CUSTOMER SATISFACTION AS A MEDIATOR OF THE INFLUENCE OF TASTE, PACKAGING, AND PRICE PERCEPTION ON REPURCHASE INTENTION OF MIXUE IN EAST SURABAYA

Clarrisa Kurnia Fitriani[1]
Universitas 17 Agustus 1945 Surabaya, Surabaya, Indonesia
1262400049@surel.untag-sby.ac.id

Siti Mujanah[2]
Universitas 17 Agustus 1945 Surabaya, Surabaya, Indonesia
sitimujanah@untag-sby.ac.id

Achmad Yanu Alif Fianto[3]
Universitas 17 Agustus 1945 Surabaya, Surabaya, Indonesia
achmadyanu@untag-sby.ac.id

Abstract

This study aims to analyze the influence of taste, packaging, and price perception on repurchase intention with customer satisfaction as a mediating variable among Mixue consumers in East Surabaya. The research method used is quantitative with purposive sampling technique and involved 100 respondents who have made purchases more than three times. Data collection was carried out by distributing questionnaires that have been tested for validity and reliability. Data analysis used the Structural Equation Modeling (SEM) approach with the Partial Least Square (PLS) method through SmartPLS 3.9.9 software. The results showed that taste and price perception have a positive and significant effect on repurchase intention, while packaging has a positive but insignificant effect. Taste and price perception are also proven to have a positive and significant effect on customer satisfaction, while packaging again shows a positive but insignificant effect. In addition, customer satisfaction has a positive and significant effect on repurchase intention. The mediating role of customer satisfaction is proven to be significant in the relationship between taste and price perception on repurchase intention, but not significant in the relationship between packaging and repurchase intention. These findings indicate that product taste and perceived price to quality play a dominant role in increasing customer satisfaction and driving repeat purchase intentions among Mixue consumers.

Keywords: Customer Satisfaction, Taste, Packaging, Price Perception, Repurchase Intention

INTRODUCTION

In the modern era, the culinary industry is experiencing rapid growth and has become a sector with high economic potential. Competition between businesses is increasingly fierce, requiring companies to continuously innovate in terms of taste, packaging, and pricing strategies to maintain customer interest and loyalty. In recent years, the contemporary beverage industry in Indonesia has shown significant growth along with the increasing trend of practical and consumerist lifestyles among the younger generation.

One brand that has succeeded in capturing public attention is Mixue, a Chinese beverage brand that has successfully penetrated the Southeast Asian market, including Indonesia. Mixue's success is supported by its affordable pricing strategy, consistent taste, and attractive packaging design. In Indonesia, Mixue opened its first outlet in Bandung in 2020 and has grown rapidly to over 300 branches in various major cities. The viral "Mixue fever" phenomenon on various digital platforms like TikTok and Instagram demonstrates the high level of public enthusiasm for the product. Long lines at Mixue outlets, including in East Surabaya, are a strong indicator of high repeat purchase intention. Repeat purchase intention is a crucial indicator for customer retention and business sustainability, particularly in the highly dynamic food and beverage retail sector.

Several previous studies have shown that product attributes such as taste, packaging, and price perception significantly influence customer satisfaction and repurchase intention (Mudfarikah & Dwijayanti, 2021). Quality taste encourages consumers to repurchase (Kusdianto, 2023), while packaging serves not only as a product protector but also as a promotional tool that can strengthen brand image (Soroka, 2022). Furthermore, the perception of price as fair and commensurate with product quality plays a crucial role in shaping customer satisfaction (Kotler, 2017). Customer satisfaction it self is a key factor influencing repurchase intention. When customers are satisfied, they are more likely to make repeat purchases and recommend the product to others (Listiawati, 2021). Therefore, understanding the relationship between product attributes, customer satisfaction, and repurchase intention is crucial for companies in formulating effective marketing strategies.

This study aims to analyze the role of customer satisfaction as a mediating variable in the influence of taste, packaging, and price perception on repurchase intention among Mixue consumers in East Surabaya. This research is expected to provide an empirical contribution to the consumer behavior literature and serve as a reference for business actors in developing strategies to increase customer loyalty.

REVIEW OF LITERATURE

In the context of forming opinions about a product, especially food, the sense of taste plays a crucial role between consumers and the product. Kusumaningrum (2019:6) emphasizes that consumers are formed through the sense of taste, which is influenced by a series of internal and external stimuli experienced directly through sensory experiences in the mouth. According to Garrow and James (2010:124), there are two ways to measure taste indicators. First, smell or aroma, which functions as an initial feature and the main determinant in forming taste expectations. The process of taste perception occurs directly in the oral cavity, involving two interrelated components: (a) papilla, which are structures on the tongue that contain taste buds. The receptors in these papillae are responsible for detecting basic taste qualities such as sweet, salty, sour, bitter, and savory, and (b) oral texture stimuli.

In today's marketing world, packaging serves more than just a simple wrapper; it has become a crucial marketing tool. Packaging combines practicality with effective promotional tools. According to Herawati (2019:22), three key factors contribute to successful packaging. First, the packaging material. The material used must be strong and capable of protecting its contents well. Imagine when we buy a product, we naturally want it to arrive in good condition and undamaged. Materials such as paper, plastic, glass, or metal are often chosen because they are proven to maintain product safety. Second, the text and images on the packaging. The brand logo and product information must be clearly displayed and easy to read. This is crucial so consumers can easily find the product they are looking for and understand its contents and benefits. Third, the shape and size of the packaging. Packaging should be designed to fit its contents, neither too large nor too small. The right size makes the product easy to carry, store, and use.

Price perception is how consumers assess whether a product's price is fair. It's not just a matter of numbers, but rather a consumer's feelings and assessment of an item's value. According to Kotler, as quoted in Muharam (2017:76), there are three main factors that influence consumer price assessments: First, there's the close relationship between price and quality. Consumers are typically willing to pay more for a product if they believe the price increase is commensurate with the increase in quality. Second, there's the perceived value consideration. When purchasing something, consumers don't just look at the price but also consider the perceived benefits they'll receive. Third, there's the influence of competitors' prices. If your product's price is too high compared to competitors with similar quality, consumers may switch to another brand. Conversely, if the price is too low, consumers may become suspicious of the product's quality.

Repurchase intention is a consumer's tendency to repurchase a product or service from the same brand, based on previous experiences and current circumstances. This concept reflects the level of consumer loyalty and satisfaction with a brand. According to Hasan (2018:131), repurchase intention can be understood through three main interrelated dimensions. Transactional intention describes a consumer's basic tendency to repurchase. This occurs when consumers feel satisfied with a product and consistently choose the same brand whenever the need arises. This dimension indicates a higher level of loyalty, where consumers are not only satisfied with the product but also willing to become voluntary promoters. Preferential intent reflects a consumer's highest commitment to a brand. Consumers with this intent will maintain their preference despite facing various challenges. For companies, a deep understanding of this dimension of repurchase intent is crucial for developing effective customer retention strategies, building targeted loyalty programs, and fostering long-term relationships with consumers. By recognizing the level of consumer repurchase intent, companies can more effectively retain loyal customers and transform casual buyers into active brand ambassadors.

According to Irawan (2021:54), customer satisfaction is the feeling of pleasure or disappointment experienced by consumers after comparing their expectations with the reality they receive from a product or service. Simply put, customer satisfaction can be measured through the following three indicators: conformity to expectations, such as when we buy something with certain expectations and if the results meet or even exceed our expectations, we will feel satisfied. Conversely, if the reality is disappointing, we will certainly not be satisfied. Desire to return. The clearest indicator of customer satisfaction is when they want to use the product or service again. Willingness to recommend. The strongest sign of

satisfaction is when consumers not only return themselves but are also willing to recommend to others. These indicators are interconnected and indicate a deepening level of satisfaction.

RESEARCH METHOD

This study uses a quantitative method with a hypothesis testing approach. Data collection was carried out using research instruments, and the data were analyzed statistically with the aim of testing the previously established hypotheses (Sugiyono, 2020). The population in this study were all Mixue consumers in East Surabaya. The sampling technique used was a purposive sampling method with the condition that consumers had made purchases more than three times a month. This resulted in a sample of 100 people (Aditama, 2024). Data measurement used a Likert scale of 1-5. For data analysis, this study used Variance-based Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach with SmartPLS software version 3.9.9.

Research Hypothesis

This study aims to analyze the influence of taste, packaging, and price perception on repurchase intention through customer satisfaction as a mediating variable. Based on the literature review and previous research, the following hypotheses are proposed in this study:

H1: Taste has a direct positive and significant influence on Mixue repurchase intention in East Surabaya.
H2: Packaging has a direct positive and significant influence on Mixue's repurchase intention in East Surabaya.
H3: Price perception has a direct positive and significant influence on Mixue repurchase intention in East Surabaya.
H4: Taste has a positive and significant influence on Mixue customer satisfaction in East Surabaya.
H5: Packaging has a positive and significant influence on Mixue customer satisfaction in East Surabaya.
H6: Price perception has a positive and significant influence on Mixue customer satisfaction in East Surabaya.
H7: Customer satisfaction has a positive and significant influence on Mixue repurchase intention in East Surabaya.
H8: Customer satisfaction mediates the influence of taste on repurchase intention of Mixue in East Surabaya.
H9: Customer satisfaction mediates the influence of packaging on repurchase intention of Mixue in East Surabaya.
H10: Customer Satisfaction mediates the influence of price perception on Mixue repurchase intention in East Surabaya.

Research Model

This research model describes the relationship between the independent variables (taste, packaging, and price perception) and the dependent variable (repurchase intention) through a mediating variable (customer satisfaction). This model can be illustrated as follows:

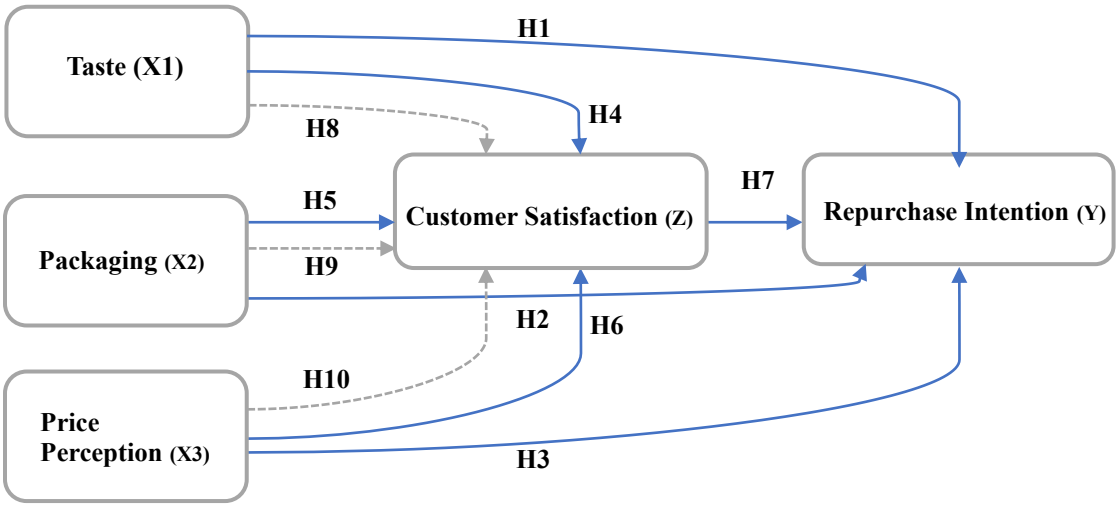


Figure 1.
Research Model
Source: Processed data (2025)

RESULTS AND DISCUSSION

Respondent Characteristics Results

This study involved 100 respondents with characteristics as Mixue consumers in East Surabaya analyzed based on gender, age, and profession. The results of the characteristics of respondents based on gender are 69 women, 30 men. Based on age, there are 93 respondents aged 17-25 years, 4 respondents aged 26-35 years, and 3 respondents aged <17 years. Based on profession, there are 71 respondents who work as students, 17 respondents who work as private employees, 7 respondents who work as entrepreneurs, and 5 respondents who work as students.

Convergent Validity Results

For all indicators in the study, if the outer loading value is above 0.70, it is considered sufficient (Ghozali, 2021). Figure 2 shows the results of the measurement model test, showing the outer factor loadings of the four variables, all of which are >0.70, thus being considered valid.

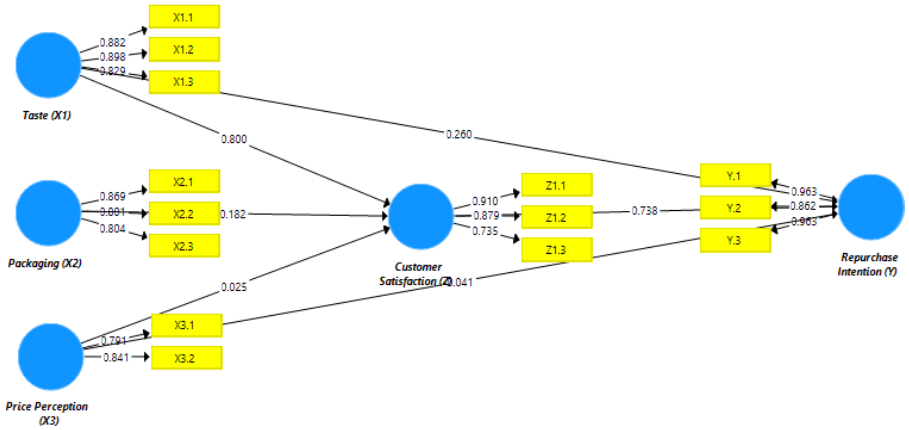


Figure 2.
Test Measurement Model
Source: SmartPLS 3.9.9 output, processed data (2025)

Discriminant Validity Results

Discriminant validity is a test that refers to the comparison of the square root of extracted variance (AVE), where this test leads to a mismatch between the attributes that should be measured by the measuring instrument and the theoretical concept. If the AVE value of each variable has a value ≥ 0.5, it is considered good (Ghozali, 2021). The test results in this study obtained that the AVE root of the Customer Satisfaction construct was 0.845, for Taste it was 0.870, for Packaging it was 0.825, for Price Perception it was 0.816, and for Repurchase Intention it was 0.930. The following are the test results:

Table 1.
Discriminant Validity Results

	Customer Satisfaction	Packaging	Price Perception	Repurchase Intention	Taste
Customer Satisfaction	0.845				
Packaging	0.869	0.825			
Price Perception	0.657	0.692	0.816		
Repurchase Intention	0.962	0.874	0.608	0.930	
Taste	0.768	0.838	0.633	0.948	0.870

Source: SmartPLS 3.9.9 output, processed data (2025)

Composite Reliability Results

Composite Reliability *is* the stage for examining the reliability value between the indicator blocks and the constructs that form them. This is used to see the consistency of measurement results. Composite reliability is declared good if it has a value ≥ 0.70. In this study, each variable has a composite reliability value ≥ 0.70, so all variables can be said to have good reliability values. The following are the test results:

Table 2.
Composite Reliability Results

	Composite Reliability
Customer Satisfaction	0.881
Taste	0.903
Packaging	0.865
Price Perception	0.800
Repurchase Intention	0.951

Source: SmartPLS 3.9.9 output, processed data (2025)

Cronbach's Alpha Results

Cronbach's Alpha can strengthen the results of composite reliability. In other words, this test is used to evaluate internal consistency between items within a construct. A Cronbach's Alpha value is considered usable if it is greater than 0.60 (Siregar, 2014). In this study, each variable had a Cronbach's Alpha value greater than 0.60, indicating that all variables have strong reliability and have met the Cronbach's Alpha criteria. The following are the test results:

Table 3.
Cronbach's Alpha Results

	Cronbach's Alpha
Customer Satisfaction	0.799
Taste	0.840
Packaging	0.773
Price Perception	0.621
Repurchase Intention	0.921

Source: SmartPLS 3.9.9 output, processed data (2025)

R-Square Results

The influence of taste, packaging, and price perception on customer satisfaction produces an R-square value of 0.948. This shows that the construct variable of customer satisfaction can be explained by the variables of taste, packaging, and price perception by 94.8%, the following are the test results. Furthermore, the influence of taste, packaging, and price perception on repurchase intention produces an R-square value of 0.931. This proves that the construct variable of repurchase intention can be explained by the variables of taste, packaging, and price perception by 9.31%, while the rest is explained by other variables not included in this study.

Table 4.
R-Square Results

	R-Square Results
Customer Satisfaction	0.948
Repurchase Intention	0.931

Source: SmartPLS 3.9.9 output, processed data (2025)

Causality Test Results

The t-statistic value of the influence of taste on repurchase intention is 11,630 ≥ 1.96. The estimated coefficient value of 0.849 is positive, which means the first hypothesis (H1) is accepted. The t-statistic value of the influence of packaging on repurchase intention is 1.753 ≤ 1.96. The estimated coefficient value of 0.134 is positive. This means that the second hypothesis (H2) is rejected. The t-statistic value of the influence of price perception on repurchase intention is 2.611 ≥ 1.96. The estimated coefficient value of 0.322 is positive. This means that the third hypothesis (H3) is accepted. The t-statistic value of the influence of taste on customer satisfaction is 11,231 ≥ 1.96. Meanwhile, the estimated coefficient value is 0.799 which has a positive sign. This means that the fourth hypothesis (H4) is accepted. The t-statistic value of the influence of packaging on customer satisfaction is 1,310 ≤ 1.96. The estimated coefficient value of 0.181 is positive, which means the fifth hypothesis (H5) is rejected.

The t-statistic value of the influence of price perception on customer satisfaction is 2.807 ≥ 1.96. The estimated coefficient value of 0.225 is positive. This means that the sixth hypothesis (H6) is accepted. The t-statistic value of the influence of customer satisfaction on repurchase intention is 5.395 ≥ 1.96. The estimated coefficient value is 0.737 which is positive. This means that the seventh hypothesis (H7) is accepted. The indirect effect of taste on repurchase intention through customer satisfaction is 0.590 and significant at 5% (t count ≥ t table 1.96). So, it can be concluded that taste influences repurchase intention through customer satisfaction, which means the eighth hypothesis (H8) is accepted. The value of the influence of packaging on repurchase intention through customer satisfaction is 0.134,

significant at 5% (t count ≤ t table 1.96). So, it is concluded that packaging influences repurchase intention through customer satisfaction, which means the ninth hypothesis (H9) is rejected. The value of the influence of price perception on repurchase intention through customer satisfaction is 0.018, significant at 5% (t count ≤ t table 1.96). So, it is concluded that price perception influences repurchase intention through customer satisfaction, which means the tenth hypothesis (H10) is rejected. The following are the test results:

Table 5.
Direct and Indirect Influence

Connection between Variable	Original Samples	T-Statistics	Information	Conclusion
Taste > Repurchase Intention	0.849	11,630	≥ 1.96 (Significant)	Hypothesis Accepted
Packaging > Repurchase Intention	0.134	1,753	≤ 1.96 (Not Significant)	Hypothesis Rejected
Price Perception > Repurchase Intention	0.322	2,611	≥ 1.96 (Significant)	Hypothesis Accepted
Taste > Customer Satisfaction	0.799	11,231	≥ 1.96 (Significant)	Hypothesis Accepted
Packaging > Customer Satisfaction	0.181	1,310	≤ 1.96 (Not Significant)	Hypothesis Rejected
Price Perception > Customer Satisfaction	0.225	2,807	≥ 1.96 (Significant)	Hypothesis Accepted
Customer Satisfaction > Repurchase Intention	0.737	5,395	≥ 1.96 (Significant)	Hypothesis Accepted
Taste > Customer Satisfaction > Repurchase Intention	0.590	1,753	≥ 1.96 (Significant)	Hypothesis Accepted
Packaging > Customer Satisfaction > Repurchase Intention	0.134	0.784	≤ 1.96 (Not Significant)	Hypothesis Rejected
Price Perception > Customer Satisfaction > Repurchase Intention	0.218	6,561	≥ 1.96 (Significant)	Hypothesis Accepted

Source: SmartPLS 3.9.9 output, processed data (2025)

The Influence of Taste on Repurchase Intention

The results of this study indicate that taste has a positive and significant influence on repurchase intention. Taste is a dominant factor influencing consumer repurchase intention. Consumers tend to show loyalty to products that provide a satisfying taste experience. Consumers generally prefer products that consistently deliver taste satisfaction and meet their expectations, fostering trust and attachment to the brand. This aligns with research by Sianturi et al. (2021) and Kusdianto (2023), which states that strong and consistent taste drives customer loyalty. In the context of Mixue, the sweet taste and soft texture are key elements that reinforce positive consumer experiences, thus driving repurchase intention.

The Influence of Packaging on Repurchase Intention

The results of this study indicate that packaging has a positive but insignificant influence on consumer repurchase intention. This means that while attractive packaging design can create a positive visual impression and enhance the aesthetic perception of a product, it is not strong enough to be the primary factor driving consumers to repurchase. In general, packaging appearance plays an important role in attracting buyers' attention in the initial stages of the purchasing decision, but its influence tends to diminish once consumers become familiar with and have direct experience with the product's quality. This finding suggests that packaging functions more as a supporting or complementary element to product value, rather than as a primary factor determining loyalty or repurchase intention.

This aligns with research conducted by Wang (2020) and Sari and Putra (2019), which found that for fast-consumption products such as beverages and snacks, consumer repurchase decisions are more influenced by taste quality, product consistency, and perceived affordability, rather than by the visual appearance of the packaging alone.

The Influence of Price Perception on Repurchase Intention

The results of this study indicate that price perception has a positive and significant effect on repurchase intention. This indicates that Mixue consumers perceive the product's price as commensurate with the quality and benefits received. In the context of the contemporary beverage market, competitive pricing, as implemented by Mixue, is a key driver of repurchase intention. This finding supports research by Manurung & Hadian (2021) and Ibadurrahman & Hafid (2022), which found that perceived fair prices increase consumers' likelihood of repurchasing a product.

The Influence of Taste on Customer Satisfaction

The results of this study indicate that taste has a positive and significant impact on customer satisfaction. This suggests that the better the taste of the product offered, the higher the level of customer satisfaction. Consistent flavor and innovative variants are key to maintaining Mixue customer satisfaction. This finding aligns with research by Anggraeni (2024) and Sianturi et al. (2021), which confirms that taste quality is the most dominant factor in shaping customer satisfaction in the food and beverage industry.

The Influence of Packaging on Customer Satisfaction

The test results obtained in this study indicate that the packaging variable has a positive but insignificant influence on customer satisfaction. This means that while packaging design and appearance can create an attractive visual impression and contribute to the perception of product quality, this factor is not the primary element that directly determines consumer satisfaction with Mixue. Consumers generally evaluate a product based on their direct consumption experience, such as taste, texture, and the appropriateness of the price and quality of the product they receive, rather than external aspects such as packaging.

This finding aligns with the research conducted by Sari and Pratama (2021), which stated that packaging plays an important role in maintaining brand identity, product cleanliness, and visual appeal, but is not the main factor driving emotional or functional customer satisfaction. In this context, packaging can be said to function as a brand communication medium that helps strengthen a positive image in the eyes of consumers, but the level of satisfaction is more determined by internal product factors such as taste and economic value offered.

The Influence of Price Perception on Customer Satisfaction

The test results in this study indicate that price perception has a positive and significant influence on customer satisfaction. This occurs because when consumers feel they are getting good value *for money,* this finding is in line with research by Gupta & Kim (2020) and Mudfarikah & Dwijayanti (2021), which shows that the perception of fair prices can strengthen satisfaction and trust in the brand. With a competitive pricing strategy, Mixue is able to maintain customer satisfaction and expand its loyal customer base.

The Influence of Customer Satisfaction on Repurchase Intention

The test results obtained in this study indicate that customer satisfaction has a positive and significant influence on repurchase intention. This means that the higher the level of satisfaction experienced by consumers after consuming Mixue products, the greater their likelihood of repeat purchases in the future. This finding confirms that customer satisfaction is not only an indicator of a company's success in meeting consumer expectations but also plays a crucial role as a mediator, strengthening the relationship between taste and perceived value and consumer loyalty. Customer satisfaction serves as a form of emotional and cognitive evaluation that reflects the extent to which consumers' experiences with a product meet or even exceed their expectations. When consumers are satisfied, they tend to develop positive attitudes toward the brand, recommend it to others, and exhibit repeat purchasing behavior. Thus, customer satisfaction not only impacts individual behavior but also serves as a key foundation for building long-term loyalty, which is crucial for business sustainability.

This finding is consistent with previous research conducted by Almaidah (2021) and Maharani (2021), which confirmed that customer satisfaction is an effective mediating variable in bridging the influence of product quality, perceived value, and brand image on repurchase intention and consumer loyalty. In the context of Mixue's business, customer satisfaction is a strategic element that determines the company's ability to maintain its competitive position amidst the increasing competition in the modern beverage and dessert industry.

The Influence of Taste on Repurchase Intention through Customer Satisfaction

The results of this study indicate that customer satisfaction mediates the effect of taste on repurchase intention, thus accepting hypothesis H8. This concludes that taste significantly influences repurchase intention through customer satisfaction acting as a mediating variable. Positive experiences gained by consumers from unique and high-quality product flavors can increase their satisfaction, ultimately leading to repurchase intentions. Therefore, companies need to pay special attention to improving product taste quality as a key strategy to increase customer satisfaction and loyalty (Cantika & Kosli, 2023).

The Influence of Packaging on Repurchase Intention through Customer Satisfaction

The results of this study indicate that customer satisfaction is unable to mediate the effect of packaging on repurchase intention. This indicates that packaging plays a more direct role in shaping perceived value and brand associations, without prior satisfaction evaluation. Consistent with Sari and Pratama (2022), for certain product types, attractive packaging and a strong visual identity can directly influence consumer repurchase intention, although this is not always related to their perceived level of satisfaction with the product.

The Influence of Price Perception on Repurchase Intention through Customer Satisfaction

The results of this study indicate that customer satisfaction acts as a mediating variable in the relationship between price perception and repurchase intention. Positive price

perception reflects consumers' assessment that the price paid is commensurate with the quality, benefits, and utility of the product they receive. When consumers perceive the price offered as fair and reasonable, this will lead to a positive evaluation of the product's value, which then develops into customer satisfaction. This satisfaction plays a crucial role as a psychological driver that encourages consumers to repurchase, as they perceive the product as providing optimal value and benefits that meet their expectations.

This finding also supports the research conducted by Andra and Soesanto (2021), which confirmed that price perception not only directly influences purchasing behavior but also has an indirect effect through customer satisfaction as a mediating variable. In this context, customer satisfaction serves as a connecting mechanism explaining how price perception can influence ongoing repurchase decisions.

CONCLUSION

Based on the research results explained above, it can be concluded that taste has a positive and significant influence on repurchase intention. Packaging has a positive and insignificant influence on repurchase intention. Price perception has a positive and significant influence on repurchase intention. Customer satisfaction has a positive and significant influence on repurchase intention. Taste has a positive and significant influence on customer satisfaction. Packaging has a positive and insignificant influence on customer satisfaction. Price perception has a positive and significant influence on customer satisfaction. Customer satisfaction is able to mediate the relationship between taste and repurchase intention. Customer satisfaction is unable to mediate the relationship between packaging and repurchase intention. Customer satisfaction is able to mediate the relationship between price perception and repurchase intention.

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