

CHESA ARMELINDA NAMORA. 2025. *Analysis of the Influence of Product Quality, Service Quality, Brand image, and Price on Purchasing Decisions of Mixue Products at the Kaliurang UGM in Yogyakarta.*

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ABSTRACT

Mixue is a franchise company that provides ice cream, tea, and other beverages originating from China. Mixue has gained many enthusiasts after its ice cream went viral on various social media platforms, particularly TikTok and Instagram. This study aims to analyze the influence of product quality, service, brand image, and price on purchasing decisions at Mixue Kaliurang UGM. This research uses a descriptive quantitative method with 50 respondents selected through purposive sampling. The data used are primary and secondary data obtained through observation, documentation, and interviews. The data analysis technique in this study employs SEM-PLS (Structural Equation Modeling–Partial Least Square). The results show that: 1) Consumers are predominantly young, female, and university students; 2) Product quality, service quality, and brand image have a positive and significant effect on purchase decisions, while the price variable does not show a significant effect. The results of this study indicate that Mixue needs to focus more on improving product quality, service, and brand image, as these three factors have been proven to significantly influence consumer purchasing decisions.

Keywords: *Brand image, Price, Product Quality, Purchasing Decision, Service Quality*

CHESA ARMELINDA NAMORA. 2025. Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, *Brand image* Dan Harga Terhadap Keputusan Pembelian Produk Mixue Cabang Kaliurang UGM Di Yogyakarta.

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ABSTRAK

Mixue merupakan Perusahaan warabala yang menyediakan es krim, teh, dan minuman lainnya yang berasal dari China. Mixue telah memiliki banyak peminat setelah es krim ini viral di berbagai platform media sosial, khususnya Tiktok dan Instagram. Penelitian ini bertujuan menganalisis pengaruh kualitas produk, pelayanan, *brand image*, dan harga terhadap keputusan pembelian di Mixue Kaliurang UGM. Penelitian ini menggunakan metode kuantitatif deskriptif, dengan 50 responden yang dipilih melalui *purposive sampling*. Data yang digunakan adalah data primer dan sekunder melalui observasi, dokumentasi, dan wawancara. Teknik analisis data dalam penelitian ini menggunakan analisis SEM PLS. Hasil penelitian menunjukkan bahwa 1) Konsumen didominasi oleh usia muda, perempuan, dan berstatus mahasiswa, 2) Kualitas produk, kualitas pelayanan, dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan, variabel harga tidak menunjukkan pengaruh signifikan. Hasil dari penelitian ini menunjukkan bahwa Mixue perlu lebih fokus pada peningkatan kualitas produk, pelayanan, dan brand image karena ketiganya terbukti berpengaruh signifikan terhadap keputusan pembelian konsumen.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, *Brand image*, Harga, Keputusan Pembelian