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RESEARCH ARTICLE

The Influence of Price and Product Quality on Repurchase Intention: case study of Mixue Store in Padang City

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Summary

This research is motivated by the competitive conditions in the culinary business sector, particularly in the food and beverage industry, which is currently experiencing intense competition. To meet consumer demands, companies must employ various strategies to sustain their businesses. The purpose of this study is to examine and analyze the influence of price and product quality on repurchase intention of Mixue, both partially and simultaneously. The study applies a quantitative approach with 100 respondents, using probability sampling as the sampling technique. Data analysis was conducted using the SPSS software application. The results of the coefficient of determination test show that repurchase intention can be explained by price and product quality factors by 63.9%, while the remaining 36.1% is explained by other variables. The findings also show that price has a significant effect on repurchase intention of Mixue, and product quality significant effect on repurchase intention Mixue. The results of the F-test indicate that price and product quality simultaneously have a significant effect on repurchase intention of Mixue.

Keywords
Price, Product Quality, Repurchase Intention

1 | INTRODUCTION

Competition in the modern culinary business is increasingly fierce, especially in the fast-food beverage sector, such as boba, Thai tea, and ice cream, which are currently trending in Indonesia. Mixue, a global brand that entered the Indonesian market in 2020, has successfully captured consumers' attention with its affordable pricing strategy and wide product variety. Data from the Top Brand Award (2024) shows that Mixue ranks first as the most popular beverage and ice cream brand in Indonesia, despite competing with major brands such as Chatime, Kopi Kenangan, and Xi Bo Ba.

This Chinese ice cream and beverage company has 21,582 franchise outlets across various countries. This number makes Mixue the food and beverage company with the fifth-highest number of franchise outlets in the world (Momentum Works, 2021). This situation raises important questions about the factors that drive consumers to repeat purchases of Mixue products.

Compared to its competitors, Mixue offers relatively affordable prices. For example, an ice cream cone at Mixue costs only around Rp8,000, while popular boba drinks like Brown Sugar Pearl Milk Tea are priced at around Rp19,000. This is still below the prices offered by competitors like Chatime, which sells similar products in the

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Rp23,000–Rp35,000 range. Meanwhile, other beverage brands like Kopi Kenangan set their prices at around Rp18,000–Rp30,000.

Es Teh Indonesia, a local brand with a simple concept, still offers drinks at around Rp13,000–Rp22,000, which is still relatively higher than Mixue. This price difference demonstrates Mixue's positioning as a price-competitive brand, enabling it to reach consumers from various segments, particularly students, and the general public seeking affordable ice cream or drinks.

Compared to competitors like Chatime, Kopi Kenangan, and Es Teh Indonesia, Mixue is often perceived as having more standard or mass-market quality. For example, many consumers report that Mixue's drinks tend to have a uniform taste, lack complexity, and have less premium topping textures than its competitors. On the other hand, Chatime emphasizes the quality of its tea leaves, a variety of high-quality toppings, and a more "premium" drinking experience. While Mixue excels in terms of flavor consistency and speed of service, many consider its competitors superior in terms of flavor innovation, use of premium ingredients, and customer experience. Therefore, even though Mixue's prices are significantly lower, this does not automatically guarantee repeat purchases if consumers feel the product quality does not meet their expectations.

Several previous studies have confirmed that price and product quality are key variables influencing repeat purchase intentions. However, previous research findings have shown inconsistent results. Suryaningtyas et al. (2023) found that price and product quality significantly influenced repeat purchases, while Nurbaiti et al. (2025) reported that product quality had no significant effect. These discrepancies create a relevant research gap that merits further exploration.

2 | LITERATUR REVIEW

According to Kotler & Armstrong (2018), price is the amount of money charged for a product or service, or the sum of the values exchanged by consumers to obtain the benefits of owning or using that product or service. According to Tjiptono (2019), price is the amount of money charged to consumers to obtain a product. The more economical the price offered, combined with satisfactory product quality, the more interested and satisfied consumers will be, leading to a desire to revisit the location.

From the explanations of the experts above, it can be concluded that price is the amount of money exchanged by consumers to obtain a product or service, and price determines the value of a product. According to Kotler & Armstrong (2018) in (Hendarto, 2023), price indicators are as follows: 1) Price affordability, 2) Price commensurate with product quality, 3) Price competitiveness, 4) Price commensurate with benefits.

Kotler & Armstrong (2018) state that product quality is a product's ability to perform its function, including its useful life, reliability, accuracy, ease of operation and repair, and other attribute values. Product quality can be viewed from both internal and external perspectives. Budiyanto (2016) explains that in marketing, product quality is measured externally, namely through customer perceptions. Meanwhile, according to Tjiptono (2019), product quality is the level of excellence of a product in meeting consumer desires.

Based on the opinions of the experts mentioned above, it can be concluded that product quality is the level of excellence of a product that can be assessed internally and externally, namely from the perspective of customers in meeting consumer desires. According to Nasir (2021) in Anggela et al., 2024, there are five indicators of product quality: 1) Performance, 2) Range and Type of Features, 3) Reliability or Durability, 4) Sensory Characteristics, 5) Ethical Profile and Image.

According to Kotler & Keller (2016), repurchase intention occurs when a consumer is satisfied with a product that meets expectations and performs as expected. This creates satisfaction that encourages repeat purchases of the same product or brand in the future, and encourages them to tell others about the product's positive qualities. Schiffman & Kanuk (2008) define repurchase intention as a psychological activity that arises from feelings and thoughts about a desired product or service. Ferdinand (2014) defines repurchase intention as a consumer commitment formed after a product or service is purchased. This commitment develops as a result of positive consumer perceptions of the brand and satisfaction with the purchase.

According to Kotler & Keller (2016), repurchase intention is a post-purchase consumer action. Post-purchase satisfaction or dissatisfaction with a product influences subsequent behavior. Satisfied consumers are more likely to repurchase the product. According to Mowen & Minor (2012), repurchase intention is a condition where a consumer has a positive attitude toward a brand, is committed to that brand, and intends to continue purchasing it in the future.

Based on the explanations from the experts above, it can be concluded that repurchase intention is a post-purchase consumer action that arises from satisfaction with a product or service they have consumed, resulting in a desire to repurchase or repeat the same product.

The indicators of repurchase intention, according to Ferdinand (2006) in (Gantara & Sigarlaki, 2024), are: 1) Transactional Intention, which is a person's tendency to repurchase a product they have previously consumed; 2)

Referential Intention, which is a person's tendency to recommend a product they have previously purchased to others and to purchase it based on their consumption experience; 3) Preferential Intention, which describes a person's behavior where they always have a primary preference for a product they have previously consumed; this preference can only change if something happens to the reference product. Based on the explanation above, the following hypothesis can be proposed:

H1: Price has a positive and significant effect on repurchase intention.

H2: Product quality has a positive and significant effect on repurchase intention.

3 | METHOD

3.1 | Data collection

The respondents in this study were consumers who had repurchased Mixue at least twice. The data collection method used in this study was a survey with a research instrument using a questionnaire adopted from previous research and adapted to the research object, then distributed to 100 respondents. After the questionnaires were reviewed, there were 12 questionnaires that could not be processed because they did not match the respondent criteria. So the questionnaires were distributed again to 12 respondents, after which the questionnaire reached the target and was processed by the researcher in the amount of 100 questionnaires. This can be seen in Table 1 which is the respondent profile.

Tabel 1. Responden Profile

Information	F	Percentage
Gender		
Male	37	37%
Female	63	63%
Total	**100**	**100%**
Age		
< 18 years	29	29%
18 – 25 years	40	40%
26 – 35 years	20	20%
>35 years	11	11%
Total	**100**	**100%**
Purchase intensity		
2-5 times	36	36%
5-10 times	43	43%
>10 times	21	21%
Total	**100**	**100%**
Occupation		
Student	28	28%
University Student	28	28%
Private Sector/State-Owned Enterprise Employee	17	17%
Entrepreneur	15	15%
Civil Servant/Military/Police Officer	12	12%
Total	**100**	**100%**

3.1 | Data Analysis

Data analysis was performed using structural equation modeling using the SmartPLS statistical tool. For data processing in this study, multiple linear regression was used. Before conducting the multiple linear regression analysis, several tests were conducted, including research instrument testing and classical assumption testing.

4 | RESULT

4.1 | Measurement (Validity & Reliability)

This study examines three variables: price (X1), product quality (X2), and repurchase intention (Y). Each of these variables consists of several indicators with measurements specified in the questionnaire. Before evaluating the results, it is important to conduct validity and reliability tests for the measurements of these three variables. To test the validity and reliability, questionnaires were distributed to 30 primary respondents. Using SPSS version 25 software, the calculations for the validity and reliability tests yielded the following results.

The validity test was conducted using the Pearson Bivariate or Pearson Product-Moment correlation technique (Ghozali, 2018). To determine the validity of this research instrument, the calculated r value was compared with the r table value. An instrument is considered valid if the calculated r value is greater than the r table value. To calculate the "r" - "tabel" value, the degree of freedom (df) = n-2 was used (Ghozali, 2018)

Tabel 2. Validity Test Results

Variable	Statement Items	r_{count}	r_{table}	conclusion
Price	X1.1	0,749	0,361	Valid
	X1.2	0,696	0,361	Valid
	X1.3	0,626	0,361	Valid
	X1.4	0,708	0,361	Valid
	X1.5	0,717	0,361	Valid
	X1.6	0,612	0,361	Valid
Product Quality	X2.1	0,556	0,361	Valid
	X2.2	0,743	0,361	Valid
	X2.3	0,540	0,361	Valid
	X2.4	0,859	0,361	Valid
	X2.5	0,560	0,361	Valid
Repurchase Intention	Y1.1	0,619	0,361	Valid
	Y1.2	0,590	0,361	Valid
	Y1.3	0,564	0,361	Valid

From the table above, it can be seen that the validity test results for all items of the Price variable statement (X1) are valid, for the product quality variable (X2) all items of the statement are valid, and based on these results, it can be concluded that all items of the Repurchase Intention variable statement (Y) are valid. Because the value $r_{count} > r_{table}$ (0,361).

Tabel 3. Reliability Test Results

Variable	Statement Items	*Chronbach's Alpha*	conclusion
Harga	X1.1	0,886	Reliabel
	X1.2	0,889	Reliabel
	X1.3	0,892	Reliabel
	X1.4	0,889	Reliabel
	X1.5	0,888	Reliabel
	X1.6	0,892	Reliabel
Kualitas Produk	X2.1	0,895	Reliabel
	X2.2	0,887	Reliabel
	X2.3	0,896	Reliabel
	X2.4	0,879	Reliabel
	X2.5	0,894	Reliabel
Niat Pembelian Ulang	Y1.1	0,892	Reliabel
	Y1.2	0,894	Reliabel
	Y1.3	0,894	Reliabel

Reliability testing is conducted to determine whether the instrument used for data collection is reliable. Reliable research results can occur if there are similarities in data collected at different times (Sugiyono, 2023). In this study, reliability testing was measured using Chronbach's Alpha (Priyatno, 2018). A variable is considered reliable if the Chronbach's Alpha value is >0.60 (Priyatno, 2018). Based on Table 3 above, it can be seen that the Chronbach's Alpha value for 14 statements is Chronbach's Alpha >0.60. Therefore, it can be concluded that all statements in the questionnaire are reliable.

4.2 | Multiple Linear Regression Test

Multiple regression analysis was conducted to predict the value of the dependent variable using independent variables. There are two independent variables: Price and Product Quality. Table 4 shows the results of the regression analysis. Based on the table above, the results of the multiple linear regression test yield the following regression equation: $Y = 0{,}121 + 0{,}174X_1 + 0{,}378X_2$. (Y = repuchase intention, X_1 = price, X_2 = product quality).

Tabel 4. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,121	0,966		0,125	0,901
Price	0,174	0,044	0,307	3,938	0,000
Product quality	0,378	0,051	0,574	7,367	0,000

The constant value of the regression equation is positive at 0.121, meaning that if the Price and Product Quality variables are set to 0, then the Mixue Repurchase Intention variable will remain the same. The Price variable's regression coefficient is positive at 0.174, meaning that if the price increases or becomes more affordable, the price matches the quantity and quality, the price is relatively low compared to competitors, and the promotions offered are more attractive, Mixue consumers' Repurchase Intention will also increase. Every one unit increase in the price variable (X_1) will increase Repurchase Intention (Y) by 0.174. Conversely, a decrease in the Price variable will decrease Repurchase Intention. This creates a direct relationship between the Price variable and Repurchase Intention. The Product Quality variable's regression coefficient of 0.378 means that if there is an increase in Product Quality, namely performance in accordance with expectations, the availability of products in various variants, quality and durability, attractive packaging, and a good reputation, it will increase Mixue consumers' Repurchase Intention. For every 1 (one) unit increase in Product Quality (X_2) repurchase Intention (Y) will increase by 0.378. Conversely, a decrease in Product Quality will decrease Repurchase Intention.

The T-test is conducted to examine whether the independent variable (X) individually has a significant relationship with the dependent variable (Y) partially (Priyatno, 2018). Based on Table 5 above, it can be seen that the Price variable (X_1) obtained a value of t_{hitung} 3,938 > t_{tabel} 1,984 and signifikan (0,000 < 0,05). Thus it can be concluded that the Price variable (X_1) has a significant effect on Repurchase Intention (Y) with a confidence level of 95%. Selanjutnya product quality (X_2) obtained t_{hitung} 7,367 > t_{tabel} 1,984 and signifikan 0,000 < 0,05. Thus it can be concluded that the Product Quality variable (X_2) has a significant effect on Repurchase Intention (Y) with a confidence level of 95%.

Table 5. Hasil Uji T

Variabel	t_{hitung}	t_{tabel}	Sig.	Alpha	
Price	3,938	1,984	0,000	0,05	Significant
Product quality	7,367	1,984	0,000	0,05	Significant

The F-test in multiple linear regression analysis was conducted to determine whether the Price and Product Quality variables included in the study simultaneously or simultaneously had a significant effect on Repurchase Intention. Based on the F-test results, the significance value for the Price and Product Quality variables on Repurchase Intention was 0.000 < 0.05, with a calculated f-value of 88.772 > f-table of 3.09. Therefore, it can be concluded that Price and Product Quality simultaneously influence Mixue Repurchase Intention.

The coefficient of determination aims to determine the proportion or percentage of total variation in the dependent variable, namely Repurchase Intention (Y), explained by the independent variables, namely Price (X1) and Product Quality (X2) (Ghozali, 2018). The coefficient of determination value used to determine the ability of the dependent variable is seen from the Adjusted R-Square value because it uses more than two independent

variables (Priyatno, 2018). Based on the results of the coefficient of determination test in Table 4.15 above, the coefficient of determination (Adjusted R Square) is 0.639. This indicates that Repurchase Intention is explained by the Price and Product Quality factors by 63.9%, with the remaining 36.1% explained by other variables not examined in this study.

5 | DISCUSSION

The T-test results indicate that price significantly influences repurchase intention. The calculated t-value for the price variable, 3.938, is greater than the t-value for the table of 1.984, and the significance value of 0.000 is less than the alpha value of 0.05. Furthermore, the regression value indicates a positive effect on price. This is because Mixue adapts to customer needs, such as affordability, price alignment with quantity and quality, and price competitiveness, which will increase or increase the likelihood of repurchase intention.

These findings align with the theory proposed by Kotler & Armstrong (2018), which states that price is a key element in consumer purchasing decisions. Prices perceived as appropriate to quality, affordable, and competitive can encourage consumers to repurchase. Ramadhan et al. (2023) state that price has a positive and significant partial effect on repurchase. A study by Nasution & Adnans (2024) also found that price has a positive and significant effect on repurchase intention. In the context of this research, the results align with the open-ended statements from respondents, which stated that affordable prices, appropriateness of price to quantity and quality, and price competitiveness can lead to consumer repurchase intentions.

The T-test results indicate that the product quality variable achieved a calculated t-value of 7.367, which is greater than the t-value of 1.984, and a significance value of 0.000, which is less than the alpha value of 0.05. Furthermore, the positive regression value indicates a positive effect of product quality on repurchase intentions. These results indicate that product quality has a partial positive and significant effect on repurchase intentions. This means that if there is an increase in product quality, in terms of performance, product features, reliability or durability, characteristics, ethics, and a good product image, there will be an increase or greater likelihood of customer repurchase intentions. Therefore, it can be concluded that the higher the product quality, the higher the repurchase intention. These findings align with Kotler and Keller's (2016) findings, which state that product quality is a product's ability to meet or exceed consumer expectations, including durability, reliability, features, design, and ease of use. When consumers perceive that the product they purchase is of high quality and meets expectations, they are more likely to repurchase. Hartina et al. (2023) stated that product quality influences Mixue's purchasing decisions. In a study conducted by Ramadhan et al. (2023), product quality variables had a positive and significant effect on repurchase intentions.

The F-test results showed a calculated f-value of 88.772, greater than the f-table value of 3.09, and a significance value of 0.000, less than 0.05. The F-test results indicate that simultaneously, or jointly, price and product quality variables have a positive and significant effect on repurchase intentions. This can occur because Mixue adjusts prices according to product quantity and quality, and adapts to price competitiveness. Furthermore, the product quality is highly sought after by consumers, thus fostering repeat purchase intentions.

This finding aligns with the marketing mix theory proposed by Kotler & Armstrong (2018), which states that consumer decisions are influenced by elements within the marketing mix, including price and product quality. When optimally managed, these two elements can increase consumer satisfaction, ultimately driving repeat purchase intentions. Consistent with previous research, Hartinah et al. (2023) also found that price and product quality simultaneously influence repeat purchase intentions. Suryaningtyas et al. (2023) found that price and product quality significantly influence repeat purchases of Mixue.

This study, which focuses on analyzing the variables of price and product quality on repeat purchase intentions, suggests that Mixue should maintain good product prices and quality and pay greater attention to consumer needs, such as implementing new innovations, to encourage repeat purchase intentions. In further research, other variables that influence repurchase intentions that were not examined in this study can be taken into account.

5.1 | Limitations and Future research

The findings of this investigation indicate numerous constraints. Initially, the study's scope is relatively restricted, as it concentrates on a Padang city, Indonesia, which restricts the generalizability of its findings to other developed and developing countries. It is recommended that future research includes variables beyond those already studied to obtain more varied results that could influence purchasing intention. Furthermore, future researchers could expand the sample size and expand the study beyond Padang City.

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