



## Customer Satisfaction Through Brand Trust in Mixue: Hedonic and Product Innovation

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### ABSTRACT

The goal of this study is to determine how hedonic and creative product effects affect consumer happiness and brand trust. A survey that was delivered to Mixue customers using a purposive sample strategy was the research method employed. 222 persons were the samples that were taken. The Structural Equation Model is used in the data analysis technique with the use of smart pls 3 software. The findings demonstrate that hedonistic and innovative goods have a large direct and indirect impact on brand trust and consumer happiness. To draw deeper inferences about brand trust and consumer pleasure, many more factors than product innovation and hedonic analysis might be included in the future study.

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## INTRODUCTION

The food and beverage industry is expanding quickly right now. Franchises are one of the options available to entrepreneurs who choose to grow their businesses as the number of business ventures rises and more and more people are interested in beginning a business like one. Franchise Mixue is one of the franchises that are now in high demand. From Zhengzhou, Henan, China, Mixue is a franchise that offers soft-serve ice cream and numerous tea-like beverages. Mixue was established in June 1997. Since 2020, Mixue has operated in Indonesia, where it currently has hundreds of locations. Ice cream and innovative drinks, like boba, are among the things Mixue sells. Some people choose ice cream and sweet beverages when they're depressed as foods that can heighten the consumer's enjoyment.

Customers will seek out the enjoyment they experience when purchasing a good in the business sector, whether it is for a necessity or fun. Customers' lives now revolve around the purchasing process because their surroundings are constantly changing. Customers will exhibit hedonic characteristics to satiate their demands for pleasure. The hedonist is a powerful behavioral motivator, and the possibility develops to help individuals decide which behaviors to engage in and which to abstain from (Becker et al., 2019). Additionally, the multisensory dream, thrill, and image of the customer using the goods. The term "hedonic response" can be used to describe this set of consequences (Hirschman & Holbrook, 2015).

The enjoyment experienced will eventually inspire trust in the ingested good. Customers' trust will assist marketers since it will lessen potential dangers or customer skepticism of the marketer's products. Additionally, it can boost the performance of a business with a particular brand (Chaudhuri & Holbrook, 2001). Customer pleasure will result from consumer trust in the product. Dubrovski (2001) states that when clients are satisfied with the goods they buy and use, quality and price are perceived more favorably. Customer satisfaction will provide benefits to the company (Anselmsson, 2006).

By bringing up additional factors like utilitarianism, numerous earlier studies have demonstrated that there is a hedonic relationship to trust. The authors of this study offer a model for how hedonic and product creativity boost customer satisfaction and trust.

## LITERATURE REVIEW

### *Hedonic*

Cabanac (2002) argues hedonism particularly denotes pleasure that causes an interaction and involves a sense of enjoyment, contentment, and satisfaction. Hedonic is a key component in particular of an experience that produces good or negative interactions. Hedonistic requirements are the primary issue, and when we pay attention to the behavior of visitors, we see that there is information that has to be released to serve as a foundation for developing the strategy that the business will employ (Japariato, 2009).

The primary hedonic predictor of an overall rating is thought to be the consumer's appraisal of his level of enjoyment (Batra & Ahtola, 1991). The hedonic dimension consists of role, best deal, and social factors (Tuti & Saputra,

2022). Hedonic explains the joy experienced by customers after using the thing they bought. Best bargain reflects the joy of discovering the goods, in this example, when customers visit stores. Social, which describes the camaraderie between customers and friends or family when purchasing things, comes last. It is a psychological condition that consists of the purpose to accept vulnerability based on favorable expectations about the intentions or conduct of others, although the terms multi-sensory, fantasy, and emotive elicit several connotations (Rousseau et al., 1998) Dash & Cyr (2014) their study demonstrates that hedonic influences brand trust. The hypothesis proposed in this study are:

**H<sub>1</sub>:** There is an influence of hedonic on brand trust

**H<sub>2</sub>:** There is an influence of hedonic on customer satisfaction

### ***Innovative Product***

Innovation is the creation of fresh goods and services with distinct goals viewed from multiple angles (Francis & Bessant, 2005). Tavassoli & Karlsson (2015) argue that when a new version of an existing product is offered to meet client demands, product innovation has taken place. Zehir et al. (2011) believe that building brand trust requires a methodical, well-thought-out procedure. (Damanpour, 1991) categories new goods, technological advancements, service improvements, and potential market breakthroughs all fall under the innovation category.

Meanwhile, there are three levels of product innovativeness: high, moderate, and low. New-to-the-world items and new product lines are two categories of highly inventive products. Instead of the entire market, somewhat inventive products refer to new additions to already-existing product lines as well as new product lines for the companies. Last but not least, less inventive items nevertheless function better (Yalcinkaya et al., 2007). The hypothesis proposed in this study are:

**H<sub>3</sub>:** There is an influence of innovative products on brand trust

**H<sub>4</sub>:** There is an influence of innovative products on customer satisfaction

### ***Brand Trust***

Ruohomaa & Kutvonen (2005) states that the degree to which a party is prepared to engage in specific activities with specific partners, given the risks and incentives involved, is defined as trust. Then, degado et al. (2003) argue customers interact with businesses with a sense of confidence because they believe that these companies can be trusted and are looking out for their best interests. Consumer trust that a brand will perform specific tasks is referred to as brand trust (erciş et al., 2012). Brand trust is a sense of security that customers have when they connect with brands and is based on the belief that the brand is dependable and accountable for the needs and welfare of customers (lassoued & hobbs, 2015).

Credibility, which denotes that the goods being sold and advertised are sincere and the words can be trusted, is a factor that affects trust. Reliability is the quality of being trustworthy or dependable. And finally, intimacy refers to goods that are powerful and reliable in all their products (peppers, 2004).

Customer satisfaction is a metric used to assess how well a business is meeting its customers' requirements. Customers who trust a brand are more likely to be happy with the merchandise being given (Hill & Brierley, 2003). The hypothesis proposed in this study are:

**H<sub>5</sub>**: there is an influence of brand trust on customer satisfaction

### **Customer Satisfaction**

Chang & Chen (2009) define an important objective in consumer marketing as customer satisfaction, which is an effective reaction to purchases. Customers' satisfaction has a significant impact on a product's competitiveness, thus businesses must consider it in the context of competitiveness (Suchánek & Králová, 2019). Customer satisfaction gauges service quality by measuring business performance on customer needs (Hill & Brierley, 2003). Customer expectations, perceived company image, perceived quality, and perceived value are all factors that affect customer satisfaction (Dahlgard et al., 2021). Customer happiness is a crucial element that must not be overlooked. The goal is for customers to submit feedback so that the business may improve performance, hence it is crucial for a firm to regularly assess customer happiness. Based on the justification provided, the following structure is suggested:

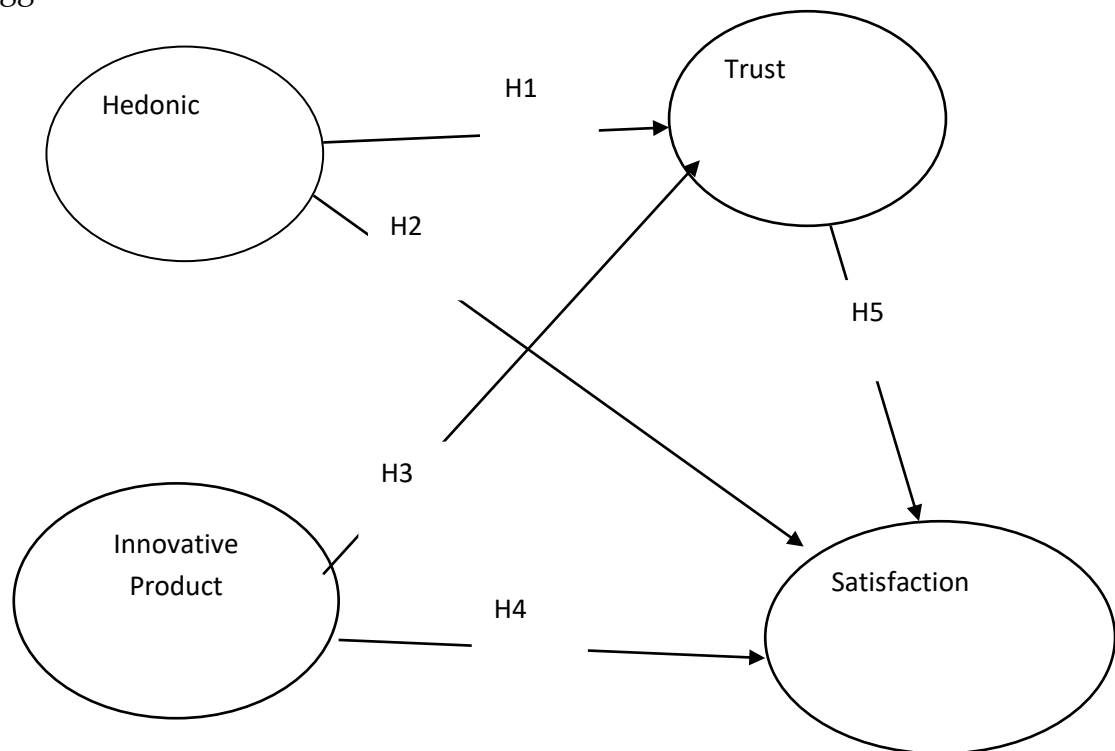


Figure 1. Conceptual Framework

### **METHODOLOGY**

In this study to determine the sample is to be used using purposive sampling, namely sampling with certain characteristics following the objectives of the researcher. The sample is the number and characteristics of the population. Therefore, the sample is a collection of items that make up a small

part of the population and have the same characteristics as the population (Sugiyono, 2013).

This study uses a quantitative method utilizing respondents filling out a questionnaire given by the researcher to find out a question asked in the questionnaire. This research was conducted from 19 December 2022 to 24 December 2022 and in this study, the samples were consumers who bought products at Mixue. Respondents for this study were 222 respondents.

## RESULT

### *Description of Respondent*

The findings revealed that 222 participants in this study were from the cities of Jakarta, Depok, and Bogor. 81% of the responses were women, which is the majority. based on a range of fewer than 20 years by 55% for the age of majority. Moreover, 51% of respondents purchased more than five times, with 42% of respondents being students

Table 1. Description of Respondents

Variable Demographics	Frequency	Percentage
Gender		
Man	42	19%
Woman	180	81%
Age		
< 20 Years	45	20%
21-30 Years	123	55%
31-40 Years	14	6%
> 40 Years	40	18%
Respondent Status		
Student	20	9%
Student	105	47%
Worker	72	32%
Housewife	25	11%
Respondent's domicile		
Jakarta	50	23%
Bogor	20	9%
Depok	66	30%
Other	86	38%
Visited outlets		
Jakarta	67	30%
Bogor	22	10%
Depok	69	31%
Other	64	29%
Multiple Purchases		
2-4 times	109	49%
> 5 times	113	51%
Total	222	100%

Source: Authors, 2022

**Structural Model**

All variables have an Alpha coefficient higher > than 0.7 according to the reliability test findings, including brand trust (0.766), customer happiness (0.824), hedonic 0.760, and innovative product (0.848). Each indication of each latent variable has a cross-loading value greater than 0.7. Additionally, the Average Variant Extract (AVE) value has a value of > 0.05 for each variable indication that meets the criteria. As a result, it can be said that the measurement model is reliable and supported by the data gathered.

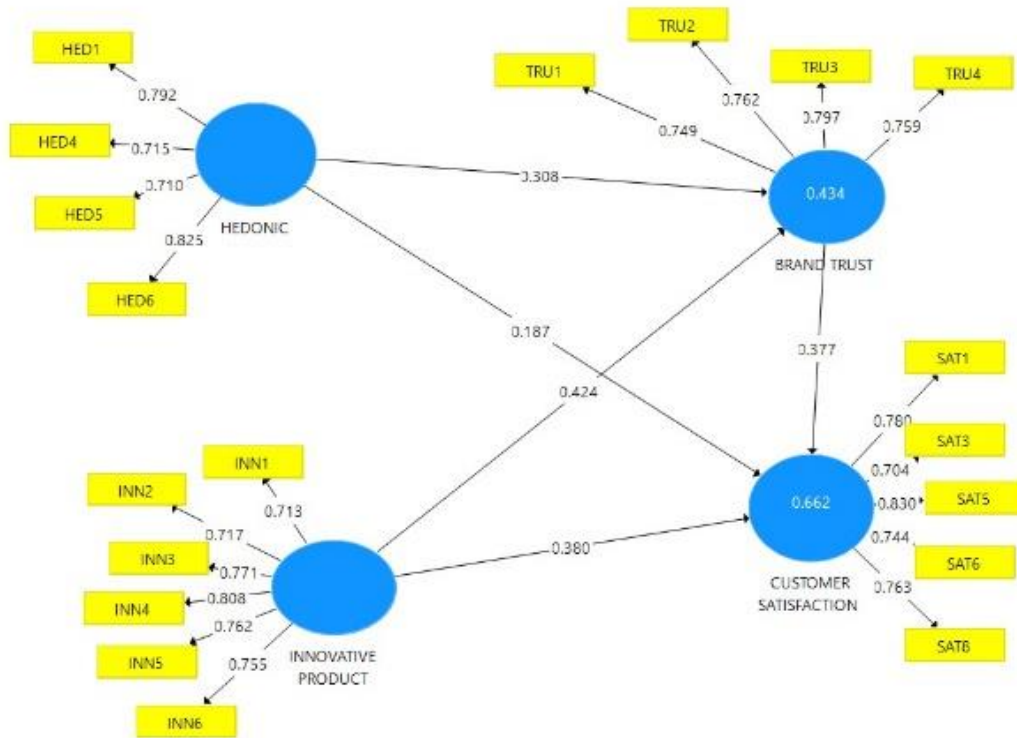


Figure 2. Structure Measurement Model

Table 2. Measurement Model: Item Loading, Construct Loading, Composite Reliability (CR), and Convergent Validity (AVE)

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Hedonic (X <sub>1</sub> )	1. Consist of Role	HED1	0,792	0,847	0,581
		HED4	0,715		
	2. Best Deal	HED5	0,710		
		HED6	0,825		
Innovative Product (X <sub>2</sub> )	1. New-to-the-world items	INN1	0,713	0,888	0,570
		INN2	0,717		
	2. New product lines	INN3	0,771		
		INN4	0,808		

	(Yalcinkaya et al., 2007)	INN5	0,762		
		INN6	0,755		
Brand Trust (Y <sub>1</sub> )	1. Credibility	TRU1	0,749		
	2. Reliability	TRU2	0,762	0,851	0,588
	3. Intimacy	TRU3	0,797		
	(Peppers, 2004)	TRU4	0,759		
Customer Satisfaction (Y <sub>2</sub> )	1. Customer Expectations	SAT1	0,780		
	2. Perceived Company Image	SAT3	0,704		
	3. Perceived Quality	SAT5	0,830	0,876	0,586
	4. Perceived Value	SAT6	0,744		
	(Dahlgaard et al., 2021)	SAT8	0,763		

Source: Authors, 2022

All variables have an Alpha coefficient higher > than 0.7 according to the reliability test findings, including brand trust (0.766), customer happiness (0.824), hedonic 0.760, and innovative product (0.848). Each indication of each latent variable has a cross-loading value greater than 0.7. Additionally, the Average Variant Extract (AVE) value has a value of > 0.05 for each variable indication that meets the criteria. As a result, it can be said that the measurement model is reliable and supported by the data gathered.

### ***Discriminant Validity***

Tabel 3. Discriminant Validity - Formell Larcker

Variable	Brand Trust	Customer Satisfaction	Hedonic	Innovative Product
Brand Trust (Y <sub>1</sub> )	0,767			
Customer Satisfaction (Y <sub>2</sub> )	0,715	0,765		
Hedonic (X <sub>1</sub> )	0,566	0,631	0,762	
Innovative Product (X <sub>2</sub> )	0,611	0,724	0,606	0,755

Source: Authors, 2022

According to the findings of the discriminant validity test, the variables with the greatest values include brand trust (0.767), customer happiness (0.765), hedonic (0.762), and innovative products (0.755). In comparison to the other latent constructs, each indicator statement has a greater loading factor value for the latent construct under examination. Therefore, discriminant validity is appropriate. Results must have larger factor loadings than other constructions (Fornell, C., & Larcker, 1981)

**R-Square (R<sup>2</sup>)**

Table 4. R-Square

	R Square	R Square Adjusted
Brand Trust	0,434	0,429
Customer Satisfaction	0,662	0,658

Source: Authors, 2022

The amount of effect exogenous factors have on endogenous variables is measured using the R-Square (R<sup>2</sup>) value. The findings indicate that customer satisfaction scored 0.662 and R<sup>2</sup> brand trust was 0.434.

**F-Square**

Tabel 5. Data F-Square

	Brand Trust	Customer Satisfaction	Hedonic	Innovative Product
Brand Trust		0,239		
Customer Satisfaction				
Hedonic	0,106	0,059		
Innovative Product	0,201	0,225		

Source: Authors, 2022

The results show that the brand trust variable has the greatest effect among the other variables, which is equal to 0.239.

**Multicollinearity Test (Inner VIF)**

Table 6. Multicollinearity-Inner VIF Value

	Brand Trust	Customer Satisfaction	Hedonic	Innovative Product
<b>Brand Trust</b>		1,766		
<b>Customer Satisfaction</b>				
<b>Hedonic</b>	1,582	1,750		
<b>Innovative Product</b>	1,582	1,900		

Source: Authors, 2022

According to VIF results, multicollinearity between the constructs was evaluated. Hedonicity is shown in Table 9 as a predictor of brand trust (VIF = 1.582) and consumer satisfaction (VIF = 1.750). Innovative products can predict consumer happiness (VIF = 1.900) and brand trust (VIF = 1.582 and 1.582, respectively). Customer happiness is then predicted by brand trust (VIF = 1.766). The regression model may show multicollinearity if the VIF score is more than 10 and less than 0.1.

**Uji Ketepatan Prediksi (Q<sup>2</sup>)**

Tabel 7. Uji Ketepatan Prediksi

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Trust	888,000	668,127	0,248
Customer Satisfaction	1110,000	698,870	0,370
Hedonic	888,000	888,000	
Innovative Product	1332,000	1332,000	

Source: Authors, 2022

Through the collection of the Q-Square value, the prediction accuracy test may be observed. When Q<sup>2</sup> is greater than 0, it means that the model is more predictively relevant; when Q<sup>2</sup> is less predictively relevant, it is less predictively relevant.

**Hyphotesis**

Tabel 8. Hyphotesis Test

	Original Sample (O)	Sample Mean (M)	Standard (STDEV)	T Statistics ( O/STDEV )	P value	Result
Brand Trust -> Customer Satisfaction	0,337	0,375	0,067	5,649	0,000	Accepted
Hedonic -> Brand Trust	0,308	0,307	0,079	3,903	0,000	Accepted
Hedonic -> Customer Satisfaction	0,187	0,192	0,054	3,485	0,001	Accepted
Innovative Product -> Brand Trust	0,424	0,432	0,076	5,582	0,000	Accepted
Innovative Product -> Customer Satisfaction	0,380	0,382	0,067	5,671	0,000	Accepted

Source: Authors, 2022

If the path coefficient t-statistic is higher than the t-table of 1.96 and the p-value is lower than 0.05, the results of the hypothesis can be accepted. The association between brand trust and customer happiness has a t-statistics value of 5.649 (>1.96) and a p-value of 0.000 (0.05), which indicates that this hypothesis is accepted, according to the findings of the hypothesis testing of the path coefficients. The t-statistics value for the connection between hedonic and brand trust is 3.903 (>1.96), and the acceptable p-value is 0.000 (0.05). The t-statistics value for the connection between hedonic and customer satisfaction is 3.485 (> 1.96), and the acceptable p-value is 0.001 (0.05). With a t-statistics value of 5.582 (> 1.96) and a p-value of 0.000 (0.05), the association between

innovative products and brand trust is acknowledged. A p-value of 0.000 (0.05) was accepted for the link between the innovative product and customer happiness, which has a t-statistics value of 5.671 ( $> 1.96$ ).

## **DISCUSSION**

This study examines the direct relationship between hedonic and creative items and consumer happiness as it relates to brand loyalty. If the expectations of customers are realized, consumers will be satisfied and will share their experiences with others and suggest them to other consumers.

The study's findings suggest that hedonic factors affect trust. Consumer satisfaction at the time of purchase influences their level of confidence in the consumed item or brand. Cabanac (2002) argues hedonism particularly denotes pleasure that causes an interaction and involves a sense of enjoyment, contentment, and satisfaction. Ballester (Ballester, 2003) found that clients engaged in business interactions with a sense of self-acceptance because they understood that the company could be trusted and would seek out their best interests. Because pleasure is one of the criteria that businesses may use to gauge how much customers are enjoying a brand or product, businesses must have a plan for making customers happy when they transact. The consumer's assessment of his level of enjoyment is regarded to be the main hedonic predictor of an overall rating (Batra & Ahtola, 1991). Customer expectations, perceived company image, perceived quality, and perceived value are all factors that affect customer satisfaction (Dahlgard et al., 2021). Hedonic influences brand trust (Dash & Cyr, 2014)

More findings demonstrate how cutting-edge goods impact consumer happiness and brand confidence. One product whose appearance is frequently changed is beverage items. A drink called Mixue mixes popular ice cream and boba beverages with various presentations and tastes. Customers are enticed to test this product's innovation, and customers' pleasant experiences after making a purchase foster brand loyalty and feelings of pleasure. Tavassoli & Karlsson (2015) argue that when a new version of an existing product is offered to meet client demands, product innovation has taken place. This is supported by the perception mentioned by Zehir et al. (2011) that building brand trust requires a methodical, well-thought-out procedure. Customers' satisfaction has a significant impact on a product's competitiveness, thus businesses must consider it in the context of competitiveness (Suchánek & Králová, 2019).

## **CONCLUSIONS AND SUGGESTIONS**

According to the study's findings, both direct and indirect brand trust has a favorable and significant impact on hedonic and innovative products' ability to increase customer satisfaction. To draw deeper inferences about brand trust and consumer pleasure, many more factors than product innovation and hedonic analysis might be included in the future study.

## **FURTHER STUDY**

This research entitled Customer Satisfaction Through Brand Trust in Mixue: Hedonic and Product Innovation still has many shortcomings.

Therefore, the researcher advises the next researcher to do more in-depth research so that the research can be better.

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