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The Influence of Product Quality and Price Perception on Purchasing Decisions of Mixue Ice Cream in Surabaya

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A R T I C L E I N F O

A B S T R A C T

The proliferation of ice cream businesses in Indonesia has necessitated companies to engage in competitive rivalry, and Mixue ice cream is one such example. The perception of product quality and price assumes paramount significance, as it exerts a substantial influence on consumer decision-making in the context of purchasing. The objective of this research is to empirically investigate the impact of product quality and price perception variables on the purchasing decision of Mixue Ice Cream in Surabaya. The research methodology utilized in this study is quantitative research. The target population consists of consumers who have made purchases and consumed Mixue Ice Cream in East Surabaya. The data for this study will be collected through the utilization of a questionnaire. An ordinal scale with a Likert weighting of 1-5 will be employed to calculate the scoring of the questionnaire. The sampling method employed in this study is non-probability sampling, specifically utilizing purposive sampling technique to select respondents. The sample size comprises 100 respondents. The selected data analysis method to be employed in this research is descriptive analysis using Partial Least Squares (PLS). The findings of this research indicate a positive and significant influence of the product quality variable on purchasing decisions. The results of the second study reveal that the price perception variable also exerts a positive and significant impact on purchasing decisions.

INTRODUCTION

The progress in the field of economics has resulted in significant growth and advancement in the business world. This phenomenon stimulates producers to engage in critical, creative, and innovative thinking in response to dynamic changes. Similarly, businesses operating in the food and beverage sector are also compelled to adopt such approaches.

Ice cream has become one of the foods that is highly favored by the Indonesian society. Several food stalls specializing in selling ice cream have been established, such as Mixue, Baskin Robbins, and Ragusa. This has also led to a significant increase in the sales value of ice cream and frozen desserts in the domestic market. According to a survey by Euromonitor (2021), retail sales of ice cream and frozen desserts in Indonesia reached US$425 million in 2021. The sales value of ice cream and frozen desserts increased by 0.24% compared to the previous year, which amounted to US$424 million, marking the highest figure in the past five years.

Surabaya City presents significant opportunities for trendy beverage and café businesses, considering the growing enthusiasm among the population and the phenomenon where a large portion of millennials actively seek out trendy, delicious, and appealing drinks. The majority of trendy beverages in Surabaya City are typically sold in cafés. Enjoying trendy beverages in cafés while chatting with friends, family, or partners, or simply taking photos and showcasing them on social media, has become a trend among the residents of Surabaya City. This phenomenon presents a promising opportunity for business actors to establish and innovate in the beverage industry within the city. One company that has taken advantage of the business opportunity in the trendy beverage sector, particularly café-based, is Mixue.

Mixue Ice Cream & Tea is a franchise company that sells soft-serve ice cream and tea beverages originally from Zhengzhou, Henan, China, and was established in June 1997. According to Momentum Works' report, the Chinese ice cream and beverage company, Mixue, had 21,582 franchise outlets spread across various countries in 2021. This figure places Mixue as the 5th largest F&B (Food and Beverage) franchise globally in terms of the number of outlets.

Mixue can be considered successful in aggressively expanding its outlets worldwide. However, in reality, Mixue still faces several issues, especially regarding the quality of its products, which are deemed inferior to those of its competitors. Quoting from the Quora.com website, regarding questionnaires or inquiries posed to a number of respondents or customers who have purchased Mixue ice cream, there are several answers indicating that they find Mixue ice cream less satisfactory compared to other competing ice cream brands.

The company selling ice cream and tea beverages made its first appearance in Indonesia in 2020. The first Mixue outlet was located in Cihampelas Walk, Bandung. Within just two years since its expansion into Indonesia, Mixue has managed to have numerous outlets spread not only in major cities but also reaching districts throughout the entire Indonesian territory.

According to data from CNBC Indonesia news portal, there is a phenomenon where Indonesia has been hit by a global economic recession since the beginning of the COVID-19 pandemic in 2020, throughout the mid-pandemic period, and into the post-pandemic era until early 2023. Many micro, small, and medium enterprises (UMKM), cafes, malls, restaurants, and other renowned businesses have experienced temporary closures and even forced shutdowns, such as the well-known Fish & Co restaurant at the end of 2022 and Warunk Upnormal in 2023. While renowned restaurant chains had to close many of their outlets, the Mixue ice cream business chain, on the contrary, continued to spread its wings by opening new outlets in an increasingly expansive manner.

According to data obtained from Data to Visual, the Chinese ice cream and beverage company Mixue has the highest number of outlets in the city of Bandung with 77 outlets. It is followed by West Jakarta with 48 outlets, and Surabaya ranks third with 45 outlets. These numbers are expected to continue increasing as Mixue actively markets its products through their outlets. In addition to having a large number of outlets, Mixue also offers a wide variety of flavors, ranging from red bean ice cream, boba ice cream, matcha ice cream, Oreo ice cream, to milk tea. It is not uncommon for customers to visit repeatedly solely to purchase Mixue ice cream and tea products. This has resulted in many people recommending Mixue products as the best ice cream and beverage options to enjoy daily, leading to a surge in interest in Mixue ice cream and tea. This, in turn, calls for research to be conducted on factors that can influence the purchase decisions regarding the Mixue brand.

The proliferation of ice cream businesses has led consumers to select ice cream based on their preferences. There are several factors that influence consumers' decision-making process when purchasing an ice cream product, namely product quality and price perception. Researchers have chosen these variables based on the exposure of existing phenomena or issues. Purchase decision-making is a decision made by buyers that corresponds to the dynamics and there are several decisions made by consumers, namely brand choice, dealer choice, quantity determination, timing, and payment method selection.

The factor that can influence consumer purchase decisions is product quality. Product quality describes the extent to which a product is capable of meeting and satisfying consumer needs (Astuti et al., 2018). Another factor that influences purchase decisions is price perception. Price perception is the consumer's thoughts regarding the amount of money to be spent to acquire a needed or desired product or service, considering the value of the sacrifice in relation to what will be obtained (Wulandari and Hayuningtyas, 2023).

Mixue itself offers a range of prices that are considered affordable for the ice cream sold with various flavor variations. However, not all consumers will have the same thoughts about the offered prices. In certain circumstances, consumers are highly sensitive to price perception, and a relatively higher price compared to competitors' products can eliminate a product from consumers' consideration. Consumers view price as the value of a product that can provide

benefits in terms of fulfilling their needs and desires (such as cost-saving, prestige, payment terms, and so on).

The quality of the beverage menu produced by Mixue becomes a primary concern, considering that product quality is related to customer satisfaction. Additionally, Mixue offers a range of prices that are varied and relatively affordable for the ice cream sold with various flavor variations. However, not all consumers will have the same thoughts about the offered prices. Therefore, the researcher is interested in investigating the influence of product quality and price perception on the purchase decisions of Mixue ice cream, specifically in Surabaya City. The objective is to examine the impact of the variables of product quality and price perception on the purchase decisions of Mixue ice cream in Surabaya.

THEORETICAL REVIEW

Relationship between Product Quality and Purchase Decision

Product quality is the ability of a product to demonstrate a function of the product Kotler & Armstrong (2008) in the journal Adonis & Silintowe (2021), so that product quality will certainly be taken into account in determining product purchasing decisions by consumers to meet the needs and desires they need. and want no harm to consumers. Previous research that was conducted by Randang (2013) quoted from Adonis & Silintowe (2021) said product quality can influence purchasing decisions because consumers will determine the product needed such as product capabilities, product sophistication, fiber product innovation before making a purchase. The better the product quality, the higher consumer purchasing decisions will be (Paludi & Juwita, 2021) Fadhil & Pudjiprastyon (2022) stated that product quality has a positive and significant influence on purchasing decisions for New Holland Donuts products in Tuban.
H1: It is suspected that product quality has an effect on purchasing decisions Mixue Surabaya

Price Perceived Relationship to Purchasing Decisions

Perceived price according to Kotler and Armstrong (2008) in Nico and Soegiono's research (2021), namely the value contained in a price related to the benefits and having a product or service. So from this theory it can be interpreted that consumers will start to perceive the price of a product by connecting it with the benefits contained in using the product or service. The relationship between price perceptions and purchasing decisions in research conducted by Paludi and Juwita (2021) states that the better a person's perception of a price, the higher the purchase decision. One's opinion about a price is called the price perception that can influence consumer purchasing decisions for a product. Price is a factor that can influence purchasing decisions, because from a consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of an item or service (Sitompu et al., 2022). According to Tableessy's research (2021), it shows that

price has a significant effect on purchasing decisions. Fadhil & Pudjiprastyon's research (2022) showed that price perception has a positive and significant influence on purchasing decisions for New Holland Donuts products in Tuban. H2: Allegedly the perception of price influences the purchasing decision Mixue Surabaya.

Based on a review of the theoretical basis and previous research, a framework for this research can be compiled which is presented in the following.
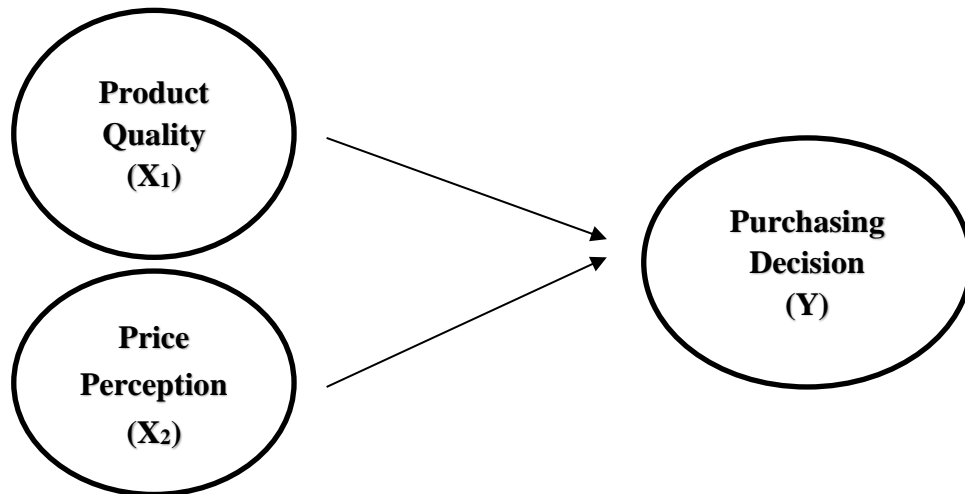

Figure 1. Conceptual Framework

METHODOLOGY

This research utilizes a quantitative method. Data collection is done through distributing questionnaires to 100 respondents. Data analysis in this study employs Partial Least Squares (PLS) and hypothesis testing using statistical methods supported by the SmartPLS 4.0 software.

RESULTS

Profile of Mixue Ice Cream & Tea Company

Mixue is a company with the full name Mixue Bingcheng, which is a chain of ice cream and fresh tea shops from China operated by Mixue Bingcheng Co Ltd. Mixue was founded by Zhang Hongchao in 1997 when he was still a student in Zhengzhou, China. In 2006, Zhang Hongchao launched the first Mixue Super Ice Castle with a price of 1 yuan. After experiencing several business setbacks, Zhang Hongchao finally achieved his first profit two years later. Mixue not only operates in China but has expanded its popularity with the opening of its first shop in Hanoi, Vietnam in 2018. In the same year, on November 22, 2018, Mixue Ice Cream & Tea unveiled a new logo in the form of a Snow King. This has made Mixue increasingly popular and has risen to become a phenomenon, in addition to its authentic and vibrant menu flavors.

By 2023, at least 21,581 Mixue outlets have been operating in China, along with at least 12 other countries in the Asia-Pacific region. Mixue has been present in Indonesia since 2020, with its first outlet located in Cihampelas Walk, Bandung. Currently, Mixue has expanded to have over a thousand outlets throughout Indonesia. Moreover, through its official website, Mixue has showcased its business expansion, reaching beyond Java Island and extending its presence to Sumatra and Kalimantan. This product has obtained halal certification from the Indonesian Ulema Council since early 2023. Mixue has been widely discussed by netizens and the Indonesian community due to its affordable prices. Mixue ice cream is priced starting from Rp 8,000, while tea and other beverage products range from Rp 12,000 to Rp 25,000. Some menu options available at Mixue ice cream outlets include Mixue Fresh Ice Cream, Mixue Real Fruit Tea, and Mixue Milk Tea.

Description of Research Findings and Discussion

The data regarding the respondents' condition was collected on April 26, 2023, as evidenced by the answers provided by the respondents to the 14 questions in the questionnaire. The required number of respondents for this study was 100 individuals. The respondents completed the questionnaire in its entirety, following the instructions provided on the questionnaire for filling it out.

Description of Characteristics Based on Gender

Based on the results obtained from distributing questionnaires to 100 respondents, the characteristics of the respondents based on gender are as follows:

Table 1. Characteristics Based on Gender

No	Gender	Total	Percentage
1	Female	71	71%
2	Male	29	29%
Total		100	100%

Source: Questionnaire Distribution Results (data processed, 2023)

Based on the table above, it can be inferred that the majority of respondents in this study are females. This indicates that Mixue ice cream in East Surabaya is most preferred and consumed by female consumers.

Description of Respondent Characteristics Based on Age

Based on the results of the questionnaire distributed to 100 respondents, the description of respondents based on age is as follows:

Table 2. Characteristics of Respondents Based on Age

No	Age	Total	Percentage
1	17-18 year	33	33%
2	19-20 year	57	57%
3	>20 year	10	10%
Total		100	100%

Source: Questionnaire Distribution Results (data processed, 2023)

Based on the table above, it can be observed that the majority of respondents in this study are aged 19-20, comprising 57 or 57% of the total respondents. This indicates that Mixue ice cream in East Surabaya is most favored and consumed by consumers in the age group of 19-20 years old.

Description of Respondent Characteristics Based on Occupation

Based on the results of the questionnaire distributed to 100 respondents, the description of respondents based on occupation is as follows:

Table 3. Characteristics of Respondents Based on Occupation

No	Occupation	Total	Percentage
1	Student	97	97%
3	Content Creator	1	1%
4	Other	2	2%

Source: Questionnaire Distribution Results (data processed, 2023)

Based on the table above, it can be observed that the majority of respondents are students, comprising 97 or 97% of the total respondents. This condition indicates that the majority of Mixue consumers in East Surabaya are students or university students because students have a consumptive lifestyle influenced by various factors that support their purchasing decisions.

Variable: Product Quality

Table 4. Frequency of Respondents' Answers Regarding Product Quality

| Indicator | Question | Answer Scores | | | | | | Mean |
		1	2	3	4	5	Total	
X1.1	The taste offered by each variant of Mixue ice cream meets expectations and is not inferior to similar products.	0	3	15	51	31	100	4,1
		0%	3%	15%	51%	31%	100%	
X1.2	The presentation of each product variant is diverse, making it easier for consumers to consume Mixue.	0	1	18	45	36	100	4,16
		0%	1%	18%	45%	36%	100%	
X1.3	The unique shape and various flavors of Mixue ice cream are appetizing and appealing to the taste buds.	0	1	17	49	33	100	4,14
		0%	1%	17%	49%	33%	100%	
Rata-rata								4.13

Source: Processed Questionnaire Data, 2023

Based on the respondents' answers from Table 4.3, it can be explained as follows:

a. (X1.1) with statements about the offered taste of each Mixue ice cream variant meeting expectations and being on par with similar products, resulting in an average score of 4.1. This indicator obtained the highest response with a score of 4 or agreement from 51 respondents, accounting for 51%. It can be concluded that the majority of respondents answered in agreement.

b. (X1.2) with statements about the diverse presentation of each product giving the impression of facilitating consumers in consuming Mixue, resulting in an average score of 4.16. This indicator obtained the highest response with a score of 4 or agreement from 45 respondents, accounting for 45%. It can be concluded that the majority of respondents answered in agreement.

c. (X1.3) with statements about the unique shape and various flavors of Mixue ice cream appearing appetizing, resulting in an average score of 4.14. This indicator obtained the highest response with a score of 4 or agreement from 49 respondents, accounting for 49%. It can be concluded that the majority of respondents answered in agreement.

From the overall results of the indicators in the product quality variable, it can be concluded that the product quality indicators obtained an average score of 4.13. This indicates that respondents agree that Mixue ice cream has good product quality in terms of appearance and taste for consumers.

Description of the Price Perception Variable and its Indicators

Table 4. Frequency of Respondents' Answers Regarding Price Perception

Indicator	Question	Answer score						Mean
		1	2	3	4	5	Total	
X2.1	Mixue ice cream is offered at an affordable price.	0	4	16	46	34	100	4,1
		0%	4%	16%	46%	34%	100%	
X2.2	The offered price aligns with the quality received.	0	0	20	44	36	100	4,16
		0%	0%	20%	44%	36%	100%	
X2.3	The price of Mixue ice cream is superior compared to other ice cream brands.	0	4	28	42	26	100	3,9
		0%	4%	28%	42%	26%	100%	
Amount								4,05

Source: Processed Questionnaire Data, 2023

Based on the respondents' answers from Table 4.4, it can be explained as follows:

a. (X2.1) with the statement about Mixue ice cream being offered at an affordable price, resulting in an average score of 4.1. This indicator

obtained the highest response with a score of 4 or agreement from 46 respondents, accounting for 46%. It can be concluded that the majority of respondents answered in agreement.

b. (X2.2) with the statement about the offered price aligning with the quality received, resulting in an average score of 4.16. This indicator obtained the highest response with a score of 4 or agreement from 44 respondents, accounting for 44%. It can be concluded that the majority of respondents answered with strong agreement.

c. (X2.3) with the statement about Mixue ice cream's price being superior to other ice cream brands, resulting in an average score of 3.9. This indicator obtained the highest response with a score of 4 or agreement from 42 respondents, accounting for 42%. It can be concluded that the majority of respondents answered in agreement.

From the overall results of the indicators in the price perception variable, it can be concluded that the price perception indicators obtained an average score of 4.05. This indicates that respondents agree and have the perception that Mixue ice cream is affordable and aligns with its product quality.

Description of the Purchase Decision Variable and Its Indicators
Table 5. Frequency of Respondents' Answers Regarding Purchase Decisions

Indicator	Question	Answer Scores						Mean
		1	2	3	4	5	Total	
Y.1	The unique taste quality of Mixue ice cream provides a sense of satisfaction.	0	1	17	51	31	100	4,12
		0%	1%	17%	51%	31%	100%	
Y.2	Always making the same purchase of Mixue ice cream.	1	8	24	44	23	100	3,8
		1%	8%	24%	44%	23%	100%	
Y.3	Recommend Mixue ice cream to close acquaintances to try.	0	5	21	39	35	100	4,04
		0%	5%	21%	39%	35%	100%	
Y.4	Always making repeat purchases of Mixue ice cream.	1	2	23	45	29	100	3,99
		1%	2%	23%	45%	29%	100%	
Amount								3,99

Source: Processed Questionnaire Data, 2023

Based on the respondents' answers from Table 4.5, it can be explained as follows:

a. (Y.1) with the statement about the unique taste quality of Mixue ice cream providing a sense of satisfaction, obtained the highest response with a score of 4 or agreement from 51 respondents, accounting for 51%. It can be concluded that the majority of respondents answered in agreement.

b. (Y.2) with the statement about always making the same purchase of Mixue ice cream, obtained the highest response with a score of 4 or agreement from 44 respondents, accounting for 44%. It can be concluded that the majority of respondents answered in agreement.

c. (Y.3) with the statement about always making repeat purchases of Mixue ice cream, obtained the highest response with a score of 4 or agreement from 39 respondents, accounting for 39%. It can be concluded that the majority of respondents answered in agreement.

d. (Y.4) with the statement about always making repeat purchases of Mixue ice cream, obtained the highest response with a score of 4 or agreement from 45 respondents, accounting for 45%. It can be concluded that the majority of respondents answered in agreement.

From the overall results of the indicators in the purchasing decision variable, it can be concluded that the purchasing decision indicators obtained an average score of 3.99. This indicates that the respondents agree that Mixue ice cream has a quality that provides its own satisfaction, and they would recommend it to others as well as make repeat purchases of the same product.

Data Analysis Results
Analisys Model PLS

Figure 2. Outer Model with factor loading, Path Coefficient, and R-square
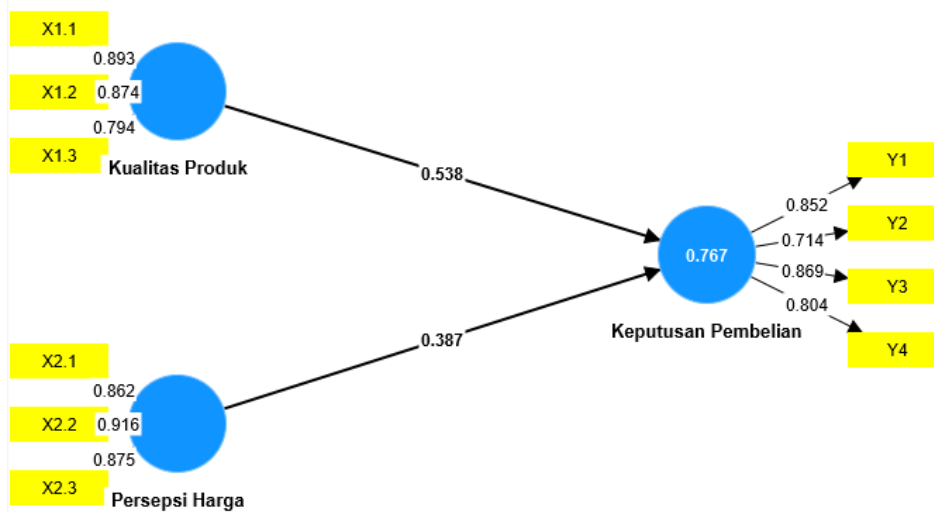
Source: Processed Data, 2023

From the PLS output diagram above, it can be observed the magnitude of factor loadings for each indicator located above the arrow between variables and indicators. Additionally, the *path coefficients* between exogenous and endogenous variables can be seen above the arrow lines connecting them. Furthermore, the R-Square values, representing the variance explained, are displayed within the circles of the endogenous variable (Purchase Decision variable).

Outer Model (Measurement Model and Indicator Validity)
Outer Loadings

In this study, the measurement model utilizes exogenous variables with reflective indicators, including Product Quality (X1) and Price Perception (X2), as well as an endogenous variable, Purchase Decision (Y). To assess the indicator validity, one of the methods is based on the output of the *outer loading* table, where the magnitude of the factor loadings is examined. Since all the indicators in this modeling are reflective, the appropriate table used is the "*Outer Loadings*" output table.

Table 7. Outer Loadings (Mean, STDEV, T-Values)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X <- Product Quality.	0.893	0.893	0.021	41.821	0.000
X1.2 <- Product Quality.	0.874	0.872	0.033	26.130	0.000
X1.3 <- Product Quality.	0.794	0.792	0.056	14.118	0.000
X2.1 <- Price Perception.	0.862	0.862	0.028	30.875	0.000
X2.2 <- Price Perception.	0.916	0.914	0.022	42.028	0.000
X2.3 <- Price Perception.	0.875	0.875	0.026	33.203	0.000
Y1 <- Purchase Decision.	0.852	0.854	0.028	30.854	0.000
Y2 <- Purchase Decision	0.714	0.713	0.090	7.932	0.000
Y3 <- Purchase Decision	0.869	0.871	0.023	37.489	0.000
Y4 <- Purchase Decision	0.804	0.804	0.081	9.918	0.000

Source: Processed Data, 2023

Based on the outer loading table above, all the reflective indicators in the variables Product Quality (X1), Price Perception (X2), and Purchase Decision (Y) show *factor loadings* (original sample) greater than 0.50 and/or significant T-Statistic values exceeding the critical value of Z α = 0.05 (5%) = 1.96. Therefore, the estimation results for all indicators have met the criteria for *Convergent validity,* indicating good validity. *Factor* loading is the correlation between an indicator and a variable, and if it is greater than 0.5, it is considered to meet the validity criteria. Similarly, if the T-Statistic value is greater than 1.96, then the significance is also fulfilled.

Average Variance Extracted
Table 8. *Average Variance Extracted*

	Average variance extracted (AVE)
Purchase Decision	0.659
Product Quality	0.730
Price Perception	0.782

Sumber: Processed Data, 2023

The results of *Average Variance Extracted* (AVE) testing for the Product Quality variable (X1) yielded a value of 0.659, for the Price Perception variable (X2) yielded a value of 0.730, and for the Purchase Decision variable (Y) yielded a value of 0.782. All three variables show values greater than 0.5, indicating that overall, the variables in this study can be considered to have good validity.

Composite Reliability
Table 9. *Composite reliability*

Variabel	*Composite reliability*
Purchase Decision	0.885
Product Quality	0.890
Price Perception	0.915

Source: Processed Data, 2023

The results of the Composite Reliability testing indicate that the Product Quality variable (X1) is 0.885, the Price Perception variable (X2) is 0.890, and the Purchase Decision variable (Y) is 0.915. All four variables show Composite Reliability values above 0.70, thus it can be said that all variables in this study are reliable.

Latent Variable Correlations
Table 10. *Latent Variable Correlations*

	Purchase Decision	Product Quality	Price Perception
Purchase Decision	1.0000000		
Product Quality	0.8430000	1.0000000	
Price Perception	0.8120000	0.7910000	1.0000000

Source: Processed Data, 2023

From the table of *latent variable correlations* above, the average correlation values between variables are shown to be above 0.5. The highest correlation value is found between the Product Quality variable (X1) and the Purchase Decision variable (Y) at 0.843.

R-Square

Table 11. R-Square

	R-square
Product Quality (X1)	
Price Perception (X2)	
Purchase Decision (Y)	0.76700000

Source: Processed Data, 2023

The R^2 value is 0.781. This can be interpreted as the model's capability to explain the Purchase Decision phenomenon influenced by independent variables, such as product quality and price perception, to the extent of 76.70%. The remaining 23.30% is explained by other variables not included in this study (beyond Product Quality and Price Perception).

Hypothesis Testing

Table 12. Hypothesis Testing

	Path Coefficients (O)	Standard deviation (STDEV)	T statistics ($|O/STDEV|$)	P values
Product Quality -> Purchase Decision	0.538	0.111	4.839	0
Price Perception -> Purchase Decision	0.387	0.123	3.149	0.002

Source: Processed Data, 2023

From the table above, it can be concluded that the influence of Product Quality on Purchase Decision is positively accepted, with a path coefficient of 0.538 and a T-statistic value of 4.839, which is greater than the critical value Z α = 0.05 (5%) = 1.96, indicating significance (positive). Furthermore, it is also accepted that Price Perception has a positive influence on Purchase Decision, with a path coefficient of 0.387 and a T-statistic value of 3.149, which is greater than the critical value Z α = 0.05 (5%) = 1.96, indicating significance (positive).

Figure 3. The Inner Model with Bootstraping T-Statistic Significance Values.
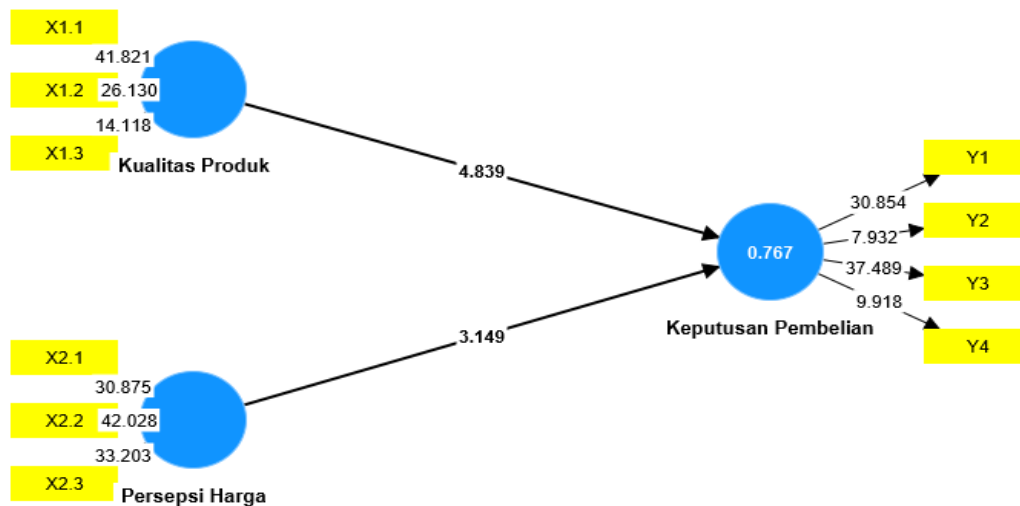
DISCUSSION

The Influence of Product Quality on Purchase Decision

The results of the conducted research indicate that product quality has a significant influence on purchase decisions, as evidenced by the T-statistic value being greater than the required value for a significant influence. Moreover, the influence exerted by product quality on purchase decisions is in a positive direction, thus accepting the hypothesis of the impact of product quality on purchase decisions. The variable of product quality with purchase decisions shows a stronger relationship compared to the relationships among other variables. This is evident from the highest *latent variable correlation* value compared to other variables. The analysis based on *factor loadings* for the Product Quality variable indicates that the most influential indicator on Purchase Decisions, with the highest percentage, is the taste. In this case, Mixue ice cream offers a delicious and appealing taste that suits the consumers' preferences across all Mixue ice cream variants. This attracts consumers to purchase the product because, for consumers, the money spent must align with the desired quality. Product quality perceived as good by consumers will lead to purchase decisions.

The findings of this research are in line with previous studies that state product quality has a positive and significant influence on purchase decisions at Kinol Bistro N'Poll café in Padang City (Winarsih et al., 2022). Other studies also indicate that product quality has a positive influence on purchase decisions for Wall's ice cream in Sidoarjo City (Ugy & Boggy Nugraha, 2023). Cahyani & Hidayat (2020) study also revealed a significant influence between food product quality and purchase decisions at Rindang 84 restaurant branches in Pati, with the majority of respondents stating that the food product quality at Rindang 84 restaurant is of good quality.

The Influence of Price Perception on Purchase Decision.

The results of the conducted research indicate that price perception has a significant influence on purchase decisions, as evidenced by the calculated t-

value, which resulted in a T-statistic greater than the required value for a significant influence. Moreover, the influence exerted by price perception on purchase decisions is in a positive direction, thus accepting the hypothesis of the impact of price perception on purchase decisions. This suggests that if consumers have a correct or positive perception of the prices offered by the food producers, it will affect their purchase decisions.

The analysis based on factor loadings for the Price Perception variable indicates that the most influential indicator on Purchase Decisions, with the highest percentage, is the price-quality fit. Price-quality fit refers to a balanced relationship between the price and the quality of the product being produced. This balance is what attracts consumers to purchase the product because, for consumers, the money spent must align with the desired quality. When consumers evaluate and examine products or food items, the more the pricing aligns with the perceived value of the product, the higher the likelihood of increasing purchase decisions. Based on the findings of this research, the pricing set for Mixue ice cream is relatively affordable and capable of competing with similar products. These results align with previous studies that state price perception has a positive and significant influence on consumer purchase decisions in fast-food restaurant outlets (Harwani, 2020). Consumers highly consider price for purchase decisions. Other studies also reveal that price perception has a positive and significant influence on purchase decisions at Dabo-dabo lemong Resto and Coffee Kawasan Megamas in Manado (Winarsih et al., 2022). Sentoso (2019) also stated that price perception has a significant influence on purchase decisions at Crunchaus Salads. The better the customers' perception of food prices, the higher their purchase decisions

CONCLUSIONS AND RECOMMENDATIONS

Based on the testing results using PLS, it can be concluded that product quality contributes to the Purchase Decision of Mixue ice cream in Surabaya. This indicates that a product with various unique and appealing variations, offering delicious flavors that suit consumers' preferences, can convince and strengthen consumers in making their purchase decisions. Therefore, Mixue should continuously improve its services and enhance the taste quality based on distinctive characteristics and consumer preferences, to ensure continuous sales growth. Additionally, price perception also contributes to the Purchase Decision of Mixue ice cream in Surabaya. This indicates that consumers have considerations when choosing a product, and the alignment of price with product quality will further enhance purchase decisions. Thus, Mixue should maintain price perceptions that align with product quality and the benefits perceived by consumers, in order to sustain and improve purchase decisions from consumers.

FURTHER STUDY

Mixue must further improve service and develop the quality of taste based on the characteristics and desires of consumers, so that sales in the following years can continue to increase. In addition, Mixue must maintain a

price perception that is in accordance with product quality and the benefits felt by consumers. So that it can continue to maintain and improve purchasing decisions from consumers. For further research, the researcher suggests including other variables and using different test analysis tools to test the level between variables that influence other consumer purchasing decisions.

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Mixue must further improve service and develop the quality of taste based on the characteristics and desires of consumers, so that sales in the following years can continue to increase. In addition, Mixue must maintain a price perception that is in accordance with product quality and the benefits felt by consumers. So that it can continue to maintain and improve purchasing decisions from consumers. For further research, the researcher suggests including other variables and using different test analysis tools to test the level between variables that influence other consumer purchasing decisions.

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