

**THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON  
PURCHASE DECISIONS WITH PURCHASE INTENTION AS  
INTERVENING VARIABLE  
(STUDY ON MIXUE LAMPUNG)**

Undergraduate Thesis

By :  
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**Major of Management  
Faculty of Economic and Business  
University of Lampung  
2024**

## **ABSTRAK**

### **PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN NIAT PEMBELIAN SEBAGAI VARIABEL INTERVENING (STUDI PADA MIXUE LAMPUNG)**

**OLEH**

**PUTRI SILKA HALYANA**

Penelitian ini menguji pengaruh antara harga, kualitas produk, keputusan pembelian, dan niat membeli pada konteks Mixue Ice Cream and Tea di Lampung. Seiring dengan pertumbuhan pasar makanan dan minuman di Indonesia, memahami faktor-faktor yang mempengaruhi pilihan konsumen merupakan hal yang sangat penting bagi bisnis yang bergerak di industri ini. Secara khusus, konsumen sangat mempertimbangkan faktor-faktor ini ketika memilih produk Es Krim dan Teh Mixue. Survei terstruktur dilakukan untuk mengumpulkan data dari sampel konsumen yang representatif di Lampung. Penelitian ini dilakukan secara kuantitatif terhadap 112 responden. Penelitian dilakukan terhadap seluruh masyarakat Lampung yang mengetahui tentang Mixue dan pernah mengonsumsi produk Mixue Ice Cream dan Tea Lampung. Metode yang digunakan adalah Structural Equation Model dengan software SmartPLS 4.0 tahun 2023. Hasil penelitian ini membuktikan bahwa harga berpengaruh positif terhadap niat beli. Harga berpengaruh positif terhadap keputusan pembelian. Kualitas produk berpengaruh positif terhadap niat pembelian. Kualitas produk berpengaruh positif terhadap keputusan pembelian. Niat membeli berpengaruh positif terhadap keputusan pembelian.

**Kata Kunci: harga, kualitas produk, keputusan pembelian, minat membeli**

## **ABSTRACT**

### **THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS WITH PURCHASE INTENTION AS INTERVENING VARIABLE (STUDY ON MIXUE LAMPUNG)**

**BY**

**PUTERI SILKA HALYANA**

This study examines the influence between price, product quality, purchase decisions, and purchase intention in the context of Mixue Ice Cream and Tea in Lampung. As the food and beverage market in Indonesian continues to grow, understanding the factors that influence consumer choices is of paramount importance to businesses operating in this industry. Specifically, consumers weigh these factors heavily when choosing Mixue Ice Cream and Tea products. A structured survey was conducted to gather data from a representative sample of the consumers in Lampung. This research was conducted quantitatively on 112 respondents. The research was conducted on all Lampung people who know about Mixue and have consumed Mixue Ice Cream and Tea Lampung products. The method used is Structural Equation Model with SmartPLS 4.0 software in 2023. The results of this research prove that price has a positive effect on purchase intention. Price has a positive effect on purchase decisions. Product quality has a positive effect on purchase intention. Product quality has a positive effect on purchase decisions. Purchase intention has a positive effect on purchase decisions.

**Keywords: price, product quality, purchase decisions, purchase intention**

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By  
Puteri Silka Halyana

Undergraduate Thesis

As One of The Requirements For Achieving A Degree of BACHELOR  
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On

Major of Management  
Faculty of Economic and Business University of Lampung



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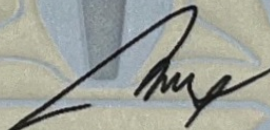
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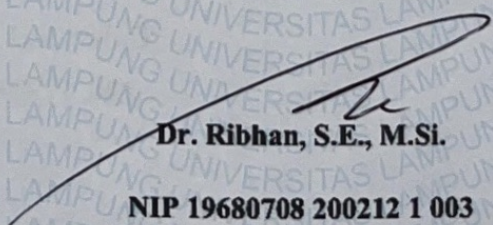
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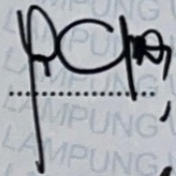
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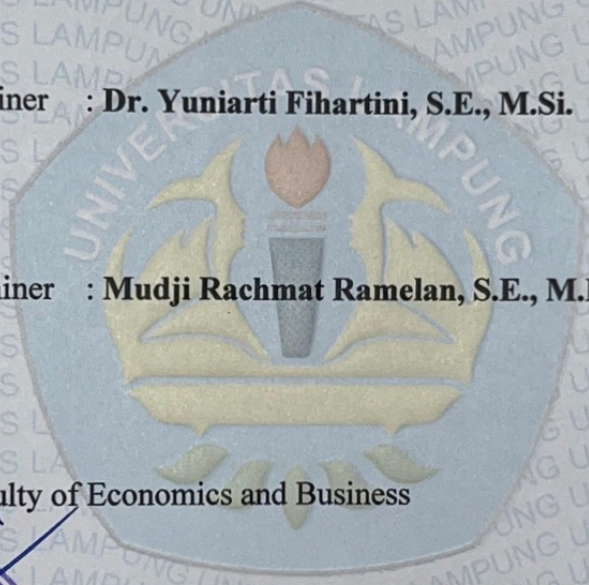
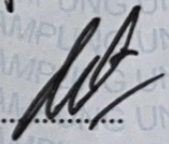
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## STATEMENT OF PLAGIARISM-FREE

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Hereby declare that this research is own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood.

Bandar Lampung, February 23, 2024



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## **BIOGRAPHY**

The researcher's full name is Puteri Silka Halyana. The researcher was born on August 7<sup>th</sup> 2001 in Bandar Lampung. The researcher is the first child of three children, from Haikal Agus Wijaya and Lucyana. The researcher started the education at TK Harapan Ibu Bandar Lampung, then continued the study at SD Kartika II-5 (Persit) Bandar Lampung finished in 2013, SMP Negeri 1 Bandar Lampung finished in 2016, and SMAN 1 Bandar Lampung, finished in 2019.

In 2019, the researcher was accepted to enter the Faculty of Economics and Business, University of Lampung. The researcher was majoring Management and concentrating on marketing management and was a member of the International Class. During the study in Unila, the researcher was active in the Paduan Suara Mahasiswa (PSM) Unila and the Kelompok Studi Pasar Modal (KSPM). In 2021, the author was elected as Member of Sector 1 Education and Cadreship of UKMF KSPM FEB Unila and in 2022 the author was re-elected as General Secretary of UKMF KSPM FEB Unila.

Being a part of KSPM Unila, the researcher with the member of KSPM got some achievements, such as being the representative from the Faculty of Economic and Business to pass the selection of Program Penguatan Kapasitas Ormawa (PPK Oramawa) held by the Ministry of Education, Culture, Research and Technology (Kemendikbudristek) in 2022 and 1<sup>st</sup> winner in the Active Investment Gallery (GI) Activities in Lampung 2022 held by Bursa Efek Indonesia (BEI).



## **MOTTO**

“When things aren’t working out, maybe it’s because we are thinking too small.”

**(88 Love Life Book)**

“Start now. Start where you are. Start with fear. Start with doubt. Start with pain.  
Start with hand shaking. Start with voice trembling, but start. Start and don’t stop.

Just start.”

**(Unknown)**

## **DEDICATION**

Praise be to the presence of Allah SWT for His grace and guidance, the author was able to finished this thesis well. Shalawat and greetings are always poured out to the Great Prophet Muhammad SAW.

I dedicate this thesis to:

### **To my parents, Mrs. Lucyana and Mr. Haikal Agus Wijaya**

To my parents. The best gift from God, Ayah and Bunda who I love very much. Thank you for the supports, never-ending prayers, motivation, love, and endless struggles and sacrifices for me until today. The wish is that this can make Bunda and Ayah proud of me and be a good first step for the future.

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Praise be to the presence of Allah SWT for His grace and guidance, the author was able to finished this thesis well. Shalawat and greetings are always poured out to the Great Prophet Muhammad SAW so that the author can complete the thesis entitled **"The Influence of Price and Product Quality on Purchase Decisions with Purchase Intention as Intervening Variable (Study on Mixue Lampung)**. This undergraduate thesis is one of the requirements to achieve an undergraduate degree at the Economics and Business Faculty, University of Lampung.

In writing this undergraduate thesis, the researcher noticed that this achievement was not done alone and supported by many different people who were willing to offer the researcher with some guidance, help, and motivation. Thus, the researcher would like to express her gratitude to:

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Finally, the author realizes that this thesis is still far from perfection, but the author hopes that this thesis can be useful and useful for all of us. Hopefully all the help, support, guidance and prayers given to the author will be answered by Allah SWT. Aamiin.

Bandar Lampung, February 23, 2024

Puteri Silka Halyana

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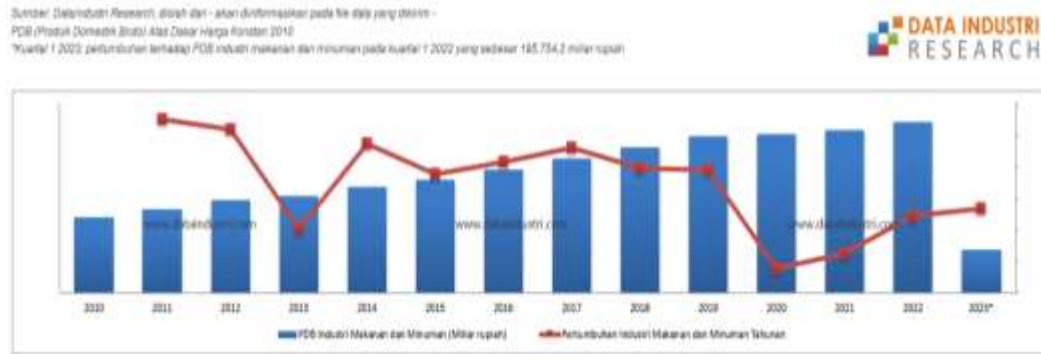
## **I. INTRODUCTION**

### **1.1 Research Background**

Among the various industries that exist in Indonesia with a high level of development, the food and beverage industry is one of the industries that is considered to have high potential. This industry is also one of the largest contributors to state revenue. This is as explained by the Ministry of Tourism and Creative Economy that the creative economy subsectors of the culinary industry are able to contribute to state revenues of forty-two percent (Agmasari, 2021).

The rise of various types of attractive offers from the Food and Beverage industry has led to the emergence of a variety of Food and Beverages that are attractive to consumers. So, this condition creates a lot of competitive intensity in the Food and Beverages sector. The Food and Beverages industries make various innovations so that the products offered can match consumer needs.

In addition, Porter in Al Badi (2018) explains more specifically that with a competitive advantage, it allows organizations to create superior value for customers, differentiate the quality of its products or services even at a lower cost level, and to serve customers better than its competitors do. When viewed from the value of growth, the industry shows a promising increase from year to year. This can be seen in Figure 1.1.



**Figure 1. 1 Growth of the Food and Beverage Industry in Indonesia (2011-2022)**

Source: Dataindustri.com (2023)

Based on the data from Figure 1.3, in the fourth quarter of 2022, the performance of the food and beverage industry per quarter (q on q) experienced a contraction or decrease of minus 1.03 percent. Meanwhile, the annual growth of the food and beverage industry sector (year on year) until the 4th quarter of 2022 is growing positively. This positive growth performance continued the previous years' performance which was also always positive.

Along with the massive growth of the food and beverage industry in Indonesia, the growth of the ice cream industry in Indonesia is increasing. In addition to the multiplied growth in the number of producers, the point of sale of retail ice cream also experienced the same thing. Ice cream is a cold food with many flavors that we can find. Many of us must have eaten ice cream of various flavors and shapes that are traded or even made our own. There are many reasons why people like ice cream, with this huge opportunity, finally many business people turn to ice cream as their business field.



**Figure 1. 2 Mixue Logo**

Source : [instagram.com/mixueindonesia](https://www.instagram.com/mixueindonesia) (2023)

One of the ice cream brands that has recently become the conversation among millennials, especially those who like ice cream is Mixue. The price is affordable with its good quality, making Mixue always the first choice for customers, so it's no wonder that every Mixue outlet is always full of visitors (Linda Hasibuan, 2022). Mixue Ice Cream & Tea is an ice cream and tea shop company from China that has been established since 1997. Mixue in Indonesia is owned by PT Zhisheng Pacific Trading. This business has spread widely and has more than 10,000 stores in and outside China. In fact, since 2020, Mixue has entered the Indonesian market with hundred outlets. (Mixue [cijagra.business/sites](https://www.cijagra.business/sites), 2022). Until now, there are 15 Mixue outlets in Lampung. There are 13 outlets located in Bandar Lampung while 2 of them are located in Metro city ([Lampung.idntimes.com](https://www.lampung.idntimes.com), 2023).

**Table 1. 1 Price Comparison of Mixue Ice Cream and Its Competitors**

<b>Ice Cream Cone</b>	<b>Price</b>
Mixue	Rp8.000,00
Momoyo	Rp8.000,00
Wedrink	Rp8.000,00
<b>Best Seller</b>	<b>Price</b>
Boba Sundae Mixue	Rp16.000,00
Brown Sugar Boba Sundae	Rp16.000,00
Brown Sugar Pearl Sundae	Rp16.000,00

Although the price of Mixue is relatively similar with others, Mixue can make consumers prefer to buy their products rather than Ice Cream from other

competitors. This can happen because Mixue provides better quality and quantity of products than its competitors who have already established and developed their businesses. Mixue uses quality ingredients in making its menus. Mixue ice cream is made from fresh milk and real fruit. Mixue's milkshakes and smoothies are made from fresh milk, fruit and quality syrup. Mixue drinks are made from high quality tea and fresh fruit. Mixue products have a soft and creamy texture, do not melt easily and use packaging that is not easily torn or damaged. Several factors consumers prefer Mixue products compared with other brands, namely because of variative prices, softer texture quality, attractive packaging, variative flavor such as red bean ice cream, boba ice cream, oreo ice cream, until milk tea can increase consumer purchase decisions (Saleh, 2022).

This is relevant to the research supported by Hermiyenti et al (2019) which states that price has a significant effect on purchasing decisions is also relevant to research conducted by Nasution et al (2018) which states that price has a positive effect on purchasing decisions. However, this is not relevant to the research of Cheah et al (2022) which states that price has no significant effect on purchasing decisions.

The definition of quality, according to William E. Deming, is a predictable level of uniformity and dependence on low costs following the market (Tjiptono, 1997). Conceptually, the product is a subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, under the competence and capacity of the organization and the purchasing power of the market, while the definition of the product itself is everything that can be offered. Producers are to be noticed, requested, sought, bought, rented, used, or consumed by the market (both final consumer markets and industrial markets) as the fulfillment of the needs or desires of the relevant market (Tjiptono, 2002: 22).



**Figure 1. 3 Mixue's non-halal issues**

Source : Katadata.co.id (2023)

After going through a long debate and questions raised by consumers regarding the halal certification of its products, Mixue finally gave a response. Through its official Instagram account (mixueindonesia), Mixue's management previously admitted that its products did not yet have a halal certificate even though it had expanded to Indonesia. However, that does not mean that Mixue is not halal. Management also explained why Mixue had not received a halal certificate. This is because 90% of raw materials are imported directly from China. However, management is trying to complete the certification process. Mixue also emphasized that their products had passed BPOM and received import information. Chairman of the MUI for Fatwa, Asrorun Niam Sholeh, said that the Mixue product was in accordance with halal products. MUI issued the halal statute after reviewing and reviewing the halal audit report submitted by the leadership of the halal inspection institute for the assessment of food, drugs and cosmetics or LPH LPPOM MUI. Therefore, consumers no longer need to doubt the quality of the raw materials from Mixue products, which are currently confirmed to be safe through halal certification and have passed BPOM.

"Mixue ensures that in its production process it does not use ingredients, such as alcohol, rum and pork (Mixue Indonesia, 2023)." Mixue uses quality ingredients in making its products from fresh milk, real fruit and quality syrup. Consumers don't



need to worry because Mixue is halal certified and the product quality is guaranteed. Products have an important meaning for the company because without a product, the company will not be able to do anything from its business. Buyers will buy a product if you feel it is suitable, therefore the product must be adjusted accordingly to buyers' desires or needs for successful product marketing.

Product that are sold must be of good quality in order to satisfy consumers. According to Kotler (2005:49), product quality is the overall characteristics and characteristics of a product or service based on its ability to satisfy that need stated/implicit. Product quality is a combination of many factors, and companies must strive to improve and maintain high quality standards to win customer trust and maintain competitiveness in the market. Therefore, Mixue pays attention to all factors to maintain the quality of its products such as raw materials, production process, product design, quality testing, customer feedback, certification and standards, and brand reputation.

Mixue always strives to sell quality products that have more value than competitors' products. Mixue offers various variants of Ice Cream products which are made according to consumer needs. To differentiate from competitor products and to get more value in the eyes of consumers, Mixue also always provides new innovations in each of its products. According to Kotler and Armstrong (2012: 158), product marketing can influence purchases and produce responses from consumers. Marketing stimuli in purchasing decisions made by consumers consist of several factors, including product, price, place and promotion.

This is relevant and supported by research by Cindy Mega Puspita & Agung Budiarmo (2020) which states that product quality has a significant influence on purchase decisions. Other than that, this is not relevant to research by Fetrisen & Aziz (2019) which states that product quality does not have a significant influence on purchase decisions. However, it turns out that innovation is not the only thing that can fulfill consumers' needs. From the side of business industries runner in the field of Food and Beverages, it is essential to pay attention to product quality and

prices that can lead to the purchase intention from consumers so that they make a purchase decision on the products offered.

**THUS, THE AUTHOR CONDUCTED RESEARCH ON “THE INFLUENCE OF PRICE, PRODUCT QUALITY ON PURCHASING DECISIONS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE (STUDY ON MIXUE LAMPUNG)”.**

### **1.2 Problem Formulation**

Based on the description on the research background, the problem will be formulated as:

1. Does price affect purchase decisions in Mixue Lampung?
2. Does price affect purchase intention in Mixue Lampung?
3. Does product quality affect purchase decisions in Mixue Lampung?
4. Does product quality affect purchase intention in Mixue Lampung?
5. Does purchase intention affect purchase decisions in Mixue Lampung?
6. Does price affect purchase decisions through purchase intention as an intervening variable in Mixue Lampung?
7. Does product quality affect purchase decisions through purchase intention as an intervening variable in Mixue Lampung?

### **1.3 Research Objectives**

Based on the problem formulation that has been described, the purpose of this study was to determine the following:

1. To determine the effect of price on purchase decisions in Mixue Lampung.
2. To determine the effect of price on purchase intention in Mixue Lampung.
3. To determine the effect of product quality on purchase decisions in Mixue Lampung.
4. To determine the effect of product quality on purchase intention in Mixue Lampung.

5. To determine the effect of purchase intention on purchase decisions in Mixue Lampung.
6. To determine the effect of price on purchase decisions through purchase intention as an intervening variable in Mixue Lampung.
7. To determine the effect of product quality on purchase decisions through purchase intention as an intervening variable in Mixue Lampung.

#### **1.4 Research Benefit**

In this research the author hopes to provide benefits, specifically:

##### 1. For Academics

The results of this research can be used as reading material and give positive contribution to new insight.

##### 2. For Company

The results of this study are expected to be a suggestion for the company especially in the field of marketing in determining the marketing strategy on Mixue.

##### 3. For Researchers

This research aims to improve critical thinking abilities of marketing in management through the writing of scientific works especially about the effect of price and product quality on purchase decisions with purchase intention as the intervening variable.

## **II. LITERATURE REVIEW**

### **2.1 Marketing**

#### **2.1.1 Marketing Definition**

Marketing is a process delivery value to the customer, by a series of activities starting from creating products, setting prices, and delivery. It is also a wheel to run the main activities that must be carried out by the company in order to maintain survival of the company itself. The role of marketing is very important in assisting the company in achieving company goals. Marketing goals are companies sell products and consumers buy products. Marketing is one of the company's activities, which is directly related to consumers. The company's marketing is directed to create a company that can develop and maintain the viability of the company in order to survive in the midst of intense competition.

According to Kotler and Keller (2016; 27) "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, freely exchanging products and services of value with others." Based on this definition it can be concluded that marketing is an activity of a company to sell products (supply) and consumers to buy products (demand) to meet the needs and desires of individuals or groups conducted to provide information about the product.

#### **2.1.2 Marketing Management Definition**

Marketing management deals with identifying and fulfilling consumer needs and seeks to understand consumer desires, create and communicate the added value of a product in order to get consumer satisfaction. According to Kotler and Armstrong (2015: 146) it states that, "Marketing management is the analysis implementation

and supervision, programs intended to hold exchanges with target markets with a view to achieving the organization's objectives.”

Kotler and Keller (2016:27) suggest that Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value. Based on the definitions of the experts that have been mentioned, it can be concluded that marketing management is an art and science that includes the process of analyzing, implementing, and authorization in achieving its goals effectively and efficiently on achieving the organizational goals.

### **2.1.3 Marketing Mix**

In creating products that suit consumer needs, it must be accompanied with marketing activities that synergize with company goals. Marketing has a core that has become the concern to every marketer, well known as marketing mix. Where the marketing mix are variables that can be controlled by the company and can also be used to influence the market. The marketing mix is also very affecting the consumer's decision to buy a product from the company. According to Kotler and Armstrong (2015; 76) states that the marketing mix is the set of tactical marketing tools product, price, place, and promotion that the firm blends to produce the response it wants in the target market. The elements of the marketing mix according to Kotler and Keller (2016:48) are as follows:

1. Product, namely something that can be offered to the market to get attention, so that the product being sold will be purchased, used or consumed and can fulfill a consumer's desire or need. In Mixue's case, even though it is sold at a relatively cheap price, this does not mean that Mixue does not pay attention to the quality of the products it sells. The ice cream flavors offered by Mixue are considered to be no less than competitors' ice cream products. Apart from that, Mixue also provides various product variants such as ice cream and drinks with various flavors. With this strategy, Mixue can reach more customers who have different favorite products.

2. Price, namely the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or set by the seller at the same price for all buyers. This cheap price can be provided by Mixue because of the many branch outlets that Mixue has. The large number of branch outlets are always busy, meaning that ice cream production will also increase. This large quantity production certainly requires a lot of raw materials, which if purchased in large quantities the price of the raw materials will be cheaper.
3. Place, namely a place associated as a distribution channel aimed at reaching target consumers. This distribution system includes location, transportation, warehousing, and so on. In determining outlet locations, Mixue has no rules regarding the radius between its outlets. Determination of Mixue outlet locations is determined based on research. This research was carried out as a form of Mixue's marketing strategy, including location conditions, target and market size, as well as local community demand and interest in Mixue's ice cream and tea products.
4. Promotion, promotion means activities that convey the benefits of the product and persuade customers to buy it. Mixue utilizes social media such as Instagram and TikTok to carry out promotional activities. Mixue content on social media is not only created organically by Mixue, but also by other social media users through word of mouth based on personal testimonials when purchasing Mixue. Mixue also provides discount vouchers with a minimum purchase so that consumers are more comfortable.

## **2. 2 Price**

### **2.2.1 Price Definition**

The price of a product is a measure of consumers' purchase. The price is the value expressed in units of currency as a medium of exchange for an item. According to Kotler and Armstrong (2009:345), price is the amount of money charged for a product or service or the value that customers exchange for the benefits of owning or using a product or service. Price is used as a benchmark for the suitability of product benefits. Prices are subjective because prices are also motivated by each individual's economic and environmental conditions, which are different. Consumers are not infrequently willing to spend a lot of money to get a product or service. This may happen because consumers perceive the product as quality, so it is natural that it requires a higher sacrifice.

Meanwhile, Stanton (in Siti 2007:3) argues that price is the amount of money (possibly plus some goods) needed to obtain some combination of a product and the accompanying service. Then according to Simamora (in Siti 2017:4), price is several values exchanged to receive a product. Thus, the price of an item is a determinant of consumer purchases of goods. For companies, prices will pay off by creating revenue. In addition, the price can also be interpreted as the amount the buyer will pay for an item or service. The seller's price can be interpreted as the value determined for the goods consumers offer.

### **2.2.2 Price Setting**

A company must set prices according to the value provided and can be understood by consumers. If the price is too high, then the value received by consumers, then it is likely that the company will receive a profit, but if the price is too low than the value obtained by consumers, the company will not make a profit. The price set by the company will fail if it is too high and make a profit if it is too low. But in the end, it is the consumer who will determine whether the price of a product is correct. According to Artika and Sasi (2016:4), there are four objectives of pricing in companies, namely:

1. Increase sales
2. Maintain and improve market share
3. Stabilize investment
4. Achieve maximum profit

### **2.2.3 Price Indicators**

Price indicators, according to Kotler and Armstrong (in Artika et al. 2016:4), are:

1. Price Affordability
2. Price match with product quality
3. Price competitiveness
4. Price match with product benefits
5. Prices affect consumers' purchasing power

## **2.3 Product Quality**

### **2.3.1 Product Quality Definition**

Kotler & Armstrong (Heriyanto et al. 1, 2017:2) say that product quality is a potential strategic weapon to beat competitors. The better the quality of the product contained in a product the more attractive consumers will be to make a purchase. If there is guaranteed quality, then consumers will not look at other products and will continue to buy products that have guaranteed quality.

Kotler and Armstrong (2009:272) reveal that product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. With this understanding, to help consumers and increase sales, companies must pay attention to product quality because before buying a product, consumers will choose which product suits their needs. Often consumers also look at the quality of the product to determine whether the product is worth buying or not. Product quality is essential because it has a direct impact on customer satisfaction. In addition, the product is also a necessary element in a company that will later be used by the company as a means of exchange with consumers that can be owned and consumed,



both tangible and intangible products, so that the needs and desires of consumers can be fulfilled with good and attractive things.

### **2.3.2 Product Quality Indicator**

According to Fandy Tjiptono (2016), there are 8 indicators of product quality that will determine the characteristics of a product.

1. Performance, the product is seen from the main characteristics it has functionally. For example, a smartphone which has the main function as a communication tool for its owner.
2. Features, then features are the second characteristics that support the performance of the main function. For example, a smartphone equipped with a camera, voice recorder, internet access, and so on.
3. Reliability, reliability means the product's ability to be used repeatedly with a very small chance of damage or failure.
4. Appropriate specifications, the suitability of the product in question, namely, between the characteristics of the quality standard and the design made. These quality standards are usually adjusted again to the needs of the market or customer.
5. Durability, product durability is seen from how long the product can be used by consumers.
6. Availability of repair, when the product is damaged during use, the availability of repair services is an indicator that customers consider. In the form of speed, convenience, competence of the person who repairs, or comfort during access. Including the ability of consumers to fix it themselves.
7. Aesthetics, aesthetics are assessed from all things related to the five senses of consumers. Starting from the model, design, impression that is built, to the overall concept of a product.
8. Perceived quality, the quality that consumers feel while using the product and is associated with relative aspects, such as reputation, corporate image, and

corporate responsibility. Whether or not the impact is large, this indicator still influences consumer choices in buying a product.

## **2.4 Purchase Decisions**

### **2.4.1 Purchase Decision Definition**

Morissan (2010:111) suggests that the purchase decision is the next stage after the intention or desire to buy. Purchase decisions will occur if the urge to buy or interest has been collected. According to Kotler and Armstrong (in Yoga 2017:4), purchasing decisions are the stages of the decision process where consumers make product purchases.

### **2.4.2 Purchase Decision Indicator**

According to Kotler and Armstrong (2008:181) indicators of purchasing decisions are as follows

1. Steadiness to purchase after knowing product information.
2. Deciding to purchase a product because of the most preferred brand.
3. Purchase because it suits what the customers wants and needs.
4. Making a purchase because of recommendations from others.

## **2.5 Purchase Intentions**

### **2.5.1 Purchase Intention Definition**

The needs and desires of consumers for goods and services evolve from time to time and influence their behavior in purchasing products. According to Kotler and Keller (2016: 198) purchase intention arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices regarding the product to be purchased on the basis of brand and intention. Meanwhile, according to Morissan (2010:111), the purchase intention is generally based on efforts to match the purchase motive with the attributes or characteristics of the brand being considered by involving psychological aspects, such as motivation, perception, attitude, and integration.

It can be concluded that purchase intention is obtained from a learning process and a thought process that forms a perception. This purchase intention creates a motivation that continues to be recorded in the mind of the consumers and becomes a powerful desire which at the end, when a consumer has to fulfill their needs, they will actualize what is in their mind.

### **2.5.2 Purchase Intention Indicator**

According to Ferdinan (in Putri et al. 1 2016:8), purchase intention can be identified through the:

1. Transactional intention, which means a person's tendency to buy a product.
2. Referential intention, the tendency of a person to refer products to others.
3. Preferential intention, an intention that describes the behavior of someone who has a primary preference for the product. This preference can only be overridden if something happens to the outcome of its taste.
4. Exploratory interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the favorable properties of the product.

### **2.6 Previous Research**

The results of previous research used as comparison and study material were integrated into this undergraduate thesis project. When creating this report, the researcher examines information from several previous studies as a comparative source for the current advantages or disadvantages. In addition, the researcher gathers data from books, theses, and international journals to learn what is known about the theory connected to the topic chosen as the references for the study. The following is previous research into the subject of the author's research in the form of many journals:

**Table 2. 1 Previous Research**

<b>NO.</b>	<b>Title</b>	<b>Author and Research Year</b>	<b>Results</b>
1.	The Influence of Product Quality and Price on Purchase Decisions	Rizky Ferrari Oktovian, Hneky Wahyudi (2022)	Product quality has a significant influence on purchase decisions. Price also has a significant influence on purchase decisions. And product quality and price simultaneously have a significant effect on consumer purchase decisions although several things are still considered lacking.
2.	Analysis of the Influence of Product Quality and Price Perceptions on the Purchase Decision of Orthopedic Implant Products (Kangli) Through Consumer Trust as Intervening Variables in Pt. Java Almeda Mandiri in Surabaya  International Journal of Scientific Engineering and Science, Volume 6, Issue 1. (2022).	Syaeful Irfan, Abdul Halik, Feliks A.B.K Panjaitan (2022)	The results of the study found that product quality has a significant effect on consumer trust, price perception has a significant effect on consumer trust, product quality has a significant effect on purchasing decisions, price perception has a significant effect on purchasing decisions, consumer trust has a significant effect on purchasing decisions, product quality has a significant effect on purchasing decisions through consumer trust, price perception has a significant effect on purchasing decisions through consumer trust.
3.	The Effect Of Product Price And Product Quality On Purchasing Decisions For Samsung Brand Handphones Among Stie Aa S Surakarta Students  International Journal of Economics, Business and Accounting Research (IJEBAR), Vol-3, Issue-4. (2019).	Dewi Muliastari (2019)	Based on the background above, this study will examine further whether the price has a significant effect on purchasing decisions for Samsung brand mobile phones among STIE AAS students and whether product quality has a significant effect on purchasing decisions for Samsung brand mobile

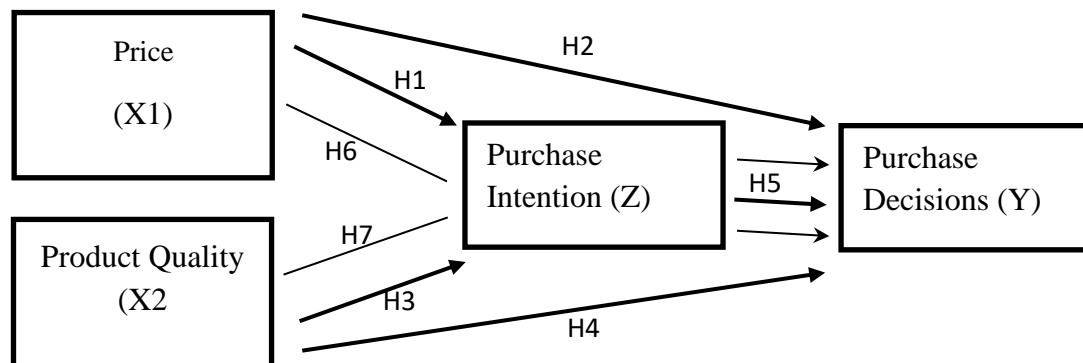
			phones among STIE AAS students.
4.	<p>The Influence Of Price And Product Quality On Purchase Decisions For Dairy Products Krucil Krucil Argopuro Probolinggo</p> <p>Jurnal Manajemen dan Bisnis Vol. 10, No. 2, December 2021, pp. 41-54.</p>	Yayuk Indah Wahyuning Tyas, Agung Yatiningrum (2021)	The results of the study are shown by multiple regression equations proving that price and product quality have a significant effect on purchasing decisions. And the results of partial hypothesis testing prove that price and product quality have a significant effect on purchasing decisions.
5.	<p>Role of Consumer Buying Interest as an Intervening Variable in Increasing Go-Jek Customer Satisfaction in Aceh, Indonesia</p> <p>Advances in Social Science, Education and Humanities Research, volume 292, 1<sup>st</sup> Aceh Global Conference (AGC 2018).</p>	Abdul Jabbar Gunawan (2018)	The results of the study show that prices have an influence on satisfaction through buying interest, then the ease of service has an influence on buying interest through consumer satisfaction. The purposes of this research is to analyze and test: (1) Direct influence between price, and convenience in service to consumer interest in buying Go-Jek in Banda Aceh, Indonesia; Direct influence between prices, ease of service, and customer satisfaction on consumers' buying interest in Go-Jek in Banda Aceh, Indonesia; and Effect of price and convenience in service to buying interest through consumer satisfaction in Go-Jek consumers in Banda Aceh, Indonesia.
6.	<p>Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Studi Pada Rocket Chicken Wolter Monginsidi di Kota Semarang)</p> <p>Jurnal Administrasi Bisnis, Vol. IX, No. III (2020).</p>	Cindy Mega Puspita, Agung Budiarmo (2020)	Based on the results of the study, it shows that price has an effect and is significant on purchase intention, price has an effect and is significant on purchasing decisions, product quality has an effect and is significant on purchase intention, product quality has an

			effect and is significant on purchasing decisions, purchase intention has an effect and is significant on purchasing decisions, there is no significant and significant effect of price on purchasing decisions through purchase intention, there is a significant and significant effect of product quality on purchasing decisions through purchase intention.
7.	<p>The Impact of Brand Awareness on The consumers' Purchase Intention</p> <p>Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.33, 2017.</p>	Zarlish Shahid (2017)	The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand and to know the effects of brand awareness on the customer purchase intention. It will help the readers to know how knowing a brand well will affect the consumer in making decision about buying a product.
8.	<p>The Role of Purchase Intention in Mediating The Effect of Perceived Price and Perceived Quality on Purchase Decision</p> <p>International Research Journal of Management, IT &amp; Social Sciences, Vol. 7 No. 3, May 2020.</p>	Kadek Aria Satriawan, Putu Yudi Setiawan (2020)	The results of this research indicate that prices have a positive and significant effect on purchase intentions. It stated that the quality of the product is an antecedent that affects the purchase intention, the higher the quality of a product, the higher the purchase intention of the product.
9.	<p>Measuring the Mediating Effect of Utilitarian Motive in the Relationship of Product Quality, Product Price with Consumer Purchase Intention</p> <p>International Journal of Recent Technology and Engineering (IJRTE), Vol-8, September 2019.</p>	Pratibha Rai, Om Jee Gupta (2019)	The research indicates that the purchase intention has a big impact for the marketers and it comes from various reason such as product quality, price utilitarian motive, etc. It concludes that the study proclaims utilitarian motive significantly mediates the relationship of product quality with

			purchase intention and product quality with purchase intention.
10.	The Joint Influence of Online Rating and Product Price on Purchase Decision: An EEG Study  Psychology Research and Behavior Management 2020:13 291-301.	Lijum Sun, Yin Zhao, Bin Ling (2020)	The study focused on how consumers that do online shopping consider the purchase decision by the review of the online rating and the product price. It indicates products with the best price and has a positive rating increasing the willingness to purchase.

## 2.7 Theoretical Framework

This framework is designed to serve as a research guide for writers. Product quality and price as independent variables influence purchasing decisions as the dependent variable, with purchase intention being used as the intervening variable. The framework of thinking in the research is presented in the picture below:



**Figure 2. 1 Research Paradigm**

## 2.8 Research Hypothesis

A hypothesis is a basic assumption that is a temporary answer to research on the possibility of being right or wrong, a presumption that must be proven true. The following is the hypothesis in this study:

### **1. The Effect of Price on Purchase Intention**

Price is called the amount of money we exchange for the product or service we buy (Kotler and Armstrong, 2010). Studies have shown that price is the most important factor in determining brand loyalty, and further influences consumer purchase intentions (Khraim, 2011). It is also argued that consumer perceptions of price fairness have an important role in shaping the consumer decision-making process (Lee et al., 2010). It can be said that product prices significantly affect consumer purchase intentions. With this statement, the following hypothesis is taken in this study:

**H1: Price has a Positive and Significant Effect on Purchase Intentions.**

### **2. The Effect of Price on Purchase Decisions**

Kotler and Keller (2012) state that price is the amount of value that consumers exchange for the benefits of owning a product or service whose value is determined by buyers and sellers through the bargaining process. Price can be valued at any amount of money with a role as the main determinant of buyer choice. Price is also referred to as a part of the marketing mix that generates revenue. With this statement, the following hypothesis is taken in this study.

**H2: Price has a Positive and Significant Effect on Purchase Decisions.**

### **3. The Effect of Product Quality on Purchase Intention**

Product quality has widely been considered an important determinant in assessing consumer purchase intentions. Research has concluded that if the product quality is good, consumers will tend to buy the product (Chi et al., 2009). When we improve product quality, it leads to a higher likelihood of consumers purchasing a particular product (Tsiotsou, 2006). It can be said that product quality affects consumer purchase intention. With this statement, the following hypothesis is taken in this study:

**H3: Product Quality has a Positive and Significant Effect on Purchase Intention.**



#### **4. The Effect of Product Quality on Purchase Decisions**

Kotler and Armstrong (2012) define product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality is a factor resulting from marketing, engineering, production and maintenance that makes the product usable to meet customer or consumer expectations. This proves that if the product quality is good, it tends to make consumers make purchasing decisions, but if the product quality is not good, it is likely that consumers will hesitate to make purchasing decisions on the product. With this statement, the following hypothesis is taken in this study:

**H4: Product Quality has a Positive and Significant Effect on Purchase Decisions.**

#### **5. The Effect of Purchase Intention on Purchase Decisions**

According to Schiffman and Kanuk (2007) purchase intention is a model of a person's attitude towards the object of goods which is very suitable in measuring attitudes towards certain product groups, services, or brands. So it can be concluded that purchase intention is a person's tendency to plan to purchase a product in the future. With this statement, the following hypothesis is taken in this study:

**H5: Purchase Intention has a Positive and Significant Effect on Purchase Decisions.**

#### **6. The Effect of Price on Purchase Decisions through Purchase Intention as Intervening Variable.**

Price can directly or indirectly influence purchasing decisions. Price has a greater impact when using intervening buying interest to influence purchasing decisions or indirect relationships compared to direct relationships. Therefore, companies should prioritize prices given to factors that influence purchasing interest. Consumers who already have purchase intention will encourage them to make purchasing decisions on the products offered by Mixue. Researchers see the

influence of price on purchasing decisions at Mixue Lampung, with the following hypothesis:

**H6: Price has a Positive and Significant Effect on Purchase Decisions through Purchase Intention as Intervening Variable.**

#### **7. The Effect of Product Quality on Purchase Decisions through Purchase Intention as Intervening Variable.**

Product quality can directly or indirectly influence purchasing decisions. Product quality has a greater impact when using intervening buying interest to influence purchasing decisions or indirect relationships compared to direct relationships. Therefore, companies should prioritize product quality given to factors that influence purchasing interest. Consumers who already have purchase intention will encourage them to make purchasing decisions on the products offered by Mixue. Researchers see the influence of product quality on purchasing decisions at Mixue Lampung, with the following hypothesis:

**H7: Product Quality has a Positive and Significant Effect on Purchase Decisions through Purchase Intention as Intervening Variable.**

### **III. RESEARCH METHOD**

#### **3.1 Types of Research**

The type of research used in this research is quantitative research. The information collected from respondents via questionnaire. This study intends to find a significant effect of price and product quality on purchase intention to lead to purchasing decisions by consumers. The goal is that researchers can find out the results of the influence of price and product quality on purchasing decisions by consumers who are influenced by good purchase intention.

#### **3.2 Research Object**

The object or variable studied in this study is the price and product quality as independent variables that cause or raise the dependent variable in purchasing decisions mediated by purchase intention as intervening variables in Mixue Ice Cream Lampung.

#### **3.3 Data source**

The following are the sources of data used in this study:

##### **3.3.1 Primary Data**

According to Sugiyono (2018:456), Primary data is a data source that directly provides data to data collectors. The researchers collected data directly from the distribution of consumers related to the variables studied now to the respondents.

##### **3.3.2 Secondary Data**

According to Sugiyono (2018:456), secondary data are data sources that do not directly provide data to data collectors, for example, through other people or

documents. As an example it can be concluded by related literature, the internet, or other publications. Secondary data from this study was obtained from Mixue Ice Cream Lampung, data from active consumers who buy Mixue products.

### 3.4 Data Collection Method

Data collection in this study was carried out using a questionnaire method. The researcher distributes a list of questions to consumers who have been or are currently active buyers at Mixue Ice Cream Lampung and are respondents to this study. This research will be measured and described using a Likert scale, which is a scale used to measure perceptions, attitudes, and opinions about a phenomenon. The answer to each instrument item using a Likert scale has a very positive to very negative gradation. The Likert scale measurements in this study are as follows:

**Table 3. 1 Likert Scale**

No.	Criteria	Score
1	Strongly Disagree (STS)	1
2	Disagree (TS)	2
3	Neutral (N)	3
4	Agree (S)	4
5	Strongly Agree (SS)	5

(Source : Sugiyono, 2018)

### 3.5 Population and Sample

#### 3.5.1 Population

(Djarwanto, 1994: 420) The population is the total number of units or individuals whose characteristics are to be studied. And these units are called units of analysis and can be people, institutions, things, and so on. The population is not just the number of objects or subjects studied but includes all the characteristics possessed by the entity or issue to be explored. This study takes the population from consumers who bought ice cream at Mixue Ice Cream Lampung.

### **3.5.2 Sample**

Arikunto (2006: 131), the sample is part or representative of the population to be studied. If the research is carried out by part of the population, it can be said that it is a sample study. What is learned from the sample, the conclusions will apply to the people. For this reason, samples taken from the population must be truly representative. In quantitative research, the larger the example, the better the model is representative.

The determination of the sample size is determined by the number of indicators or items used in the study multiplied by 5 to 10 times (Ferdinand, 2014). In this study, the number of indicators used by researchers was 16 items, of which the number of research samples was 80 to 160 respondents. Considering this, in this study the number of samples used was 112 respondents. This number is in accordance with the minimum limit allowed for research using PLS analysis.

The sampling technique in this study used a sample taken using purposive sampling technique. Samples are taken not randomly, but are determined by the researcher. Sampling is based on the researcher's "judgment" regarding who deserves to meet the requirements to be sampled (Sekaran, 2010; 266). This is done so that the data obtained is truly relevant to the research design. The criteria are:

1. Have bought and tried products on Mixue Lampung.
2. Respondent's age criteria is at least 17 years old.
3. Respondents are domiciled or have tasted Mixue in Lampung.

### **3.6 Research Variable Definition**

A research variable is an attribute or nature or value of a person, object, or activity that has a specific variation determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2019:68). The following are the variables used in this study:

#### **3.6.1 Variable Independent**

According to Sugiyono (2015:39) the definition of the independent variable is a variable that affects or causes changes or symbols of the dependent variable. In this

study, the independent variables to be investigated are price and product quality (X).

### 3.6.2 Dependent Variable

The dependent variable is the variable that is influenced or is the result of the independent variable (free) (Sugiyono, 2017; 39). The independent variable to be studied in this study is the purchase decisions (Y).

### 3.6.3 Intervening Variable

The intervening variable is an intervening variable that lies between the independent variable and the dependent variable so that the independent variable does not directly affect the change or emergence of the dependent variable (Sugiyono, 2017; 62). The intervening variable in this study is satisfaction (Z).

### 3.7 Operational Variable

Variables are anything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn (Sugiyono, 2017; 38). The operational variables in this study can be described in Table 3.2 below:

**Table 3. 2 Operational Variable**

No	Variable	Item	Scale	References
1.	Price  Independent Variable (X1)	<ol style="list-style-type: none"> <li>1. The prices offered by the Mixue are affordable.</li> <li>2. Mixue have competitive prices with other similar products.</li> <li>3. The price offered by the Mixue is following the quality of the product.</li> <li>4. The price offered by the Mixue is following the benefits i get.</li> </ol>	Likert	Modified from Oktavian & Wahyudi (2022)
2.	Product Quality  Independent Variable (X2)	<ol style="list-style-type: none"> <li>1. I think Mixue product packaging is easy to use.</li> <li>2. Mixue products have good taste and quality.</li> <li>3. Mixue drink cup designs are good and according to my wishes or needs.</li> <li>4. Mixue have a variative menu.</li> </ol>	Likert	Modified from Oktavian & Wahyudi (2022)

3.	Purchase Intention Intervening Variable (Z)	<ol style="list-style-type: none"> <li>1. After considering the information about the products, I will likely buy Mixue products.</li> <li>2. I will buy Mixue products when I want them.</li> <li>3. I will recommend my friends and family to buy Mixue products.</li> </ol>	Likert	Modified from Setianingsih & Hidayat (2021)
4.	Purchase Decisions Dependent Variable (Y)	<ol style="list-style-type: none"> <li>1. Buying Mixue café products because the quality offered is superior to other products.</li> <li>2. Buying Mixue products because of the quality of the products and the prices offered according to their needs and desires.</li> <li>3. I bought Mixue products because I am familiar with the brand.</li> <li>4. Purchased Mixue products because of the location is strategic.</li> <li>5. Buying Mixue products because it is easier to make payments via ovo, Shopeepay, and Gopay.</li> </ol>	Likert	Modified from Oktavian & Wahyudi (2022)

### 3.8 Data Analysis Method

#### 3.8.1 Validity Test

The validity test function is to analyze whether the questionnaire is valid or not. The questionnaire will be valid if it states something that the questionnaire will measure (Sugiyono, 2017; 125). How to measure validity using the correlation of the score of the question items with the total variables and the question is valid or not, with:

- If the value of  $r_{count} > r_{table}$  and the significance value  $< 0,05$  then the indicator is valid.
- If the  $r$  value  $< r_{table}$  and the significance value  $> 0,05$  then the indicator is invalid.

#### 3.8.2 Reliability Test

Reliability is a tool used to measure questionnaires, which are indicators of variables. The questionnaire will be reliable if the perception on the question is stable. It is said that an instrument is called reliable if the instrument is consistent and has the same output (Sugiyono, 2017; 135). In this research, the authors used the cronbach alpha coefficient formula, namely:

- If cronbach's alpha value is  $> 0,6$ , the research variable is reliable.
- If cronbach's alpha value is  $< 0,6$ , the research variable is unreliable.

### **3.9 Analysis Data Technique**

#### **3.9.1 Descriptive Statistical Analysis**

In descriptive analysis, the object under study will be described as it is without conducting analysis and making general conclusions based on the data that has been collected (Sugiyono, 2017:232). Descriptive analysis aims to interpret the respondents' arguments against the choice of statements and the frequency distribution of respondents' statements from the data that has been collected. In this study, respondents' answers were described in five statement scales using a Likert Scale.

#### **3.9.2 Partial Least Square (PLS)**

Based on the hypothesis and research design, the data that has been collected will be analyzed using Partial Least Square (PLS), which is an equation analysis of SEM (Structural Equation Model) analysis that can simultaneously test the measurement model as well as test the structural model. Partial Least Squares (PLS) is a multivariate statistical technique that performs comparison between multiple dependent variables and multiple independent variables.

PLS is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data (Jogiyanto and Abdilah, 2015). PLS is a powerful analytical method because it can be applied to all data scales, it doesn't require a lot of assumptions and the sample size doesn't have to be large.



The reason behind the selection of the PLS analysis model in this study is that the model formed in the conceptual framework of this study, shows a tiered causal relationship, in price and product quality affecting purchase decisions, then price and product quality affects purchase intention, and also price and product quality variables affecting purchase intention as intervening variable on purchase decisions. This study uses latent variables that are measured through indicators. PLS is suitable for confirming indicators of a concept/construct/factor. Variance-based SEM with the PLS method is a multivariate analysis technique that allows a series of analyzes of several latent variables simultaneously to provide statistical efficiency. The steps for testing the PLS-based empirical research model with SmartPLS software (Solimun, 2012; 32) are as follows:

### **1) Model Specification**

Path analysis of the relationship between variables consists of:

#### a) Outer Model

The measurement model used to describe the relationship between indicator blocks and their latent variables is the outer model (Abdillah and Jogiyanto, 2015). In this model, it connects latent variables with their indicators. In other words, the outer model defines how each indicator relates to other variables.

#### b) Inner Model

The inner model is the specification of the relationship between latent variables (structural model), also known as the inner relation, which describes the relationship between latent variables based on the substantive theory of research.

### **2) Model Evaluation**

#### a. Model Measurement (Outer Model)

The measurement model used to describe the relationship between indicator blocks and their latent variables is the outer model (Abdillah and Jogiyanto, 2015). In this model, it connects latent variables with their indicators. In other words, the outer

model defines how each indicator relates to other variables. Test in the Outer model as follows:

1. Convergent validity of the measurement model can be seen from the correlation between the indicator scores and the variable scores. An indicator is considered valid if it has an AVE value above 0,5 or shows all outer loading variable dimensions having a loading value  $> 0,5$  so it can be concluded that the measurement fulfills the convergent validity criteria (Abdillah and Jogiyanto, 2015).
2. According to Abdillah & Jogiyanto (2015) the model is considered to have sufficient discriminant validity if the cross loading between constructs is bigger than the cross loading between one construct to other constructs in the model.
3. Cronbach's alpha and composite reliability values are used for reliability tests (Abdillah & Jogiyanto, 2015). Cronbach's alpha to measure the lower limit of the reliability value of a construct while Composite reliability measures the actual value of the reliability of a construct. A construct or variable is said to be reliable if it gives a value of cronbach's alpha  $> 0,7$  and Composite Reliability  $> 0,7$ .

#### b. Structural Model Evaluation (Inner Model)

To predict the existence of a causality relationship between latent variables using a structural model or inner model, namely using the Coefficient of Determination ( $R^2$ ) and Path Coefficient ( $\beta$ ) as a basis for seeing and believing in the relationship between constructs (Abdillah and Jogiyanto, 2015).

### 3. Mediation Test

The mediation test aims to detect the position of the intervening variable. To test the significance of the indirect effect, it is necessary to test the t value of the ab coefficient. The calculated t value is compared to the t table value, if the t-values  $>$  t-table value then it can be concluded that there is a mediating effect, then look at

the nature of the relationship between the variables either as a perfect mediating variable or partial mediation or not as a mediating variable. The method of examining the mediating variable is carried out as follows:

1. Checking the direct effect of exogenous variables on endogenous variables in the model by involving mediating variables.
2. Examine the direct effect of exogenous variables on endogenous variables without involving mediating variables.
3. Examine the effect of exogenous variables on mediating variables.
4. Examine the effect of mediating variables on endogenous variables (Solimun, 2012; 35).

### **3.10 Hypothesis Test**

According to Jogiyanto and Abdillah (2015), it explains that the significance measure of hypothesis support can be used by comparing the t-table and t-count values. If the t-count is higher than the t-table value, it means that the hypothesis is supported or accepted, in this study for a confidence level of 95 percent (alpha 5 percent).

#### **1. Determine the hypothesis formulation**

H0: There is no effect of each independent variable (X) on the variable (Y)

H1: There is a positive influence of each independent variable (X) on the variable (Y).

#### **2. Determine the t-table and calculate the t-count.**

- a) t-table with level = 5% (0.05) = 1,98
- b) t-count is obtained from the PLS calculation results.

#### **3. Decision-making criteria with a 5% significance level, the hypothesis is accepted or rejected as follows:**

- a) If  $t\text{-count} > t\text{-table}$ , then  $H_0$  is rejected and  $H_1$  is accepted. This means that there is an influence between variable (X) on variable (Y).

- b) If  $t\text{-count} < t\text{-table}$ , then  $H_0$  is accepted and  $H_1$  is rejected. This means that there is no influence between variable (X) on variable (Y).

#### **4. Conclusion**

From the results of the above calculations, it is compared between  $t\text{-count}$  and  $t\text{-table}$  or with probability to conclude whether  $H_0$  is rejected and  $H_1$  is accepted or  $H_1$  is rejected and  $H_0$  is accepted.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusions

Based on the quantitative results and discussions that have been carried out regarding the influence of price and product quality on purchase decisions with purchase intention as intervening variable (study on Mixue Lampung) using path coefficient calculations, the following research conclusions can be drawn:

1. The research results prove that price has a positive effect on purchase intention. This means that purchase intention can be formed through product prices that are consistent and in line with quality. If the price is consistent and matches the quality, purchase intention will also increase.
2. The research results prove that price has a positive effect on purchase decisions. This means that purchase decisions can be formed if the company provides prices that are consistent and in line with quality in meeting the expectations and needs of consumer purchasing decisions. If the price is affordable and matches the quality, the purchase decision will also increase.
3. The research results prove that product quality has a positive effect on purchase intention. This means that good product quality can increase consumer purchase intention for the products offered by the company. If product quality is well maintained, purchase intention will also increase.
4. Research results prove that product quality has a positive effect on purchase decisions. This means that an increase in product quality will increase purchase intention, thereby increasing consumers' buying interest in the products issued by the company.

## 5.2 Suggestions

Based on the results of the research conducted, researchers put forward several suggestions as follows:

### 1. For Mixue Lampung

Mixue Ice Cream Lampung needs to pay attention to the outcome indicator items that have been tested in this research so that it is hoped that the company can maintain prices that can be reached by all consumers while improving the quality of products in accordance with consumer expectations so that consumer purchase intention can always increase and be maintained and make consumers remain loyal. so that we always make purchase decisions on Mixue Ice Cream Lampung amidst the rapid and rampant competition in the food and beverage business which offers ice cream in various variants, each of which also continues to innovate in order to compete with Mixue.

### 2. For Next Researchers

For the future researchers, it is hoped that they will add other variables besides the variables used in this research, namely product quality, price, purchasing interest and purchasing decisions. Future researchers can use other variables such as brand awareness, and are expected to develop this research but with similar brands, for example Momoyo and Wedrink, so that the information presented is more diverse and better than this research.

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