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The Impact of Marketing Mix Variables upon The Repurchase Intention of Customers in Mixue Tangerang City, Indonesia

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ABSTRACT

The franchise industry is one of the most prominent businesses in 2024, where Mixue is one of such brands that dominate the F&B franchise sector in the Indonesian market. Although Mixue shows high performance in Indonesia, there are a few exceptions in several regions where some outlets have declined such as Tangerang City, Indonesia. Hence research is needed to see the viewpoint of Mixue Tangerang City's citizens on the marketing mix of Mixue, where the factors are as follows: Product, Price, Place, and Promotion. The evaluation is important to help owners adjust their marketing strategy specifically in Tangerang City to help boost citizen's intention to buy Mixue products again in the future (repurchase intention). The research is conducted qualitatively, where the samples used are the customers of Mixue Tangerang who have bought more than once. The response is collected using an online questionnaire, in which they answer using the Likert Scale. The result will be analyzed using the Multiple Linear Regression Analysis method using the software SPSS version 26. The research gains 103 Mixue Tangerang City customer respondents. The research shows that the variables of Product, Price, Place, and Promotion have a significant impact on Repurchase Intention simultaneously. Aside from that, the result shows that Product, Place, and Promotion each have a significant partial impact on Repurchase Intention. However, research shows that the Price factor does not have a significant partial impact on Repurchase Intention.

Keywords
Marketing Mix
Multiple Linear Regression
Repurchase Intention
Tangerang City

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Introduction

Franchising is one of the businesses that is on the rise towards the beginning of 2023. A franchise business is a right owned by a person or a business entity to utilize a business system with its business characteristics, where the right allows the successful sale of goods/services based on a Franchise Agreement [1]. In general, franchisors provide franchise business development methods through mentorship, pre-designed systems, and ongoing assistance. Many people enter into a franchise business because there are many benefits. Examples are the provision of a sizable business network for small entrepreneurs, the provision of training for beginners to run a franchise business, higher chances of success, smaller initial capital compared to starting their own business, and so on. Therefore, the number of outlets in Indonesia is huge. In 2021, there were 93,372 franchise industry outlets in Indonesia with a total workforce of 628,622 people. In addition, the franchise business has experienced a steady growth of 5% per year [2]. This development can be seen in the following graph, where the graph shows the development of the number of foreign and local franchise brands in Indonesia. There are around 700 foreign franchise brands that dominate the Indonesian market [3]. Meanwhile, there are only about 130 local franchise brands. One of the rapidly growing and dominating foreign franchise businesses today is Mixue.

Mixue is a Chinese ice cream and beverage outlet founded in 1997 in Zhengzhou, China. Mixue became a popular outlet because of its quality products at a price that is about 20% cheaper than other similar ice cream brands [4]. Since the start of the company in 1997, Mixue has experienced rapid growth. By 2021, Mixue has 21,852 outlets globally [5]. The number of outlets makes Mixue the 5th most franchised Food & Beverage business in the world [6].

In Indonesia, there were 692 Mixue outlets across Indonesia in December 2022 [7]. Of all the regions in Indonesia, the most dominant number of Mixue outlets is in West Java with 189 units. Apart from West Java, the regions with the highest number of outlets are East Java with 114 units, and Central Java with 113 units [7]. As Mixue's development in Indonesia progresses, investors can see that the performance of Mixue outlets can vary. According to information from store owner sources in various regions, outlet performance can differ drastically. To see these differences, the researcher asked several store owners in Tangerang City. The researcher decided to look at Tangerang City because the researcher has a connection with one of the store owners in Tangerang City so he can ask freely. In addition, Tangerang City

is located in West Java, which as mentioned earlier is the area with the most dominant number of outlets. The researcher hopes that by examining outlets in Tangerang City, the researcher will get an overview of the current condition of Mixue outlets in the dominant area.



Fig. 1. Mixue promotion material

Researchers asked several store owners who have outlets in Tangerang City and other regions. Most stated that the performance of their outlets in Tangerang is less than in other regions. Some Tangerang Store Owners make unique promotional efforts in their respective outlets to increase branch sales. They apply promos such as Buy One Get One promo, Pregnant Women promo, bundling promo, and many other promotional efforts (See Fig. 1). In addition, Store Owners add to the attractiveness of the store by installing unique decorations such as outdoor banners and flag hangers. Here is an example of a promotion carried out by one of the outlets in Tangerang City.

But despite promotional efforts, overall sales in Tangerang are quite low when compared to other regions. According to them, some of the reasons for the outlet's lack of performance are as follows: The street situation tends to be less crowded, the number of branches open in the area is too many, and the buying power has decreased. This statement is supported by the percentage of sales growth from one example of a Mixue outlet in Tangerang City in almost one year. This percentage is shown in Fig. 2.

From the data obtained from the store owner, there are several possible reasons for the drastic decline in sales in the Tangerang city area. The large number of Mixue store outlets and the provision of a fairly close distance to each other causes the number of stores in one area to be large or in other words dense. This density of stores could potentially hamper Mixue's daily sales of each store and reduce Mixue's appeal to the general public. Data shows that customers who are interested in buying again (repurchase intention) decreased over time in the city of Tangerang.

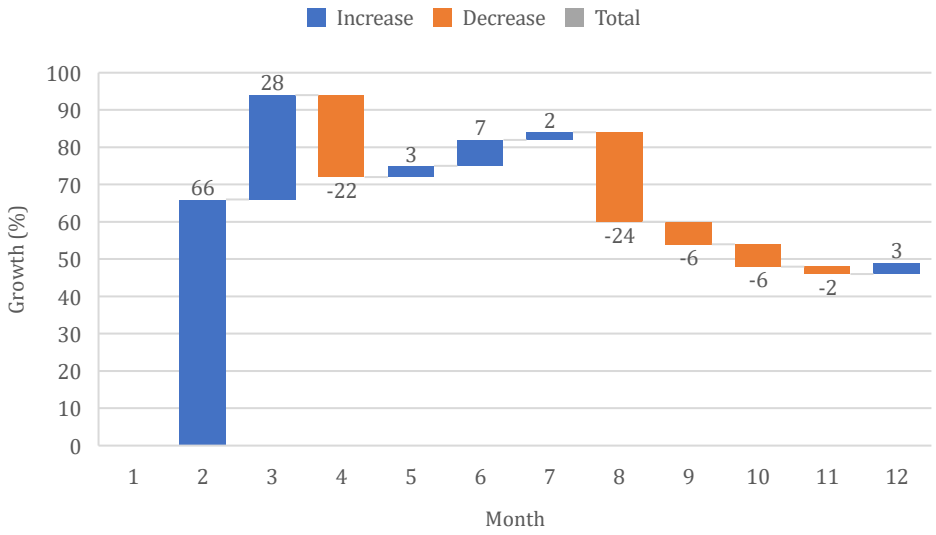


Fig. 2. Percentage Growth of One Mixue Outlet in Tangerang City (Source: Processed Data)

Therefore, a method study is needed to look at the source of the problem or the reason for the population not buying again at Mixue Tangerang City. In this study, the method is studied using marketing mix variables, namely Product, Place, Price, and Promotion variables.

Marketing Mix is a combination of controllable marketing variables that a company can use to achieve sales targets in target markets. Therefore, the Marketing Mix is part of a company's marketing strategy [8]. In general, the Marketing Mix is categorized into 4 categories, namely: Price, Product, Place, and Promotion. This marketing mix has two advantages. First, this concept helps explain the essence of a marketing manager's task, which is to barter the advantages of the company's marketing mix variables with the advantages of other companies. Second, the marketing mix concept explains the task of all managers in allocating resources according to demand, and marketing managers must allocate these resources in the marketing mix tools [9]. Therefore, the marketing mix concept can be implemented by looking at the differences in the business performance of Mixue outlets in Tangerang City.

To review the performance of Mixue outlets in Tangerang City, researchers will first review the marketing mix of Mixue. According to Arifiansyah [10], the marketing mix of Mixue is as follows:

1. Price: Mixue offers products that are cheaper than ice cream products in other stores. This is supported by a statement on the Mixue Asia website, where they state that Mixue products are offered at 20% cheaper than the market. An example of Mixue's prices is in the menu image below
2. Product: Mixue offers ice cream products that are quite high quality and can compete with the market even though the price is cheaper. Mixue has a wide variety of ice cream,

sundaes, boba, and other products. Therefore, customers can choose from many variations available. Here is an example of the different types of variables that Mixue provides. Examples of product variants provided are in the menu image below

3. Place: Mixue encourages franchisees to look for locations that are crowded and strategic (e.g. near schools, near markets, on the edge of roads with lots of traffic, and so on). In addition, Mixue sets a radius limit between one outlet and another to ensure that each outlet is not too close.
4. Promotion: Mixue Center uses social media marketing such as Instagram and TikTok. In addition, franchisees are encouraged to open social media to promote their stores. Mixue provides bearable digital neon boxes and other signage to attract customers.

Based on the above background, the author conducted a study to analyze the actual impact of product, price, place, and promotion factors in the Tangerang City area.



Fig. 3. Example of Product Variants and Mixue Pricing

By looking at the marketing mix of Mixue, the researcher wants to see the perceptions of Tangerang city residents towards the Mixue marketing strategy described. So based on the background above, the author conducted a study to analyze the actual impact of product, price, place, and promotion factors in the Tangerang City area. The purpose of this study was to examine the effect of marketing mix implementation on the purchase intention of consumers in Tangerang City.

Today, franchising is one of the fastest-growing businesses in Indonesia. Many people enter the franchise business because there are many benefits to be gained. Therefore, the number of outlets in Indonesia is very large, where the franchise business has experienced a

steady growth of 5% per year [11]. Currently, foreign franchises dominate Indonesia, where the number of foreign franchises in Indonesia far exceeds the number of local franchises in Indonesia. One of the rapidly growing foreign franchises today is Mixue, where the number of Mixue is very large and dense in Indonesia. Therefore, the competition between Mixue outlets is very tight. One of the business strategies that a company can use to survive in this intense competition is to implement marketing that is more prominent than competitors.

As Mixue continues to grow in Indonesia, investors may notice that the performance of Mixue outlets may vary. There are several possible reasons for this difference. According to some store owners, one possibility is the difference in the management of each outlet. Mixue is a type of franchise that is not on autopilot, and therefore each store owner manages their store. Although some factors such as products, POS system, store layout, and work SOP are designed by Mixue Center, store owners still hold a lot of responsibility in management. This leads to differences in outlet layout, outlet promotion, and so on. In addition, local people in different areas may have different views on Mixue. Maybe people in one area like Mixue's products more than other areas, or maybe they prefer the price that Mixue offers. Many factors can be looked at to see the preferences of people in different regions. Therefore, a study of methods is needed to see the preferences of people in various regions for the products, promotions, places, and prices of Mixue outlets. In this study, the method is studied by looking at marketing strategies from two different regions.

According to Kotler et al. [12], marketing is the concept of seeking, identifying, and delivering products/services of value to satisfy the desires of the target market. The marketing concept has evolved from its initial concept. Today's marketing concept is not only based on just selling products/services, but companies must try to identify consumer wants and needs [13]. One of the efforts that companies can make is to implement a marketing mix. Marketing Mix is the marketing variables that companies control to get a response from a target market. In the marketing mix, 4 variables can be controlled, namely: Product, Price, Place, and Promotion) [14].

Previous research states that the marketing mix has an impact on a person's Repurchase Intention. A consumer's desire to buy a product again is based on the trust of a consumer and the value of the product/ service. When a consumer is satisfied with the product/ service, the consumer will become loyal to the brand. This will encourage consumers to make purchases again in the future [15].

The hypothesis is the answer to a problem formulation which is structured in a question sentence. From the basis of the problem formulation, the hypothesis is described in Fig. 4.

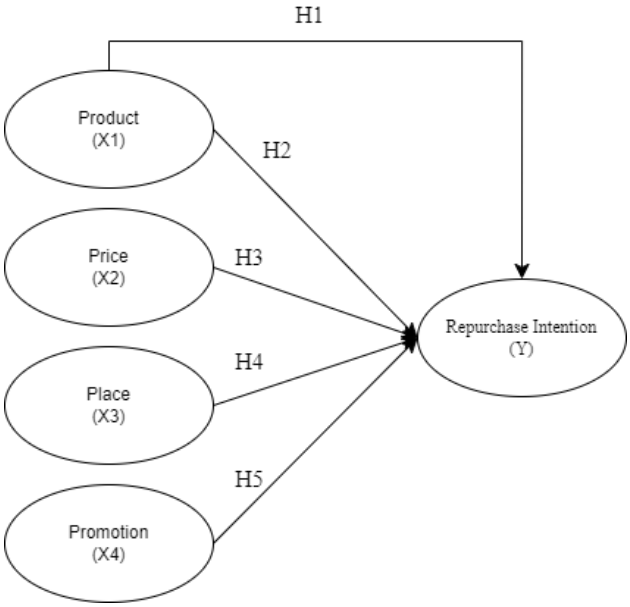


Fig. 4. Research Model

- H1: There is an influence of Product, Place, Price, and Promotion on the purchase intention of consumers in Tangerang City.
- H2: There is an effect of Product on the purchase intention of consumers in Tangerang City.
- H3: There is an effect of Price on the Repurchase Intention of consumers in Tangerang City
- H4: There is an effect of Place on consumer Repurchase Intention in Tangerang City
- H5: There is an effect of Promotion on Repurchase Intention of consumers in Tangerang City

Methods

The objective of this research is to analyze repurchase intentions among customers of Mixue in Tangerang City who have bought Mixue products more than once. The study adopts a mixed-method approach, using qualitative insights to explore relationships between variables and a quantitative methodology to identify the factors influencing customer behavior and the rationale behind their choices.

A. Population and Sampling

The target population includes all Mixue consumers in Tangerang City; however, the exact population size is unknown. A purposive sampling technique is applied to focus on consumers who have purchased Mixue products more than once. The sample size was calculated using the Lemeshow formula, which resulted in a minimum of 96 respondents per store. For this

research, a total sample of 100 consumers was chosen to ensure robustness. Data were collected through surveys targeting these repeat customers in Tangerang City.

B. Data Collection

Data collection was conducted via an online survey, using a questionnaire designed with closed-ended questions to gather responses on a 5-point Likert scale, ranging from "strongly disagree (SDA)" to "strongly agree (SA)." The survey was distributed to participants through Google Forms, ensuring accessibility for respondents across Tangerang City.

C. Data Analysis

Pearson Correlation Analysis was used to assess the linear relationships between variables, a Pearson Correlation test will be applied. This test measures correlations on a scale from -1 to 1, where 1 represents a perfect positive relationship and -1 represents a perfect negative relationship. Reliability Testing was used to confirm the consistency of the operational variables, the study will employ a reliability test using Cronbach's Alpha. According to Bujang et al. [16], a Cronbach's Alpha of 0.6 or higher indicates acceptable reliability.

D. Hypothesis Testing

The study will employ various statistical tests to evaluate the research hypotheses:

- F-Test (Simultaneous Test): This test will assess the combined effect of independent variables on the dependent variable.
    - H0 (null hypothesis): F count < F table, indicating that independent variables do not significantly impact the dependent variable.
    - H1 (alternative hypothesis): F count > F table, indicating that independent variables have a significant effect on the dependent variable.
- T-Test (Individual Variable Test): This test will assess the impact of each independent variable individually on the dependent variable.
    - H0: -t table < t count < t table, suggesting no effect of the independent variable on the dependent variable.
    - H1: t count < -t table or t count > t table, indicating a significant effect of the independent variable on the dependent variable.
- Multiple Linear Regression Analysis: This analysis will determine both the direction and magnitude of influence of each independent variable on the dependent variable. A significance level of less than 0.05 is considered to indicate a statistically significant effect.
- Coefficient of Determination (R^2): This test will measure the explanatory power of the independent variables over the dependent variable, expressed as a percentage. An R^2 value of 1 indicates that the independent variables account for 100% of the variance in the dependent variable, while lower values signify a lesser explanatory power.

This methodology provides a structured approach to understanding the factors driving repeat purchases among Mixue customers in Tangerang City, delivering insights that could guide future marketing strategies and customer engagement initiatives.

Results and Discussion

A. Description of Respondents

Respondents are people in Tangerang City who have purchased Mixue products more than once at the Mixue Tangerang branch. Because they have bought more than once, respondents can explain which aspects of Product, Price, Place, and Promotion of the branch are attractive to them. Researchers got 103 respondents who had bought Mixue products more than once. Table 1 shows the results of the description of Mixue Tangerang City customer respondents regarding the frequency of purchases.

Table 1. Respondent Data Based on Gender

Factor	Number of Respondents	Percentage
Gender		
• Men	33	32.0%
• Women	70	68.0%
Age		
• 18 Years and Under	13	12.6%
• 19 - 25 Years	59	57.3%
• 26 - 30 Years	10	9.7%
• 31 Years and Above	21	20.4%
Job		
• Student	28	27.2%
• Public Servant	1	1%
• Private Employees	57	55.3%
• Self-employed	8	7.8%
• Household	9	8.7%
Purchase Freq.		
• Occasionally (Less than 10 times)	43	41.7%
• Frequent (Buy more than 10 times)	60	58.3%
Spending		
• Under Rp.20,000	28	27.2%
• Rp.20,000-Rp.50,000	59	57.3%
• Above Rp.50,000	16	15.5%
Total	103	100%

B. Variable Data Results

1. Location Variables (X1)

Based on the questionnaire distributed by the researcher, Table 2 shows the respondents' opinions regarding the location of Mixue in Tangerang City.

Table 2. Respondent Data Results for Product Variables (X1)

No.	Product Statement (X1)	Alternative Answer					Average
		SDA	DA	N	A	SA	
1	The products provided by Mixue suit my taste.	1	0	14	41	47	4.25
2	Mixue Product Packaging is attractive and convenient for consuming the product.	1	2	14	37	49	4.30
3	Mixue's packaging and image suit my taste.	1	2	17	37	46	4.19
4	The presentation of Mixue products makes Mixue products attractive to me.	1	1	16	44	41	4.19
5	Mixue products use quality materials that make the product attractive to me.	2	3	17	39	42	4.16
6	The waiter consistently delivers the same product with the same quality without any shortcomings.	1	2	15	42	43	4.21
7	Mixue delivers products that meet my expectations.	1	2	10	44	46	4.29

2. Price Variables (X2)

Based on the questionnaire distributed by the researcher, Table 3 shows the respondents' opinions regarding the price of Mixue in Tangerang City.

Table 3. Respondent Data Results for Price Variables (X2)

No.	Price Statement (X2)	Alternative Answer					Average
		SDA	DA	N	A	SA	
1	All Mixue products are affordable for me.	1	0	11	25	66	4.47
2	The price offered by Mixue depends on the quality of the product obtained.	1	2	6	38	56	4.39
3	The price offered by Mixue is in line with the benefits I get from the product.	1	1	7	45	49	4.29
4	The price offered by Mixue is cheaper than other competitors with similar products.	1	3	14	39	46	4.21

3. Place Quality Variable (X3)

Based on the distribution of questionnaires conducted by researchers, Table 4 shows the opinions of respondents regarding Mixue places in Tangerang City.

Table 4. Respondent Data Results for Product Quality (X3)

No.	Product Quality Statement (X3)	Alternative Answer					Average
		SDA	DA	N	A	SA	
1	Mixue's location in my area is close and easy to reach.	1	2	7	25	68	4.53
2	Mixue's location is easy to reach because of the large number of branches in my area.	2	0	5	32	64	4.49
3	Mixue Outlet can be seen from the street.	1	2	17	37	46	4.56

No.	Product Quality Statement (X3)	Alternative Answer					Average
		SDA	DA	N	A	SA	
4	The exterior of Mixue Outlet appeals to me.	2	3	27	31	40	4.04
5	Mixue Outlet has a large parking lot.	8	15	31	23	26	3.48
6	The interior of Outlet Mixue is spacious and comfortable to sit in.	1	3	25	39	35	4.02
7	Mixue Outlet location close to the center of the crowd	1	0	12	33	57	4.43

4. Promotion Variables (X4)

Based on the questionnaire distributed by the researcher, the respondents' opinions regarding the promotion of Mixue in Tangerang City are as Table 5.

Table 5. Respondent Data Results for Promotion Variables (X4)

No.	Promotion Statement (X4)	Alternative Answer					Average
		SDA	DA	N	A	SA	
1	Mixue in my area installs large billboards so that they can be seen from the street	6	6	15	29	47	4.06
2	Mixue has a logo that is very easy to remember.	1	0	3	32	67	4.56
3	Mixue in my area distributed flyers in crowded areas.	19	20	25	18	21	3.08
4	Mixue in my area offers time-limited promotions that appeal to me (Example: Buy 1 Get 1 Free).	7	13	28	19	36	3.62
5	Mixue in my area promotes using social media such as Instagram content, TikTok, and others.	6	14	26	26	31	3.61
6	Mixue promotes service applications such as Gojek, Gofood, Shopee Food, etc.	5	6	24	35	33	3.81
7	Mixue in my area provides special discounts on certain products.	7	14	20	33	29	3.62

5. Repurchase Intention Variable (Y)

Based on the distribution of questionnaires conducted by researchers, the respondents' opinions regarding the *Repurchase Intention* Mixue in Tangerang City are as Table 6.

Table 6. Respondent Data Results for *Repurchase Intention* (Y)

No.	Customer Satisfaction Statement (Y)	Alternative Answer					Average
		SDA	DA	N	A	SA	
1	I am satisfied with my experience at my local Mixue outlet and will purchase products again in the future.	1	0	12	42	48	4.29
2	I am satisfied with my experience at my local Mixue outlet and would recommend it to others.	1	1	23	36	42	4.11
3	I prefer Mixue products over similar products from other brands.	1	5	20	30	47	4.16
4	I am satisfied with the products Mixue sells and will not try to find similar products from other brands.	4	9	25	27	38	3.84

C. Validity and Reliability Test

1. Validity Test

The validity of the data refers to the degree of accuracy between the actual data observed in the research object and the data collected by the researcher. This validity test ensures that the data obtained through the research instrument, in this case, a questionnaire, is reliable. For the Product variable (X1), a theoretical review yielded 7 questionnaire statements, which were distributed to 103 respondents. After analyzing the returned questionnaires and correlating the scores of individual statements with the total scores, the results showed that all statements were valid, as the r-count values exceeded the critical threshold of 0.300.

Similarly, for the Price variable (X2), 4 questionnaire statements were developed based on the theoretical review and given to the same respondents. Validity testing revealed that all statements were valid, with r-count values exceeding 0.300. For the Place variable (X3), 8 questionnaire statements were tested, and the results also confirmed their validity. The same process was applied to the Promotion variable (X4), with 6 statements, and to the Repurchase Intention variable (Y), with 4 statements. In both cases, the r-count values of all items surpassed the critical value of 0.300, affirming the validity of the questionnaires. These results indicate that the instruments used effectively measure the intended variables with consistency and accuracy.

2. Reliability Test

The reliability test is the extent to which the measurement results using the same object will produce the same data. This reliability test was carried out on 103 respondents, using questions that had been declared valid in the validity test and reliability would be determined. Table 7 shows the results.

Table 7. Reliability Test Results

Variables	Cronbach's Alpha
Product	0.932
Price	0.896
Place	0.806
Promotion	0.883
Repurchase Intention	0.891

Based on the reliability test results (Table 7), the reliability value for the reliability coefficient value of the research instrument is greater than 0.600, which means that all research variables are declared reliable or meet the requirements. (Sujarweni and V Wiratna 2019). Because the validity test and reliability test state that all variables are valid and reliable, it means that the instrument (questionnaire) used is valid and reliable.

D. Multiple Linear Regression Test Results

From Table 8, the regression equation is presented as follows:

Y = -0.046 + 0.284(X1) + 0.074(X2) + 0.104(X3) + 0.187(X4) + e. ..... (1)

Table 8. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.046	-.808		-.056	.955
	Product	.284	.042	.480	6.703	<.001
	Price	.074	.056	.070	1.325	.188
	Place	.104	.049	.136	2.130	.036
	Promotion	.187	-.031	.344	6.085	<.001

Dependent variable: Repurchasing Intention

In this equation, the constant (-0.046) indicates that if all independent variables (Product (X1), Price (X2), Place (X3), and Promotion (X4)) are held constant, the value of Repurchase Intention (Y) will decrease by 0.046 units. The regression coefficient for Product (X1) is 0.284, meaning that an increase of one unit in Product will increase Repurchase Intention by 0.284 units, while a decrease will reduce it by the same amount. For Price (X2), the regression coefficient is 0.074, indicating that a one-unit increase in Price will raise Repurchase Intention by 0.074 units, and a decrease will lower it accordingly. Similarly, the Place (X3) coefficient of 0.104 suggests that a one-unit increase will enhance Repurchase Intention by 0.104 units, while a decrease will have an equivalent negative effect. Lastly, the coefficient for Promotion (X4) is 0.187, signifying that a one-unit rise in Promotion will boost Repurchase Intention by 0.187 units, and a decrease will lead to a corresponding decline.

E. Determination Coefficient Test

The coefficient of determination test results in Table 9 show an R-squared value of 0.865. This indicates that 86.5% of the variability in the response variable (Repurchase Intention) can be explained by the independent variables (Product, Price, Place, and Promotion) in the regression model. The remaining 13.5% is attributed to other factors or variables not included in the model.

Table 9. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.930	.865	.859	1.-9428	1.926

Predictor: (Constant). Promotion, Price, Place, Product
Dependent variable: Repurchasing Intention

F. F-test

The F-statistic test is to measure the effect of the independent variables together on the movement of the independent variables. Thus the following test applies: Ho is accepted if F-stat < F-table. The regression model equation for the effect of Product, Price, Place, and Promotion on Repurchase Intention has an F-count value of 156.658 and this equation is

proven to be significant at a 5% confidence level because it is greater than the F-table, namely 2.6974. In other words, the variables Product, Price, Place, and Promotion together significantly affect the direction of Repurchase Intention at α = 0.05.

Table 9. F-test results (Anova)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	750.359	4	187.590	156.658	<.001
	Residual	117.350	98	1.197		
	Total	867.709	102			

Predictor: (Constant). Promotion, Price, Place, Product
Dependent variable: Repurchasing Intention

G. T-test

A partial significance test is used to see the effect of each independent variable individually on the dependent variable. For this reason, the test statistic used is the t-test statistic.

For the path coefficient of Product (X1) on Repurchase Intention (Y), the value is 0.284 with a calculated t-value (t-count) of 6.703. At a significance level of 5% (α = 0.05), the critical t-value (t-table) is 1.9845. Since the t-count (6.703) is greater than the t-table (1.9845), the null hypothesis (H0) is rejected. This indicates that Product has a significant effect on Repurchase Intention, with every one-unit increase in Product leading to a 0.284-unit increase in Repurchase Intention.

For the path coefficient of Price (X2) on Repurchase Intention (Y), the value is 0.074 with a t-count of 1.325. Since t-count (1.325) is less than t-table (1.9845), the null hypothesis is accepted, meaning Price does not have a significant effect on Repurchase Intention. For the path coefficient of Place (X3) on Repurchase Intention (Y), the value is 0.104 with a t-count of 2.130. As t-count (2.130) exceeds t-table (1.9845), the null hypothesis is rejected, indicating that Place significantly impacts Repurchase Intention, with a one-unit increase in Place resulting in a 0.104-unit rise in Repurchase Intention. Finally, for the path coefficient of Promotion (X4) on Repurchase Intention (Y), the value is 0.187 with a t-count of 6.085. Since the t-count (6.085) is greater than the t-table (1.9845), the null hypothesis is rejected, confirming that Promotion significantly affects Repurchase Intention, where every one-unit increase in Promotion leads to a 0.187-unit increase in Repurchase Intention.

Repurchase intention, or the likelihood of customers purchasing a product or service again, is a key indicator of business success and customer loyalty. One of the most influential factors in driving repurchase intention is the marketing mix, which includes elements such as product, price, place, promotion, and people. Alfonsius et al. [17] demonstrated that during the COVID-19 pandemic, cafés that adapted their marketing mix—by offering safe and convenient options such as online orders—successfully enhanced customers' repurchase intentions.

Table 10. Partial Test Results of Product on Repurchase Intention

Variables	Regression Coefficient	t-count	t-table	Conclusion
Product	0.284	6.703	1.9845	**H_0 rejected**, there is a significant effect of Product on Repurchase Intention.
Price	0.074	1.325	1.9845	**H_0 accepted**, there is no significant effect of Price on Repurchase Intention.
Place	0.104	2.130	1.9845	**H_0 rejected**, there is a significant effect of Place on Repurchase Intention.
Promotion	0.187	6.085	1.9845	**H_0 rejected**, there is a significant effect of Promotion on Repurchase Intention.

Similarly, studies in the restaurant and creative industries highlight how strategic use of the marketing mix fosters satisfaction, leading to repeat purchases [18],[19]. In the hydroponic farming sector, Rasyid et al. [20] found that a well-executed marketing mix significantly improves customers' positive experiences, motivating them to return.

Beyond the marketing mix, factors such as trust, ease of use, and customer satisfaction also play a critical role in influencing repurchase intention, particularly in digital environments. For instance, Nabila et al. [21] found that trust and ease of use directly impacted e-satisfaction, which subsequently drove repurchase intentions in the Shopee marketplace. Likewise, Fikri and Lisdayanti [22] observed that the perceived usefulness of digital platforms, alongside promotional strategies, strengthened repurchase intention by increasing the value perceived by customers. Satisfaction often mediates these relationships, as shown in studies by Ananda et al. [23] and Goaill et al. [24], where high satisfaction amplifies the effect of the marketing mix on repurchase intentions. These findings emphasize the importance of businesses addressing both strategic marketing elements and experiential factors to foster customer loyalty and drive repeat purchases.

Conclusion

The study found that product quality, consistency, and packaging significantly influence the repurchase intention of Mixue Tangerang customers. However, price did not have a significant impact, suggesting that price is not a key factor in repurchase decisions, as many competitors offer similar pricing. The location of the outlet also plays a crucial role, with an accessible, well-located, and attractive store being important for customer retention. Additionally, promotions, including social media marketing and special offers, were found to significantly enhance repurchase intention, highlighting the importance of ongoing promotional efforts.

Conflict of Interest

The authors declare that there is no conflict of interest.

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