
The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Nova Anggela¹, Sulaiman Helmi², Heriyanto³, Irwan Septayuda⁴

¹²³⁴ Universitas Bina Darma, Indonesia.

Correspondent: sulaimanhelmi@binadarma.ac.id²

Received : September 3, 2024

Accepted : November 15, 2024

Published : November 31, 2024

Citation: Anggela, N., Helmi, S., Heriyanto., Septayuda I. (2024). The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions. Sinergi International Journal of Management and Business, 2(4), 243 – 259.

ABSTRACT: With the large spread of Mixue outlets in Palembang, several problems have arisen, such as product quality and service quality that are felt different and not good. This study aims to analyze 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 bought Mixue in Palembang. The sample used was an ingenious sampling technique (unintentional/accidental sampling). Data analysis uses the help of SmartPLS 4 by evaluating the measurement model (another 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. Purchase decisions have a significant effect on consumer satisfaction with Mixue products.

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



This is an open-access article under the CC-BY 4.0 license

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, amidst these dynamic market conditions, they are 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 relationships with them. Indonesia, the largest boba drink market in Southeast Asia, is a critical player in this industry. In 2021, the boba drink market in Indonesia was estimated to reach \$1.6 billion, or equivalent to Rp 23.74 trillion. The market share of boba drinks in Indonesia reaches 43.7% of Southeast Asia's total boba drink market. Mixue, an ice cream and fresh beverage brand from China, has grown rapidly in Indonesia, including Palembang. Since its first franchise was launched in Bandung, West Java, in 2020, Mixue

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

has quickly expanded its presence nationwide. Its affordable prices and strong social media presence fueled the brand's growth, making it a favorite among consumers, especially in urban centers. Mixue opened its first store in 2022 in Palembang, 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 pricing, marketing, and customer engagement strategies. 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) (Larasati, 2023) (Rakhmawati et al., 2023) (Annisa 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 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 makes it easier to take samples because the number of consumers who buy Mixue is unknown or cannot be determined. Because the population is unknown (infinite), get the sample needed in this study using the Lameshow formula. The calculation results show that the number of samples needed in this study is 96.04 respondents. However, the sample was rounded to 100 respondents to make calculating and managing data easier. In this study, the data analysis used was by (Gunawan et al., 2023) (Fiani & Novitasari, 2022) *software analysis*. *Smart-PLS (Partial Least Square)* is used to test the relationship between variables. Smart-PLS can test SEM models, both formative and reflective. The Smart-PLS can test different indicator measurement scales in a single model and requires a relatively small number of samples for analysis. Different scales, such as category ratio and Likert, can be tested in a single model. It is a more complex method than regression or path analysis because it involves the construction of measurement models and structural models. SEM allows the testing of complex and non-linear relationships between variables. It can also be seen as a combination of regression and factor analyses. In SEM, three activities 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 evaluate the validity and validity of discrimination, while structural models describe hypothetical relationships. The use of statistical software can make SEM analysis easier. Several statistical software programs, including Lisrel, AMOS, and Smart PLS, are available to perform SEM analysis. Data processing in this study uses (SEM) (Hakim, 2021a) (Helmi et al., 2024; Setyadi et al., 2022, 2023) (Herman Djaya, 2023) (

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

Maulidiah et al., 2023) (Sopiyan, 2022) (Tirtayasa et al., 2021) (Badrus et al., 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

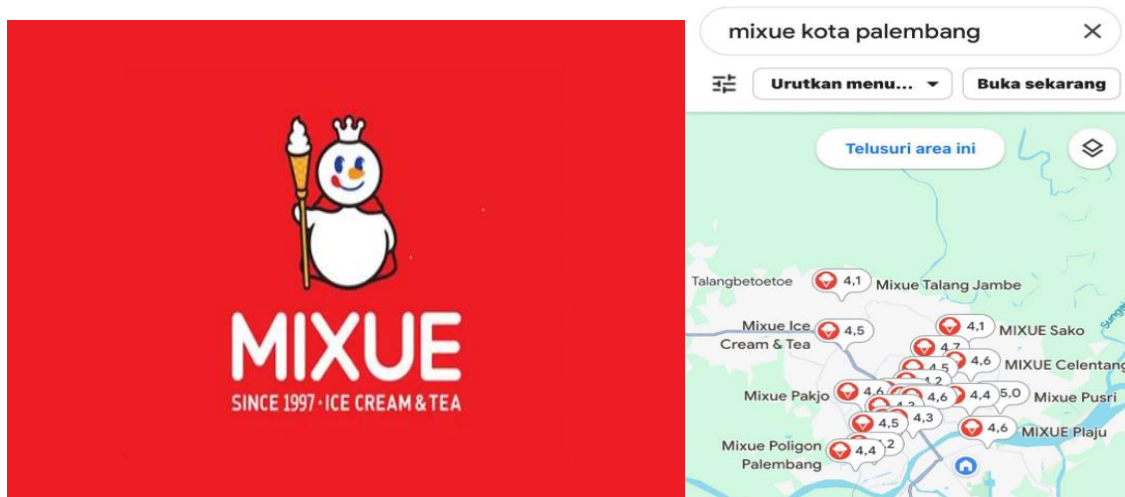


Figure 1. Distribution of Mixue Outlet Branches in Palembang City

Table 1. Variable Operations

No	Operational variables	Operational definition	Indicator
1.	Product quality (X1)	Product quality is the overall attribute of a product or service that reflects a standard measure of consumer trust in the product service and 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 (Asman Nasir, 2021)
2.	Quality of service (X2)	Service quality refers to the ability of service providers to provide services that meet customer needs and desires and meet customer expectations appropriately (Rahmah, 2020).	1. Physical evidence 2. Reliability 3. Responsiveness 4. Guarantee 5. Empathy (Rakhmawati 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	1. Overall customer service

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

expectations. This can result in feelings of satisfaction or disappointment, depending on the extent to which the product meets or exceeds consumer expectations. (Judge, 2021b)

(Haliawan & Setyanto, 2024)

4. Purchase decision (Z) A purchase decision is a step a buyer takes to acquire a product, which is usually evaluated through product selection based on their needs and financial ability to purchase it. (Saota 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

RESULT AND DISCUSSION

. In conducting this research, several limitations became apparent, which helped refine and sharpen the study's objectives. The primary limitation encountered was related to the demographic data of the respondents. The sample size 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 most Mixue consumers in Palembang are young adults, primarily students, who may not fully represent the broader consumer market, including 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 than 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 behaviors. Moreover, most 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 aligns 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 focuses 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

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

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. The research objectives can be sharpened based on these limitations 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 Gender

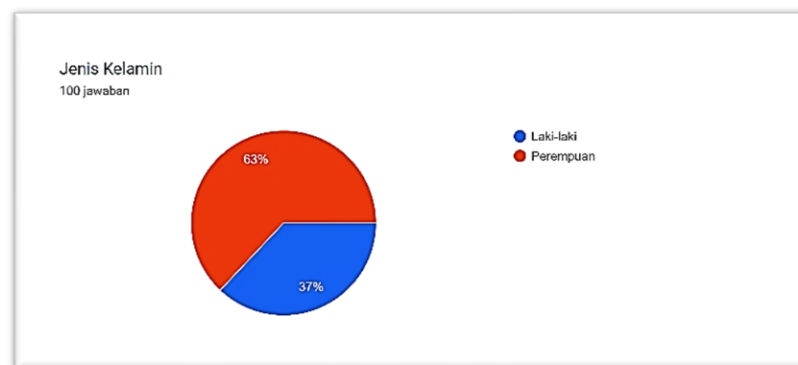


Figure 2. Respondent Characteristics by Gender (Source: Primary Data, 2024)

2. Respondents Age

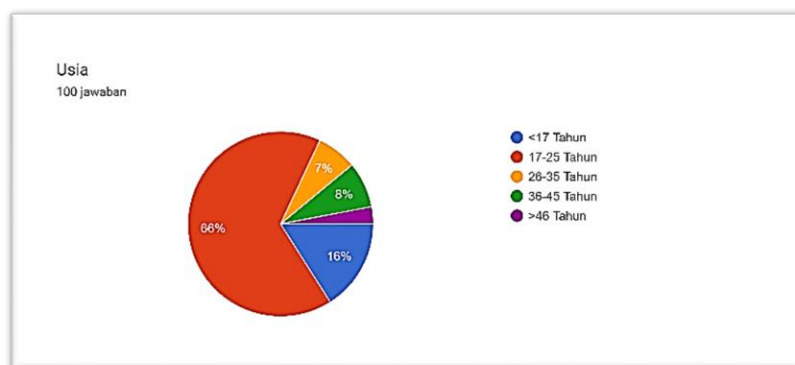


Figure 3. Characteristics of respondents by age (Source: Primary Data, 2024)

3. Respondents Education

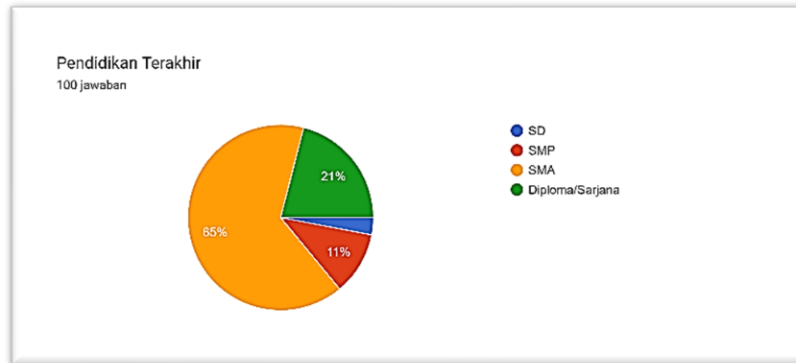


Figure 4. Characteristics of respondents based on last education (Source: Primary Data, 2024)

4. Respondents By Job

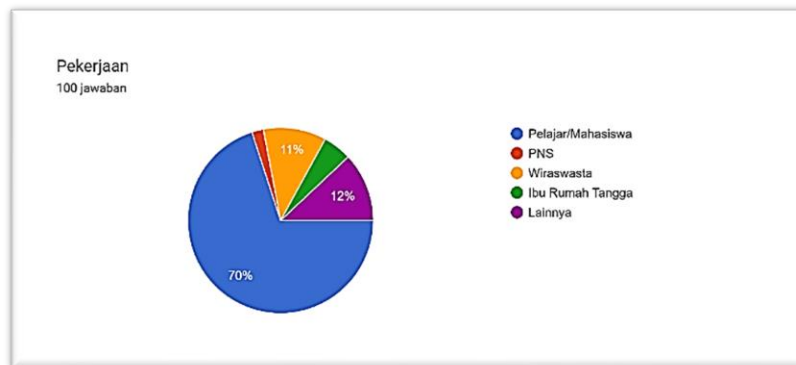


Figure 5. Respondent Characteristics by Job (Source: Primary Data, 2024)

Table 2. Respondent's Answers to Product Quality Variables

Indicator	Score answer frequency					Score Score	Max Value	Achieve
	1	2	3	4	5			
I feel that Mixue products are quality products, and following 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	403	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

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

Indicator	Score answer frequency					Score Score	Max Value	Achieve
	1	2	3	4	5			
I bought Mixue products because of their good reputation in the eyes of the public	9	3	6	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 the five indicators for the overall product quality variable are 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 well generally come from various groups, but most are students and students. Overall, respondents who gave a good assessment of the quality of Mixue products appreciated the combination of taste, price, cleanliness, product innovation, and satisfactory service. Mixue has met consumer expectations and created a pleasant experience every time they visit.

Table 3. Respondents' Answers to Service Quality Variables

Indicator	Score answer frequency					Score Score	Max Value	Achieve
	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	26	390	500	78
Average	8	1,4	5	52,4	33,8	402,6	500	65,79

Source: Processed Data, 2024

Table 3. shows that the five indicators for the overall service quality variable are at the good criteria with an average score of 65.79. Overall, the quality of Mixue's service in Palembang City is good. Respondents who assess Mixue's service quality well 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 return to Mixue.

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

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

Indicator	Score answer frequency					Score Score	Max Value	Achieve
	1	2	3	4	5			
I feel satisfied buying Mixue products because it is easy to order and payment	8	1	2	46	43	415	500	83
The products provided by Mixue are in line with my expectations	8	2	6	55	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 the four indicators for the overall consumer satisfaction variable are in good criteria, with an average score of 80.95. It can be concluded that respondents who are satisfied with Mixue appreciate the product's taste, 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	Achieve
	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 them with other similar products	10	1	14	52	23	377	500	75,4
I bought Mixue products out of my 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	49,8	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. Respondents who positively purchase Mixue appreciate product quality, affordable prices, satisfactory service, strategic location, and attractive promotions. These factors, positive experiences, and social influence encourage consumers to choose Mixue as their favorite place to enjoy ice cream and boba tea drinks.

Evaluation of the Measurement Model (Outer Model)

This study's measurement or other model consists of a reflective measurement model where 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 reliability> 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-loadings.

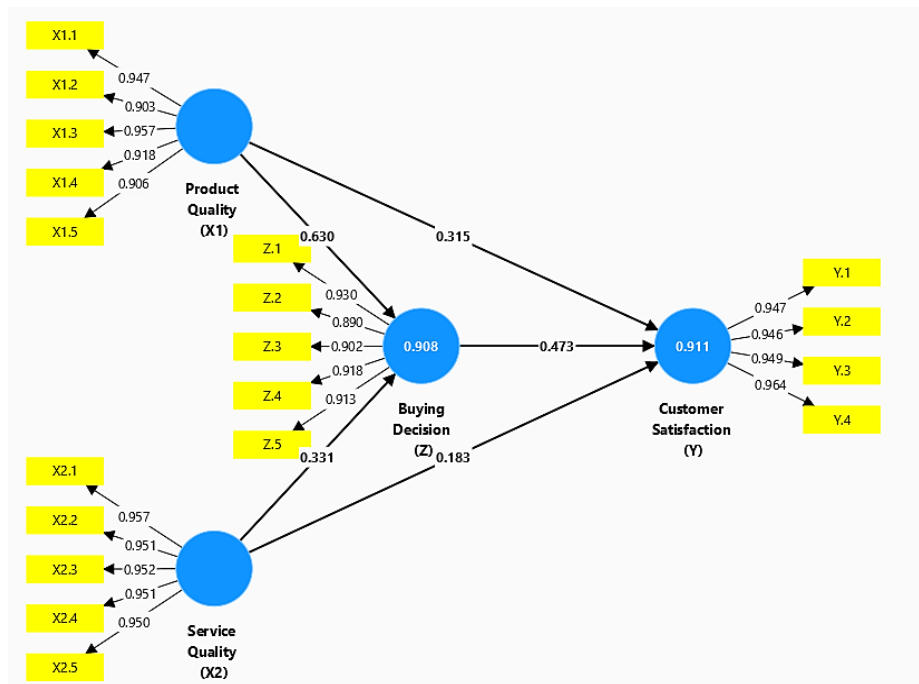


Figure 6. Output Outer Model (Source: Smartpls Processed Data 4, 2024)

The Outer Model shows how the manifest 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 can 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.

Composite Reliability dan Validity Convergent Test

In conducting research, this test measures whether each question presented in a questionnaire can represent what is being researched. SmartPLS measures Convergent validity by measuring Outer Loading, composite reliability, cronbach alpha and AVE.

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

Table 6. Other Loading, Composite Reliability, Cronbach Alpa, and AVE

Variable	Measurement Items	Indicator	Other Loading	Cronbach Alpa	Composite Reliability	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 User (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

B. Discriminant Validity Test

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

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

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)	0.948	0.939	0.927	
Service Quality (X2)	0.937	0.928	0.961	0.952

Source:Data Processed by Smartpls 4, 2024

The validity of discrimination must be evaluated 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 (0.948), 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 (0.937), 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, 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 Smartpls 4, 2024

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

Hair et al (2019) recommend 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, and 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 constructs. This study evaluates the results of the Inner Model by paying attention to the R-square values, 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, it is categorized as substantial.
- If the R^2 value = 0.33, it is categorized as moderate (moderate).
- If the R^2 value = 0.19, 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: Smartpls Processed Data 4, 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 can 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 $F^2=0.35$ is substantial
- If the value of $F^2=0.15$ is moderate (moderate)
- If the value of $F^2=0.02$ is (weak/small)

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

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 Smartpls, 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.
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 Decisions was 0.091, indicating that the influence of service quality on purchasing decisions was considered weak.
5. The influence of Buying Decisions on Customer Satisfaction of 0.233 shows moderate influence.

D. Hypoplant Test

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 indicates a sufficient significance level. In this study, the influence can be seen from the value in the Patch Coefficients table which is in the Bootstrapping section of SmartPLS. 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	Significance
H2 Product Quality (X1) -> Customer Satisfaction (Y)	0.315	0.313	0.139	2.269	0.023	Significance

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

	Service Quality						
H3	(X2) -> Buying Decision (Z)	0.331	0.329	0.131	2.535	0.011	Signifikan
H4	Service Quality (X2) -> Customer Satisfaction (Y)	0.183	0.180	0.136	1.345	0.179	Insignifikan
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 decisions (Z), as stated by the acceptance of H1. This is supported by a path coefficient value of 0.630 and a p-value of 0.000.
2. The Effect of Product Quality on Consumer Satisfaction of Mixue products" from the previous analysis showed that the p values < 0.05, thus, the research model showed a positive influence between product quality and consumer satisfaction, 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 previous analysis 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.
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 path coefficient value of 0.183 with a p-value of 0.179 which is greater than 0.05. The study results 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 research results 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

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

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 Mixue provides, 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 developing further research methods, it is recommended to use mixed methods by combining quantitative and qualitative approaches to gain a deeper understanding. Additionally, adding 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. 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.

REFERENCE

- Angelia, D. (2022b). Indonesia is the most boba-loving country in Southeast Asia. *GoodStats*.
- Annisa, N., Husnurrofiq, H., & Kadir, A. (2023). Analysis of the Influence of Service Quality on Customer Satisfaction at Caffe Koma Banjarmasin. *Scientific Journal of Sharia Banking Students (JIMPA)*, 3(2), 297–314. <https://doi.org/10.36908/jimpa.v3i2.226>
- Arianto, N., & Octavia, B. D. A. (2021). The Influence of Service Quality and Distribution on Purchase Decisions. *Journal of Business Disruption*, 4(2), 98. <https://doi.org/10.32493/drj.v4i2.9867>
- Badrus Sholeh, & Wusko, A. U. (2023). The Influence of Word Of Mouth, Taste and Product Quality on Consumer Purchase Decisions of Mixue Ice Cream & Tea (Survey on Mixue Ice Cream & Consumers Tea in Pandaan). *ATRABIS Journal of Business Administration (e-Journal)*, 9(2), 190–200. <https://doi.org/10.38204/atrabis.v9i2.1483>
- Edison, E., Kartika, T., & Azhari, R. (2020). *Analysis of Service and Product Quality on Purchase Decisions* (Issue July).
- Ernawati, D. (2019). THE INFLUENCE OF PRODUCT QUALITY, PRODUCT INNOVATION AND PROMOTION ON THE PURCHASE DECISION OF HI JACK SANDALS BANDUNG PRODUCTS. *JWM (Journal of Management Insights)*, 7(1), 17. <https://doi.org/10.20527/jwm.v7i1.173>
- Fauzi, A. V., Lukitaningsih, A., & Hutami, L. T. H. (2023). The Influence of Product Quality and Brand Image on Consumer Satisfaction Through Purchase Decisions as an Intervening

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

- Variable. *J-MAS (Journal of Management and Science)*, 8(1), 426.
<https://doi.org/10.33087/jmas.v8i1.750>
- Fiani, D., & Novitasari, D. (2022). THE MEDIATING ROLE OF PURCHASE DECISIONS ON PRODUCT QUALITY, TRUST AND CONSUMER SATISFACTION OF THE SHOPEE APPLICATION. *Journal of Accounting and Business Research Indonesia*, 2(4).
<https://doi.org/10.32477/jrabi.v2i4.609>
- Gunawan, I., Dwikotjo Sri Sumantyo, F., & Ali, H. (2023). The Effect of Product Quality, Price and Place Atmosphere on Consumer Satisfaction in WR. Gado-Gado Maya. *Journal of Communication and Social Sciences*, 1(1), 1–17. <https://doi.org/10.38035/jkis.v1i1.114>
- Hakim, L. N. (2021a). Effect of Product Quality and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variables (Case Study on the Tirta Jasa Lampung Selatan Regional Company (PDAM)). *Economit Journal: Scientific Journal of Accountancy, Management and Finance*, 1(1), 48–56. <https://doi.org/10.33258/economit.v1i1.374>
- Hakim, L. N. (2021b). Effect of Product Quality and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variables (Case Study on the Tirta Jasa Lampung Selatan Regional Company (PDAM)). *Economit Journal: Scientific Journal of Accountancy, Management and Finance*, 1(1), 48–56. <https://doi.org/10.33258/economit.v1i1.374>
- Helmi, S., Sesotya, W. R., & Pranata, A. (2024). *The Effects of Perceived Ease of Use, Perceived Usefulness, Attitude, and Trust on Fintech Adoption in MSMEs* (pp. 101–109).
https://doi.org/10.2991/978-94-6463-402-0_12
- Herman Djaya, Moh. (2023). The Influence of Product Quality and Product Promotion on Purchase Decisions. *Abhakte Journal of Community Service*, 1(2), 16–24.
<https://doi.org/10.24929/abhakte.v1i2.3053>
- Larasati, I. D. (2023). The influence of brand image, price, and product quality on the purchase decision of Mixue products. *Economics and Business*, 1–16.
- Maulidiah, E. P., Survival, S., & Budiantono, B. (2023). THE INFLUENCE OF FACILITIES ON SERVICE QUALITY AND ITS IMPLICATIONS ON CUSTOMER SATISFACTION. *JOURNAL OF ECONOMINA*, 2(3), 727–737.
<https://doi.org/10.55681/economina.v2i3.375>
- Rakhmawati, S., Wahyudi, B., Palupi, D., Pujiati, D., & Santoso, B. (2023). THE QUALITY OF JNE EXPEDITION SERVICES AFTER THE COVID-19 PANDEMIC. *Sebatik*, 27(1), 193–200. <https://doi.org/10.46984/sebatik.v27i1.2233>
- Ramadhan, Fajar. (2022). Bab I 'ي' يا حض خ'. *Galang Tanjung*, 1–9.
- Setyadi, B., Helmi, S., Mohammad, S. I., Bina Darma, U., & Pendidikan, U. (2023). Effectiveness and Efficiency of the State Revenue and Expenditure Budget Policy in South Sumatra: Islamic Perspective Study. *IKONOMIKA: Jurnal Ekonomi and Bisnis Islam*, 8(1).
<https://ejournal.radenintan.ac.id/index.php/ikonomika>
- Setyadi, B., Helmi, S., Syed, I., & Syed, M. (2022). The Effect of Internal Marketing of Islamic Banks in Palembang City on The Quality of Customer Service With Job Satisfaction as a Mediator. *IKONOMIKA: Jurnal Ekonomi and Bisnis Islam*, 7(1).
<https://ejournal.radenintan.ac.id/index.php/ikonomika>

The Effect of Product Quality and Service Quality on Consumer Satisfaction Mediated by Mixue Product Purchase Decisions

Anggela, Helmi, Heriyanto, and Septayuda

Sopiyan, P. (2022). The Influence of Digital Marketing and Service Quality on Purchase Decisions. *Coopetition : Scientific Journal of Management*, 13(2), 249–258. <https://doi.org/10.32670/coopetition.v13i2.1057>

Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Purchase Decision: As a Mediating Variable of the Relationship between Product Quality and Trust in Consumer Satisfaction. *Journal of Business and Management Inspiration*, 5(1), 67. <https://doi.org/10.33603/jibm.v5i1.4929>