

Structural Equation Modeling in Purchasing Decision: Study Case of Mixue Ice Cream and Tea

Ronny Hansje Walean & Elisabeth Fransisca Tangkudung

Master of Management Study Programme, Klabat University, Airmadidi, 95371, Indonesia

Abstract

In the era of increasingly fierce market competition, a deep understanding of the factors that influence consumer purchasing decisions is key to the success of a company or business actor. This study aims to investigate the effect of positioning, price perception, and brand image on customer satisfaction and its impact on purchasing decisions for Mixue Ice Cream and Tea consumers. The research method used is descriptive quantitative, collecting primary data through questionnaires distributed to respondents and using secondary data as support. The population of this study was Mixue Ice Cream and Tea consumers, with a sample of 270 respondents selected using a purposive sampling method. The data were analyzed using the smartPLS version 4.0 program to obtain respondents' descriptions, data frequency distribution, outer and inner model test results, determination, and hypotheses. The analysis results show that positioning, price perception, and brand image have a significant effect on customer satisfaction by 75%. Based on the study's results, the three exogenous variables, namely positioning, price perception, and brand image, and one intervening variable, namely customer satisfaction, have a significant effect on the endogenous variable, namely purchasing decisions by 73% with a significance level of $\alpha = 5\%$. Through this research, it provides significant insight for business people in paying attention to the quality of products or services to attract consumer attention and satisfaction, so that a perception of positioning is formed in the minds of consumers and can increase retention of purchasing decisions.

Keywords: Positioning; Price Perception; Brand Image; Consumer Satisfaction; Purchase Decision.

1. Introduction

In market competition in this modern era, understanding consumer behavior has become very important for businesses that want to gain a competitive advantage. Consumer satisfaction and purchase decisions are influenced by various factors, with positioning, price perception, and brand image emerging as key determinants in shaping consumer preferences. The interaction between these factors not only impacts consumer satisfaction but also plays an important role in driving purchasing decisions (Pratisthita et al., 2022).

Knowing the preferences and needs of consumers provides a reference for business people to innovate to make something unique, attract the attention of consumers, and form a perception in their minds so that, from this perception, a product or service positioning is formed, which is an advantage compared to other competitors (Kotler & Keller, 2016).

With the rise of franchise businesses in this modern era, especially specifically in the food and beverage business, it is one of the opportunities used by business people to innovate to create a unique, quality product or service that can make a superior business in the hearts of consumers. (Arif et al., 2021)

One of the franchise businesses that has a reputation and product positioning that is already embedded in the minds of consumers is Mixue Ice Cream and Tea. Along with the surge in demand for affordable ice cream and tea, this Chinese business has expanded massively, with outlets in the Philippines, Malaysia, Singapore, Vietnam, and Indonesia (Simonson et al., 2001).

* Corresponding author.

E-mail address: 62210004@student.unklab.ac.id

Currently, Mixue Ice Cream & Tea continues to expand its reach to various regions in Indonesia, one of which is Manado, North Sulawesi. The research site chosen by the researcher is the Mixue Ice Cream & Tea outlet located on Jl. Tololiu Supit No. 11, Tingkulu Village, Wanea sub-district, Manado City, and North Sulawesi.

Mixue Ice Cream and Tea became popular because of its unique mascot, the Snow King. With a cute cartoon character that depicts the fun and refreshing atmosphere associated with their products, this mascot has managed to attract a lot of attention, especially among children and teenagers. The purpose of creating this mascot is to strengthen the brand image, attract consumer attention, and create an emotional bond between the brand and consumers. It also aims to increase the visual appeal of its products to shape the perception of product positioning in the minds of consumers.

Based on the phenomenon of products from Mixue Ice Cream and Tea that have attracted the attention of consumers, the purpose of this study is to find out and explore more deeply the aspects that influence consumers to make purchases. Previous research (Muzzammil, 2023) examined the development aspects of this franchise business, namely aspects of popularity and applicable communication strategies. However, there are gaps in this research that encourage researchers' interest in researching and exploring other aspects, such as how the influence of a product's positioning, perceptions of product prices, and brand image affect consumer satisfaction and decisions to make purchases.

2. Literature Review

2.1. Positioning

Positioning is defined as a process that involves a company's efforts to create a unique image for its product or brand in the minds of consumers, thus differentiating the product or brand from its competitors (Keller & Swaminathan, 2019).

2.2. Price Perception

Price perception is defined as the way consumers assess the price of a product or service based on the quality, value, and benefits they receive. It reflects consumers' subjective views on whether the price they pay matches the value they perceive and receive from the product or service. Price perception can be influenced by a variety of factors, including previous experience with the product or brand, price comparisons with similar products, perceptions of product quality, personal preferences, and other psychological factors. It is an important aspect of consumer behavior and can have a major impact on purchasing decisions and consumer satisfaction (Kotler & Keller, 2016b).

2.3. Brand Image

Brand Image is defined as the part of the brand that can be recognized but cannot be spoken, such as symbols, letter designs, special colors, or customer perceptions of a product or service represented by its brand. Brand image is the public's perception of the company or its products. Brand Image is influenced by many factors that are beyond the company's control. An effective Brand Image will affect three things, namely: *First*, solidify the product character and value proposal. *Second*, conveying that character differently, so that it is not confused with competitors' characters. *Third*, provide emotional strength that is more than just a mental image. To function the brand image must be conveyed through every available means of communication and brand contact (Keller, 2013).

2.4. Consumer Satisfaction

Consumer satisfaction is defined as a subjective evaluation of the consumer's experience, with a product or service that is based on the extent to which the product or service meets or exceeds their expectations (Kotler & Keller, 2016b).

2.5. Purchase Decision

Purchasing decisions are defined as the ability to make a purchase which implies that for someone to make a decision, they must have several options to choose from. There is an evaluation stage in the purchase decision, where

customers make brand preferences and may also intend to buy the preferred brand. When implementing their purchase intentions, customers may make five sub-decisions. Customer satisfaction with the product will determine whether they will buy again or not (Solomon, 2017)

2.6. Conceptual Framework and Hypothesis Development

In this study, the purchase decision is an endogenous variable that is influenced by exogenous variables, namely positioning, price perception, and brand image. Exogenous and endogenous variables are mediated by customer satisfaction variables. As an endogenous variable, which is a variable that is influenced by other variables, it is a determining factor in the era of business competition, to win the hearts of consumers in making decisions to buy a product or enjoy a service. This hypothesis is tested through an empirical study using a questionnaire method given to respondents as consumers of Mixue Ice Cream and Tea.

The exogenous variables of positioning, price perception, and brand image have an important role in shaping consumer perceptions and preferences for certain products or services. Proper positioning, appropriate price perception, and a positive brand image can influence how consumers see and feel about the product or service. These hypotheses are shown in the conceptual framework in figure 1.

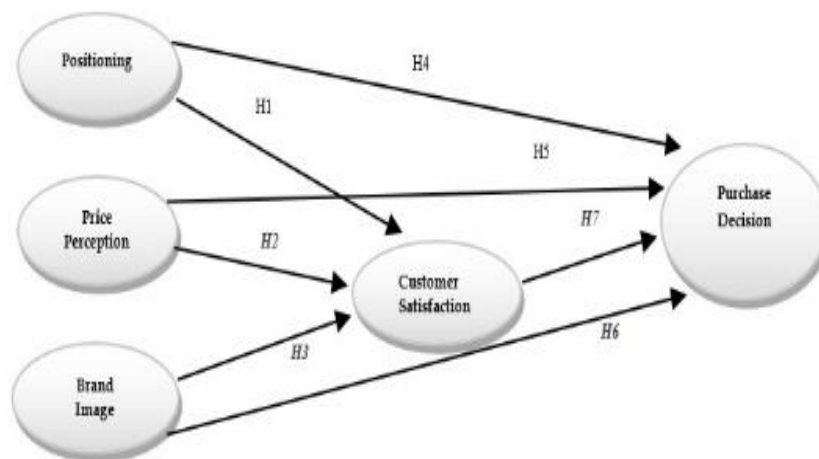


Figure 1. Conceptual Framework

2.6.1. Positioning and Consumer Satisfaction

(Rambi et al., 2020) researched the effect of positioning on customer satisfaction, and the results of this study indicate that positioning has a partial effect on customer satisfaction. Simultaneous tests show that segmenting, targeting, and positioning together have a significant effect on customer satisfaction. Likewise, research conducted by Humaritus, et al., (2023) shows the results of research that the positioning variable has a significant effect on customer satisfaction. From this description, the following hypothesis can be concluded:

H1 = Positioning has a significant effect on customer satisfaction

2.6.2. Price Perception and Consumer Satisfaction

(Palelu et al., 2022) conducted research, and the results showed that partially there was a significant positive effect between price perceptions on customer satisfaction. In this study, respondents' assessment of price perception was in the very good category. Likewise, in research conducted by (Nastiti and Astuti, (2019) the results showed that price perception has a positive and significant effect on customer satisfaction. Prices that are considered cheap for consumers, of course, provide benefits for consumers in incurring costs. Thus, the price paid by consumers if it is by the expected needs, will provide its level of satisfaction for consumers. From this description, the following hypothesis can be concluded:

H2 = Price perception has a significant effect on customer satisfaction

2.6.3. Brand Image and Consumer Satisfaction

Research conducted by Kristianto and Wahyudi, (2019) shows that brand image has a positive and significant influence on customer satisfaction. It can be stated that the stronger the brand image is attached to the memory of consumers, the higher the level of satisfaction. Likewise, research conducted by (Chandra et al., 2022a) shows the results that brand image has a significant effect on customer satisfaction. This means that brand image determines customer satisfaction, this means that the better the brand image in the eyes of customers, the more satisfied they are. From this description, the following hypothesis can be concluded:

H3 = Brand Image has a significant effect on customer satisfaction

2.6.4. Positioning and Purchasing Decisions

In previous research conducted by Chandra et al., (2022b) the results showed that the influence of Positioning on Purchasing Decisions was not significant. Likewise, research conducted by Pomantow et al., (2019) shows that positioning has a negative and insignificant effect on purchasing decisions. From this description, the following hypothesis can be concluded:

H4 = Positioning has an insignificant effect on purchasing decisions

2.6.5. Price Perception and Purchase Decision

Research conducted by Wariki et al., (2015) shows that the effect of price perception on purchasing decisions in this study is a negative influence. This is because the price of the product offered is so high that the demand for the product decreases (by the law of demand). Likewise, research conducted by Mendur et al., (2021) results shows that the Price Perception variable partially has no significant effect on purchasing decisions. From this description, the following hypothesis can be concluded:

H5 = Price perception has an insignificant effect on purchasing decisions

2.6.6. Brand Image and Purchasing Decisions

Research conducted by Darmansah and Yosepha, (2020) shows the results that brand image has a significant influence on purchasing decisions. Likewise, research from Rachmawati and Andjarwati, (2020) from the results of the study shows that there is a positive and significant effect of brand image on purchasing decisions. From this description, the following hypothesis can be concluded:

H6 = Brand image has a significant effect on purchasing decisions.

2.6.7. Consumer Satisfaction and Purchasing Decisions

In previous research conducted by Sopianda et al., (2023) the results showed that partially, there was a positive and significant influence between the customer satisfaction variable and the purchase decision variable at IKEA in Bandung. The results of research conducted also by Utama & Syaefulloh, (2024), show that customer satisfaction has a significant effect on purchase decisions. From this description, the following hypothesis can be concluded:

H7 = Customer satisfaction has a significant effect on purchasing decisions.

3. Research Method and Materials

3.1. Data Collection and Sample

The research outlined in this study involves a quantitative descriptive approach, specifically focusing on gathering primary data. This method is employed in research to systematically and comprehensively measure the perceptions, attitudes, and behaviors of respondents regarding the variables under consideration. This systematic approach will allow for the description of the characteristics and distribution of these variables without manipulating or altering them the relationship between positioning, price perceptions, brand image, customer satisfaction, and purchasing decisions for Mixue Ice Cream and Tea.

3.2. Measures

The information gathering for this study involved using an online survey distributed to participants through a Google Forms interface and sorted by a unique identifier. The first section of the questionnaire includes the participant's demographic information such as gender, age, residential address, and occupation. For each variable, four statements are provided, and respondents are required to choose a rating from one to seven, with each value range accompanied by a description ranging from strongly disagree, somewhat disagree, disagree, neutral, agree, somewhat agree, to strongly agree.

3.3. Data Analysis Technique

In this study, data analysis was conducted using SmartPLS software version 4.0, which is designed to estimate measurement models and structural equations. By using this software, the research can obtain a complete description of the respondents, and the frequency distribution of the data, as well as the results of testing the outer and inner models, including determination and hypothesis testing.

4. Results and Discussions

The population of this study were consumers of Mixue Ice Cream and Tea outlet locations in Teling-Manado, family and colleagues who have enjoyed the services and used Mixue Ice Cream products totaling 270 respondents including 54.6% female and 45.4% male, and 84.2% aged 11-16 years, 4.8% aged 17-23, and 9.9% aged 24-42 years, 0.7% aged 43-59 and 86.1% consisted of students and college students, 8.8% private employees, 1.5% entrepreneurs, 1.5% housewives, and 2.2% other professions and 94% domiciled in Manado City, 3.3% domiciled in North Minahasa Regency, 0.7% domiciled in Bitung City, and 0.3% domiciled in Timika city. The sampling technique used in this research is stratified random sampling, which is a primary sampling technique that divides the population into several homogeneous subgroups (strata) based on certain characteristics such as age, gender, occupation, and domicile location. After that, random samples are taken from each stratum independently and proportionally, so that each stratum has the same opportunity to be selected as well as other secondary data to support this research. Respondent demographic data can be shown in Table 1.

Table 1. Respondent Demographic Data

Variable	Frequency	Percentage (%)
Gender		
Male	124	45.4%
Female	149	54.6%
Age		
11-16	230	84.2%
17-23	13	4.8%
24-42	28	9.9%
43-59	2	0.7%
Above 59	0	0%
Domicile		
Manado	257	94%
Minahasa Utara	9	3.3%
Bitung	2	0.7%
Timika	1	0.3%
Occupation		
Private Employee	24	8.8%
Public Employee	0	0%
Entrepreneur	4	1.5%
Housewife	4	1.5%
Student	235	86.1%
Other	6	2.2%

4.1. Convergent Validity

In this study, researchers chose to use reflective indicators to measure respondents' perceptions. Reflective indicators are suitable tools for measuring more abstract constructs such as perceptions, because they reflect variations in the construct. The results of the loading factor analysis can be shown in Table 2.

Table 2. Factor Loadings

Indicator	BI	CS	PD	PO	PP	AVE	Description
Brand Image						0.679	Valid
BI1	0.844						Valid
BI2	0.881						Valid
BI3	0.820						Valid
BI4	0.745						Valid
Customer Satisfaction		0.880				0.676	Valid
CS1		0.828					Valid
CS2		0.818					Valid
CS3		0.758					Valid
CS4							
Purchase Decision						0.770	Valid
PD1			0.883				Valid
PD2			0.896				Valid
PD3			0.884				Valid
PD4			0.846				Valid
Positioning						0.710	Valid
PO1				0.863			Valid
PO2				0.853			Valid
PO3				0.844			Valid
PO4				0.809			Valid
Price Perception						0.684	Valid
PP1					0.883		Valid
PP2					0.846		Valid
PP3					0.884		Valid
PP4					0.896		Valid

Based on the data in Table 2, shows that all indicators have a loading factor value above the recommended limit of 0.7. The lowest value, 0.745, was found for the brand image indicator. This indicates that all indicators used in this study are valid and meet the criteria for converging.

For further evaluation, the comparison between the root AVE value and the correlation between constructs is crucial. The recommendation given is that the root AVE value should exceed the correlation between constructs (Yamin and Kurniawan, 2011). The existence of stronger discriminant validity in the model is indicated when the AVE square root value for each construct exceeds the correlation between the two constructs in the model. As a good standard, the required AVE value is usually greater than 0.50. Based on Table 2 above, the AVE value is above 0.50 for all constructs contained in the research model. The lowest AVE value is 0.676 in the consumer satisfaction construct.

4.2. Discriminant Validity

One of the criteria for discriminatory validity is the Fornell-Larcker and cross-loading criteria. The *Fornell-Larcker criterion* is considered fulfilled if the coefficient value of each indicator with its construct is higher than the coefficient value of indicators on other constructs in the model. This indicates that the indicator is more closely related to the intended construct than to other constructs. The *Fornell-Larcker Criterion* correlation coefficient is shown in table 3.

Table 3. Fornell - Larcker Criterion

	BI	CS	PO	PP	PD
BI	0.824				
CS	0.844	0.822			
PO	0.803	0.744	0.842		
PP	0.788	0.733	0.778	0.827	
PD	0.800	0.834	0.741	0.719	0.878

Table 3 shows that these variables have a high correlation value, namely Brand Image (coefficient 0.824), Customer Satisfaction (coefficient 0.822), Positioning (coefficient 0.842), Price Perception (coefficient 0.827), and Purchase Decision (coefficient 0.878). In evaluating discriminant validity, attention is also paid to the cross-loading value of the construct measurement. Cross-loading measures how well the indicators of a construct distinguish the construct from other constructs in the model. The cross-loading value reflects the correlation between each construct with its indicators and indicators from other constructs. A measurement model is considered to have good discriminant validity if the correlation between a construct and its indicators is higher than the correlation with indicators from other block constructs. In other words, the indicator should be more correlated with the construct it is supposed to measure than other constructs in the model. By examining the cross-loading value, researchers can evaluate the extent to which the indicators of each construct can distinguish the construct from other constructs in the model.

As the correlation with the specific construct is greater than that of other constructs in the model, all indicators meet the requirements. In addition, the cross-loading value of each indicator is higher for the intended construct than for adjacent constructs, as shown by the data in Table 4. This shows that each indicator predominantly measures the intended construct, indicating good measurement validity. This confirms that the indicators are specifically connected to the appropriate structure and not mixed with other structures.

Table 4. Cross Loading

	BI	CS	PO	PP	PD
BI1	0.844	0.744	0.718	0.630	0.713
BI2	0.881	0.765	0.699	0.710	0.688
BI3	0.820	0.692	0.669	0.701	0.597
BI4	0.745	0.566	0.549	0.554	0.633
CS1	0.736	0.880	0.680	0.647	0.725
CS2	0.693	0.828	0.621	0.623	0.718
CS3	0.680	0.818	0.650	0.642	0.681
CS4	0.666	0.758	0.593	0.633	0.613
PD1	0.756	0.780	0.686	0.700	0.883
PD2	0.635	0.634	0.571	0.507	0.846
PD3	0.677	0.704	0.631	0.631	0.884
PD4	0.728	0.792	0.699	0.667	0.896
PO1	0.702	0.648	0.863	0.639	0.651
PO2	0.721	0.698	0.853	0.691	0.651
PO3	0.670	0.664	0.844	0.682	0.641
PO4	0.607	0.592	0.809	0.607	0.546
PP1	0.652	0.622	0.673	0.835	0.577
PP2	0.668	0.695	0.651	0.895	0.637
PP3	0.582	0.515	0.576	0.751	0.527
PP4	0.698	0.703	0.670	0.820	0.627

Based on the results of the cross-loading analysis in Table 4, it is found that the correlation between constructs and their indicators is more dominant than the correlation with other constructs. Thus, it can be concluded that all constructs or latent variables have sufficient discriminant validity, where the indicators in each construct block are superior to the indicators in other blocks.

4.3. Reliability Test

It is important to understand that the assessment of the outer model is not only limited to evaluating convergent validity and discriminant validity but also involves measuring the reliability of constructs or latent variables. Construct reliability can be evaluated by looking at the Composite Reliability value. A construct is considered reliable if the Composite Reliability value exceeds 0.7. Information about the value of Composite Reliability and Cronbach's Alpha can be found in the SmartPLS output listed in Table 5.

Table 5. Construct Reliability

	Cronbach's Alpha	Composite Reliability	Description
BI	0.841	0.894	Reliable
CS	0.839	0.893	Reliable
PO	0.864	0.907	Reliable
PP	0.845	0.896	Reliable
PD	0.901	0.930	Reliable

Based on the SmartPLS output results Table 5, displays Cronbach's alpha values for each construct measured in the model. The table above shows that all Cronbach's Alpha values for these constructs exceed 0.7, meaning that the indicator variables in these constructs have good consistency in measuring the same construct.

Meanwhile, the composite reliability value for all constructs is above the value of 0.7. With the resulting value, all constructs have good reliability by the minimum value limit required by the reliability test.

4.4. Structural Model Testing (Inner Model)

After testing the outer model, the next focus of analysis is testing the inner model (structural model). The inner model is evaluated by looking at the R-square, which reflects how well the model can explain variability in the dependent construct. In addition, it is also important to pay attention to the t-statistic value in the path coefficient test, which shows the significance of the relationship between exogenous and endogenous variables in the model. The higher the R-square value and the significance of the path coefficient, the better the predictive model of the proposed research model.

4.5. Variant Analysis (R^2) or Determination Test (Coefficient of Determination)

Variant Analysis (R^2) or Determination Test is to determine how much influence the exogenous variables have on the endogenous variables, the value of the coefficient of determination can be shown in table 6.

Table 6. Coefficient of Determination

	R Square
Customer Satisfaction	0.753
Purchase Decision	0.734

From the results of the coefficient of determination analysis in Table 6, it can be concluded that the Positioning, Price Perception, and Brand Image variables together have an influence of 0.753 on Consumer Satisfaction. In addition, the impact of these variables on the Mixue Ice Cream and Tea Consumer Purchase Decision reaches 0.734.

4.6. Effect Size Analysis

The data in Table 7, shows that according to the F Square criteria, which is included in the large size, namely > 0.3, there is BI->CS of 0.326, which is included in the medium size, which is between 0.15 and 0.35, namely CS->PD of 0.226, and which is included in the small size of 0.02, there is none.

Based on the data in Table 8, the NFI (Normed Fit Index) for both models shows a relatively good ability to extract information from the observed data at 0.842 and Rms theta of 0.161.

Table 7. Effect Size (F^2)

	BI	CS	PO	PP	PD
BI	0.326				0.049
CS					0.226
PO	0.041				0.017
PP	0.059				0.002
PD					

Table. 8 Fit Model (NFI)

Fit Model	Value
NFI	0.842
Rms theta	0.161

Table 9. Predictive Relevance (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
BI	10008.000	10008.000	0.499
CS	10008.000	504.837	
PO	10008.000	10008.000	
PP	10008.000	10008.000	
PD	10008.000	454.932	0.549

Table 9 shows that if the Q^2 value of a model is greater than zero then the model is considered to have predictive significance and can be used effectively for outcome prediction. Conversely, limited predictive ability or less predictive significance is indicated by the Q^2 value is a value less than 0. It can be concluded that the endogenous variable (PD = 0.549) and the mediating variable (CS = 0.499) all have Q^2 values greater than 0. This indicates that, in this investigation parameter Q^2 model has a strong predictive relevance with endogenous variables.

4.7. Hypothesis Test

Hypothesis testing in this study is based on Inner Model analysis (structural model) which includes evaluating the r-square output, parameter coefficients, and t-statistics. Assessment of the acceptance or rejection of a hypothesis is based on the significance value between constructs, t-statistics, and p-values on bootstrapping results. The criteria used to make decisions are whether the t-statistic > 1.653 with a significance level p-value of 0.05 (5%) and whether the beta coefficient has a positive value.

Table. 10 Hypothesis Testing

	T Statistics (O/ST DEV)	P Values
PO → CS	2.777	0.005
PO → PD	1.506	0.132
PP → CS	3.297	0.001
PP → PD	0.577	0.564
BI → CS	7.634	0.000
BI → PD	2.745	0.006
CS → PD	5.905	0.000

Based on the hypothesis test data in Table 10, it can be concluded that: **H1** = Positioning variables have a significant effect on Customer Satisfaction. The high T Statistics value (2.777) and p-value which is lower than alpha (0.005) indicate that this **hypothesis can be accepted** at the 0.05 significance level. **H2** = Positioning variables have an insignificant effect on Purchasing Decisions. This is indicated by a p-value greater than alpha (0.132), which indicates that this **hypothesis cannot be accepted** at a significance level of 0.05. **H3** = Price Perception variable has a significant effect on Customer Satisfaction. The high T Statistics value (3.297) and very low p-value (0.001) indicate that this **hypothesis can be accepted** at the 0.05 significance level. **H4** = variable Price Perception has an insignificant effect on Purchasing Decisions. This is indicated by a p-value greater than alpha (0.564), which indicates

that this **hypothesis cannot be accepted** at a significance level of 0.05. **H5** = Brand Image variable has a significant effect on Customer Satisfaction. The very high T Statistics value (7.634) and very low p-value (0.000) indicate that this **hypothesis can be accepted** at a significance level of 0.05. **H6** = The table above shows that the Brand Image variable has a significant effect on Purchasing Decisions. The high T Statistics value (2.745) and low p-value (0.006) indicate that this **hypothesis can be accepted** at a significance level of 0.05. **H7** = The table above shows that the Consumer Satisfaction variable has a significant effect on Purchasing Decisions. The very high T Statistics value (5.905) and very low p-value (0.000) indicate that this **hypothesis can be accepted** at a significance level of 0.05. **H8** = The table above shows that the Positioning variable affects purchasing decisions through customer satisfaction. The low T Statistics value (1.506) and high p-value (0.132) indicate that this **hypothesis cannot be accepted** at the 0.05 significance level. The results of this study indicate that the positioning of a product or service in the minds of consumers does not have a direct influence on purchasing decisions, it must be through the satisfaction of consumers who have a positive experience with the product or service used. **H9** = The table above shows that the Price Perception variable affects purchasing decisions through customer satisfaction. The very low T Statistics value (0.577) and high p-value (0.564) indicate that this **hypothesis cannot be accepted** at the 0.05 significance level. The results of this study indicate that the price perceptions that arise in the minds of consumers of Mixue Ice Cream and Tea products do not directly influence consumers to make purchases, but must go through positive experiences felt by consumers, namely feeling satisfied with the products and services used. **H10** = The table above shows that the Brand Image variable affects purchasing decisions through customer satisfaction. The very high T Statistics value (2.745) and low p-value (0.006) indicate that this **hypothesis cannot be accepted** at the 0.05 significance level. The results of this study indicate that the brand image of Mixue Ice Cream and Tea has a major influence on consumer satisfaction, but has not yet had a direct influence on consumer decisions to make purchases. Having a positive experience, namely consumers feeling satisfied with this product can influence consumers to make purchases.

Table 11. Total, Direct, and Indirect Effects

	Total Effects	Direct Effects	Indirect Effects
BI→CS	0.000	0.000	
BI→PD	0.000	0.006	0.000
CS→PD	0.000	0.000	
PO→CS	0.005	0.005	
PO→PD	0.019	0.132	0.013
PP→CS	0.001	0.001	
PP→PD	0.090	0.577	0.001
BI→CS→PD	0.000		0.000
PO→CS→PD	0.013		0.013
PP→CS→PD	0.001	0.001	

Table 11 shows that the largest impact comes from the ratio of PP to PD of 0.577, followed by PO to PD of 0.132, PO to CS of 0.005, and BI to PD of 0.006 while BI to CS and CS to PD with a value of 0.000 and the ratio of PP to CS of 0.001. The table also shows that the effect from PO to PD through CS is 0.013 while the effect from BI directly to PD is 0.006, and the effect from PP to PD through CS is 0.001. It can be concluded that consumers who decide to make purchases at Mixue Ice Cream and Tea have had a positive experience so they can feel a sense of satisfaction with products and services.

Furthermore, it can be observed that the relationship between BI through CS to PD has a value of 0.000. This is by the standard p-value which is considered significant if the value is less than 0.05. This shows that the brand image of Mixue Ice Cream and Tea is influenced by consumers who are satisfied with the products and services they enjoy before making purchasing decisions. Likewise, the relationship between PO through CS to PD is 0.013. This shows that the perception of the positioning of Mixue Ice Cream and Tea products from the minds of consumers is through the satisfaction felt by consumers before making purchasing decisions. Likewise, the relationship between PP through CS to PD is 0.001. This shows that the perception of product prices Mixue Ice Cream and Tea is determined by the satisfaction felt by consumers before making a purchase decision.

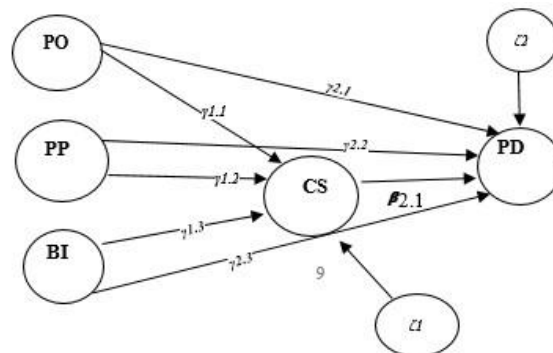


Figure 2. Path Diagram of Causality Relationship of $\gamma_1, \gamma_2, \gamma_3$ to η_1 and η_2

Figure 2 illustrates the pattern of causal relationships between variables, which is called a path diagram. In structural modeling, when each variable (endogenous = η) is uniquely determined by a set of variables (exogenous = γ). In this equation, γ = Function (γ_1, γ_2 , and γ_3) and η = Function ($\gamma_1, \gamma_2, \gamma_3$, and η_1) are structural equations because each equation explains the pattern of causal relationships, namely the variables γ_1, γ_2 , and γ_3 on the endogenous variables η_1 and η_2 . Structural equations have sub-sub structures whose number depends on the model developed. The structural equation has two sub-structures, namely sub-structures one and two (Sarjono and Hardoyo, 2018). Furthermore, a schematic diagram of sub-structure one can be seen with the formulation of the equation:

$$\eta_1 = \gamma_{1.1} + \gamma_{1.2} + \gamma_{1.3} \quad (CS = PO + PP + BI)$$

$$\eta_2 = \gamma_{2.1} + \gamma_{2.2} + \gamma_{2.3} + \beta_{2.1}\eta_1 \quad (PD = PO + PP + BI + CS)$$

The structural model analysis of this study is shown in Figure 3, which shows the route coefficients connecting the variables.

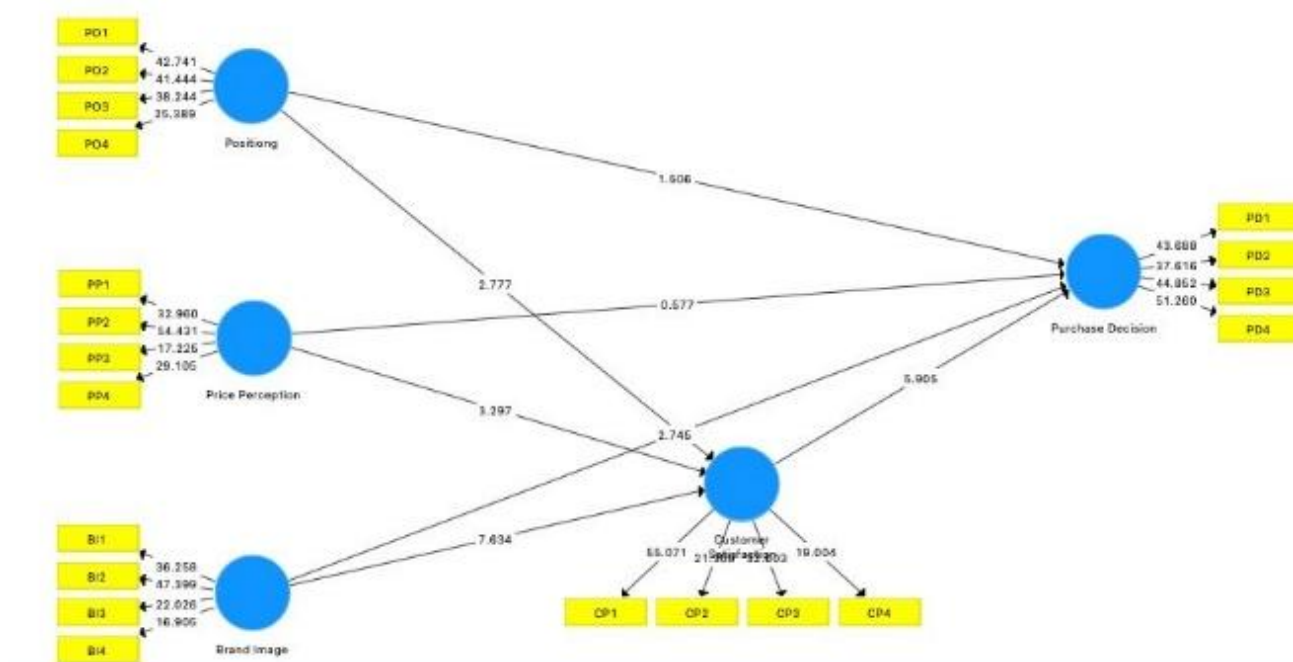


Figure 3. Structural Equation Model Estimation

4.8. Discussion

From the results of this study, several differences were found with previous research in the journal “The Effect of Positioning, Price Perception and Brand Image with Consumer Satisfaction and its Impact on Purchasing Decisions” Study on Erha Skincare Consumers in Tangerang (Sinulingga, 2022) shows the results that the Positioning variable has

an insignificant effect on customer satisfaction and purchasing decisions, while the Price Perception and Brand Image variables have a significant effect on customer satisfaction as well as the consumer satisfaction variable has a significant effect on purchasing decisions.

Meanwhile, this study shows the results that, Positioning has a significant effect on Consumer Satisfaction, Positioning has an insignificant effect on Purchasing Decisions, Price perception has a significant effect on Consumer Satisfaction, Price perception has an insignificant effect on Purchasing Decisions, Brand Image has a significant effect on Consumer Satisfaction, Brand Image has a significant effect on Purchasing Decisions. Brand Image is the variable that has the greatest effect on Customer Satisfaction compared to the Positioning and Price Perception variables and the overall result of the Consumer Satisfaction variable as an intervening variable has a large value as well as its influence on Purchasing Decisions.

5. Conclusion

From the results of this study, it is evident that the uniqueness of a product is attractive and can shape the perception of positioning in the minds of consumers. Likewise, brand image and price perceptions, both of which greatly affect consumer satisfaction and this is a mediator for making purchases. Fulfilled consumer preferences will have a positive impact on the progress of a business that continues to innovate to improve product quality. This is in line with the theory of Consumer Behavior, which discusses how individuals make purchasing decisions and their behavior related to the consumption of goods and services.

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