) to measure satisfaction and repeat purchase intent.

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THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION MEDIATED BY MIXUE PRODUCT PURCHASE DECISIONS

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