The Influence Of Product Quality, Brand Image, And Service Quality On The Purchasing Decision Of Mixue Teluk Gong Ice Cream

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Abstract:

This study aims to determine the effect of product quality, brand image, and service quality on purchasing decisions at Mixue Ice Cream and at Tea Teluk Gong. The sample data collection method used is Non-Probability Sampling with Purposive Sampling technique. This type of research uses descriptive quantitative methods and inferential analysis using primary data in the form of questionnaires to 100 respondents and data analysis using multiple linear regression analysis. Based on the data that has fulfilled the validity test, reliability test, classic assumption test and model feasibility test, the regression equation is obtained. The results of the regression analysis in this study show that there is a positive and significant influence on consumer purchasing decisions, which are displayed in the Coefficient table in the form of a regression equation. The results of the model feasibility test are displayed as a significant value displayed in the model feasibility table, which means that the model in this study is feasible to use based on the significant value obtained. The results of the conclusion of the hypothesis with the t test based on the significant value of the variables Product quality, brand image and service quality on consumer purchasing decisions.

Keywords: Purchasing decision, Purposive Sampling, linear regression.

INTRODUCTION

Indonesia is a country that has a tropical climate, where with this climate is certainly very profitable for entrepreneurs who have an Ice Cream business. Ice cream is a preparation that is in demand by all groups of society from children to the elderly. In Indonesia, Ice Cream sales are still relatively low, this makes the Ice Cream market has promising potential and provides opportunities for ice cream producers.

Mixue is one of the companies engaged in the culinary industry. Mixue Ice cream & tea originates from China which was established in 1997 until now, Mixue is now present with 10,000 outlets spread inside and outside China such as Malaysia, Singapore, and Indonesia. The Mixue brand entered Indonesia in 2020 and first opened an outlet in Demangan. Around 53 outlets have been spread in the Jakarta area, one of which is in the Teluk Gong area.

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As customers, with so many ice cream sellers, of course, consumers will be very confused in choosing products. Therefore, factors such as product quality, brand image, service quality can influence a customer's purchasing decision.

Today, product quality has come first. Product quality is not just an evaluation but can also influence consumer purchasing decisions. The quality of the menu produced by Mixue is a key factor, because quality is closely related to consumer satisfaction. Based on the results of Mixue consumer respondents, Gong Bay stated that 95% of consumers agree on the quality of Mixue products. This can be seen based on the distinctive taste of various variations of favorite menus such as Mango Sundae, Ice cream oreo, Ice cream boba, and Milk tea.

In addition to product quality, another factor that can influence consumer purchasing decisions is service quality. According to Tjiptono (2011), service quality is an effort to satisfy consumer demand for both products and services and the accuracy of its delivery to balance consumer expectations. Based on the results of Mixue Teluk Gong consumer respondents stated that 85% of consumers agreed that the services provided by Mixue Teluk Gong were as expected. This can be seen from the speed of service, giving good greetings and greetings, and providing good information to consumers.

Product quality and service quality certainly influence consumer purchasing decisions, but brand image has a great influence on consumer purchasing decisions. According to Tjiptono (2015), brand image is consumer exposure and trust in a particular brand. Mereak's image can give customers confidence to buy Mixue's products.

With the development of increasing culinary activities, this causes intense competition between producers with the aim of attracting the attention of consumers in the market to buy their products. With the rapid increase in public demand for services related to the basic needs of ice cream in the community, this culinary business can be a profitable source of income.

This research was conducted with the aim of finding and analyzing the significant influence between product quality, brand image and service quality on Mixue's purchasing decisions. Based on what has been described, researchers are interested in conducting a study entitled **"The Influence of Product Quality, Brand Image, and Service Quality on Mixue Ice Cream Purchasing Decisions".**

RESEARCH METHODS

This study uses a quantitative approach with a focus on the influence of product quality, brand image, and service quality on the purchasing decisions of Mixue Ice Cream consumers in Gong Bay. The source data was obtained through questionnaires distributed to respondents, including questions regarding product quality, brand image, and service quality of Mixue Teluk Gong. The type of data used is primary data, taken directly from respondents who are consumers of Mixue Ice Cream in the Gong Bay area.

The population of this study was consumers of Gong Bay Mixue Ice Cream outlets. Samples were taken using non-probability sampling techniques, especially purposive sampling, with a

minimum sample of 96 respondents based on the Lemeshow formula. However, researchers gathered 100 respondents to ensure the adequacy of the data.

The data collection method is carried out through the distribution of Google Form-based questionnaires disseminated through social media such as WhatsApp to respondents. The collected data is then analyzed using descriptive and inferential methods. Descriptive analysis is used to describe the characteristics of respondents and research variables, while inferential analysis includes validity tests, reliability tests, classical assumption tests (normality, multicollinearity, autocorrelation, heteroscedasticity), model feasibility tests (F test and R2 test), and hypothesis testing with t tests.

The operational definitions of variables are spelled out in tables that include product quality (X1), brand image (X2), service quality (X3), and purchasing decision (Y). The Likert scale is used to assess statements in questionnaires, where respondents give grades weighting according to the degree of approval or disapproval.

This study seeks to maintain the validity and reliability of data by conducting validity and reliability tests, as well as ensuring the fulfillment of classical assumptions in multiple linear regression analysis. Model feasibility tests are performed with the F test and R2 test to evaluate how well the model can explain the variability of purchasing decisions. Hypothesis testing uses a t-test to measure the effect of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

A. Validation Test

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. Here are the test results of the validity test results

1. Product Quality (X1)

The following is the result of calculating and checking the validity of seven items published on independent variables of product quality using the SPSS 24 program as a tool to calculate the number of samples from 100 respondents, so that the following results are obtained:

Table 1. Product Quality Validation Test Results (X1)

Item Number	Variable	Calculated r value	Table r value	Decision
X1.1		0,702		VALID
X1.2		0,722		VALID
X1.3		0,684		VALID
X1.4	Product	0,671	0.1966	VALID

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X1.5	Quality (X1)	0,697		VALID
X1.6		0,721		VALID
X1.7		0,715		

Based on table 1, it can be seen that all questionnaires submitted have a greater Corrected Item Total Correlation value compared to the rtable in the 100th N sample, which is 0.1966, which means that the entire rcount is greater than the rtable. From the output of the validity test, the largest coefficient value of the product quality variable (X1) is found in the second, sixth statement, which is 0.722, while the smallest value is found in the fourth statement with a value of 0.671.

Based on the output results, the overall validity test submitted using the SPSS 24 program as a calculation tool on the independent variable Product quality (X1), is declared valid, so that all statements from the variable can be used for the next stage.

2. **Brand Image (X2)**

The following is the result of calculating and checking the validity of three items published on the independent variable of product quality using the SPSS 24 program as a tool to calculate the number of samples from 100 respondents, so that the following results are obtained:

Table 2. Brand Image Validation Test Results (X3)

Item Number	Variable	Calculated r value	Table r value	Decision
X2.1		0,727		VALID
X2.2	Brand Image (X2)	0,623	0.1966	VALID
X2.3		0,715		VALID

Source : SPSS 24 output result, processed 2023.

Based on table 2, it can be seen that all questionnaires submitted have a greater Corrected Item Total Correlation value compared to the rtable in the 100th N sample, which is 0.1966, which means that the overall r count is greater than the rtable. From the output of the validity test, the largest coefficient value of the Brand Image variable (X2) is found in the first statement, which is 0.727, while the smallest value is found in the second statement with a value of 0.623.

Based on the results of the overall output of the validity test submitted using the SPSS 24 program as a calculation tool on the independent variable Brand Image (X2), it is declared valid, so that all statements from the variable can be used for the next stage.

3. **Quality of Service (X3)**

The following is the result of calculating and checking the validity of five items published on the independent variable of product quality using the SPSS 24 program as a tool to calculate the number of samples from 100 respondents, so that the following results are

obtained:

Table 3. Service Quality Validity Test Results (X3)

Item Number	Variable	Calculated r value	Table r value	Decision
X3.1		0,536		VALID
X3.2		0,676		VALID
X3.3	Quality of Service (X3)	0,805	0.1966	VALID
X3.4		0,743		VALID
X3.5		0,633		VALID

Source : SPSS 24 output result, processed 2023.

Based on table 3, it can be seen that all questionnaires submitted have a greater Corrected Item Total Correlation value compared to the rtable in the 100th N sample, which is 0.1966, which means that the entire r count is greater than the rtable. From the output of the validity test, the largest coefficient value of the Service Quality variable (X3) is found in the fourth statement, which is 0.805, while the smallest value is found in the first statement with a value of 0.536.

Based on the results of the overall output of the validity test submitted using the SPSS 24 program as a calculation tool on the independent variable Quality of Service (X3), it is declared valid, so that all statements from the variables can be used for the next stage.

4. **Purchase Decision (Y)**

The following is the result of calculating and checking the validity of three items published on the independent variable of product quality using the SPSS 24 program as a tool to calculate the number of samples from 100 respondents, so that the following results are obtained:

Table 4. Purchase Decision Validation Test Results (Y)

Item Number	Variable	Calculated r value	Table r value	Decision
Y1		0,805		VALID
Y2	Purchase Decision (Y)	0,813	0.1966	VALID
Y3		0,694		VALID

Source : SPSS 24 output result, processed 2023

Based on table 4.11, it can be seen that all questionnaires submitted have a greater Corrected Item Total Correlation value compared to the rtable in the 100th N sample, which is 0.1966, which means that the overall r count is greater than the rtable. From the output of the validity test, the largest coefficient value of the Purchase Decision variable (Y) is found in

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the second statement, which is 0.813, while the smallest value is found in the third statement with a value of 0.694.

Based on the overall output results, the validity test submitted using the SPSS 24 program as a calculation tool on the independent variable Purchase Decision (Y), is declared valid, so that all statements from the variable can be used for the next stage.

B. Reliability Test Results

Reliability tests are performed on question items that are declared valid. This test is used to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable, if a person's answers to statements are consistent or stable over time. A questionnaire is considered reliable if Cronbach's Alpha score > 0.05. The following are the reliability test results obtained from SPSS Software:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Product Quality (X1)	0,827	Reliable
Brand Image (X2)	0,441	Reliable
Quality of Service (X3)	0,686	Reliable
Purchase Decision (Y)	0,662	Reliable

Source : SPSS 24 Management Results

Based on table 4.12 of reliability test results, it explains that the results of the reliability test and can be shown by Cronbach's Alpha value above 0.05 so that it can be concluded that the variables in this study are reliable.

C. Classical Assumption Test

Classical assumption testing is the basis for training regression models. Classical hypothesis testing is measured using tests of normality, heteroscedasticity, variance, and autocorrelation.

1. Normality Test

Testing the classical hypothesis of normality is used to find out whether the variables of the study are normally distributed. The data are said to be normally distributed if the significance value obtained in the Kolmogorov-Smrirnov test is greater than the significance level of 0.05. Here are the normality test results from this study:

Table 6. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,66732023
Most Extreme Differences	Absolute	,071
	Positive	,067

Negative		-,071
Test Statistics		,071
Asymp. Sig. (2-tailed)		,200^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source : SPSS 24 Processing Results

Based on table 4.13 of the One-Sample Kolmogorov-Smirnov Test it can be seen that the residual data from this study have a normal distribution. As stated in table 4.12 that the value of Asymp. Sig. (2- tailed) is the Asymp Value. Sig. (2-tailed) 0.200 > 0.05 then concluded normal distributed data.

2. **Multicollinearity Test**

The multicollinearity test is to test whether there is a correlation between the independent variables of the regression model or not. Here are the results of the multicollinearity test in this study.

Table 7. Multicholinerity Test Results

Type		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	-,097	2,064		-,047	,963		
	X1	,221	,045	,431	4,909	,000	,941	1,063
	X2	,255	,118	,188	2,164	,033	,964	1,037
	X3	,105	,052	,174	2,015	,047	,974	1,026

Source: SPSS Processing Results

Based on Table 4.12 Multicholinerity Test Results can be obtained as follows:

a. Tolerance and VIF values for product quality variables 0.941 > 0.10 and 1.063 <10.00 can be concluded that there are no symptoms of multicholinerity in the data

b. Tolarance and VIF values for brand image variables of 0.964 > 0.10 and 1.037 < 10.00 can be concluded that there are no symptoms of multicholinerity in the data

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c. Tolarance and VIF values for service quality variables of 0.974 > 0.10 and 1.026 < 10.00 can be concluded that there are no symptoms of multicholinerity in these data.

3. Heteroscedasticity Test

The result of the variance test is to test whether there is a variance inequality in the regression model from one residual observation to another. If the residual variance from one observation to another remains, then we are talking about a uniform variance. To test the presence or absence of variable variance, the study was conducted using scatter plots and Glatzer tests.

a. **Hesterokedasticity Test Results with Scatterplot**

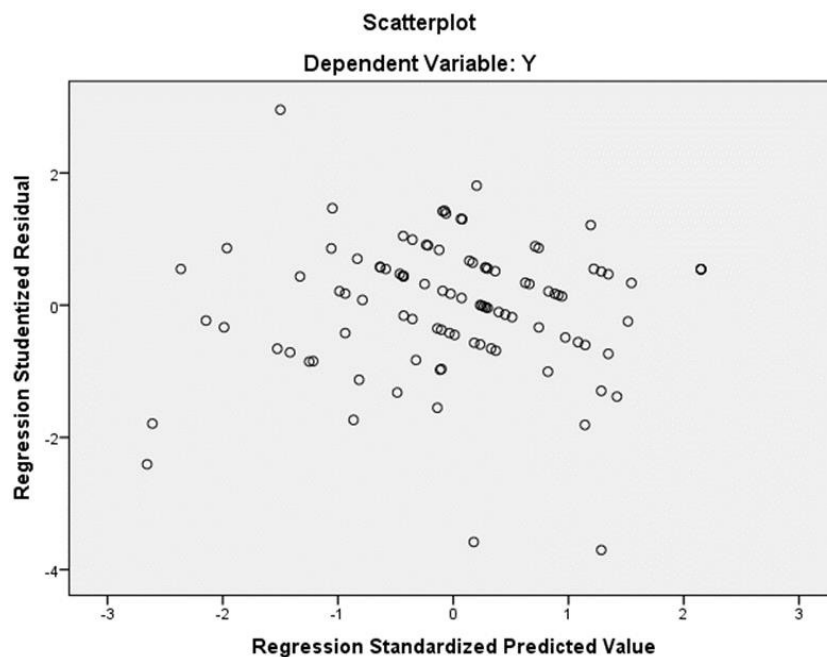Here are the Hesterokedasticity Results with Scatterplot below:

Figure 1. Hesterokedasticity Test Results

Source : SPSS 24 Processing Results

Based on figure 1. The results of the hesterokedaticity test can be concluded that the points spread randomly, do not form a certain pattern, and spread above and below zero. This indicates that there are no symptoms of heteroscedasticity.

b. **Hesterokedasticity Test Results with Glatzer Test**

The following are the results of the Hesterokedasticity test with the Glatzer test as follows:

Table 8. Glacier Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,499	1,349		1,853	,067
	X1	-,024	,029	-,083	-,808	,421
	X2	,043	,077	,057	,564	,574
	X3	-,055	,034	-,163	-1,604	,112

Dependent Variable: ABS_RES

Source : SPSS 24 Processing Results

Based on Table 4.14 the results of the hesterokedaticity test can be concluded as follows:

1) If the significance value is greater than 0.05, then the conclusion is that there are no symptoms of hesterokedasticity in the regression model.
2) If the significance value is less than 0.05, then the conclusion is that hesterokedasticity symptoms occur in the regression model.
3) So it can be concluded that the significance value in table 4.14 of the glajer test results of the signification value is greater than 0.05, so there are no symptoms of hesterokedasticity in the regression model.

D. Autocorrelation Test Results

The autocorrelation test is used to determine whether there is a deviation from the classical assumption of autocorrelation, namely the correlation between sample members. Ghazali (2017: 110) states that "The autocorrelation test aims to check whether in a linear regression model there is a correlation between the alarming error of period t with the alarming error of the previous period or t-1 or not". To find out whether there is an autocorrelation or not Durbin Watson Test with the following conditions: Good data has a Durbin Watson (DW) value between 1,550 and 2,460.

Table 9. Autocorrelation Test Results Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.551a	,304	,282	1,693	1,960

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source : SPSS 24 Processing Results.

Based on the test results in table 4.15 Autocorrelation test results above, this regression model has no autocorrelation, this is evidenced by the Durbin-Watson value of 1.960. Where the value of K or the number of independent variables is 3 and the value of N or the number of respondents is 100. So that the dL value is 1.6131 and the dU value is 1.7364, then the 4-dU value is 2.264 if entered into the criteria so that the results of dU < DW < 4-dU (1.6131 < 1.960 < 2.264 which means that the regression model obtained does not autocorrelate occurs.

E. Multiple Linear Regression Test Results

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The results of the regression analysis of Communication, Self-Motivation and Work Discipline were further processed using SPSS 24 whose data can be seen as follows:

Table 10. Multiple Linear Regression Test Results

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,097	2,064		-,047	,963
	X1	,221	,045	,431	4,909	,000
	X2	,255	,118	,188	2,164	,033
	X3	,105	,052	,174	2,015	,047

Dependent Variable: Y

Source : SPSS 24 Processing Results

Based on the results of table 4.15 Multiple Liner Regression Test Results, a multiple linear regression equation is obtained

$$Y = 0.43 X1 + 0.18 X2 + 0.17 x3$$

1. The product quality variable has a regression coefficient value of 0.43 this means that if another independent variable has a fixed or unchanged value, then every increase of one unit of the Reliability variable increases the Purchase Decision by 0.43.

2. The Brand Image variable has a regression coefficient value of 0.18 this means that other independent variables are fixed or unchanged, so every increase of one unit of brand image variable will increase the Purchase Decision by 0.18.

3. The service quality variable has a regression efficiency value of 0.17 this means that other independent variables remain or do not change, so every increase in one unit of service quality variable increases the Purchase Decision by 0.17.

F. Model Due Diligence

1. Simultaneous Test Results (Test f)

Concurrent testing (F-Test) is a simultaneous test to see whether the variables Reliability, Responsiveness, Assertiveness, Empathy , and Physical evidence together have a significant effect on customer satisfaction or not. The F-test is performed by comparing Fcalculate and Ftable. Based on the results of the analysis obtained the following output results:

Table 11. Simultaneous Test Results (Test F)

ANOVAa

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	114,359	3	38,120	13,029	,000 b
	Residuals	280,881	96	2,926		
	Total	395,240	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source : SPSS 24 Processing Results

Based on table 4.17, it can be seen that the significance value is 0.000 or less than the tolerated error limit of 5% (α = 0.05), hence accept H0. So it can be concluded that the variables of Reliability, Responsiveness, Assurance, Empathy and Physical Evidence have a significant effect on Customer Satisfaction simultaneously. F table (3.12).

2. **Coefficient of Determination Test Results**

This coefficient of determination is used to determine how much influence independent variables can have on the variation of the dependent variable. The calculation results can be seen in the table below:

Table 12. Coefficient of Determination Test Results

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.551 a	,304	,282	1,693	1,960

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source : SPSS 24 Processing Results

Based on table 4.17 of the Determination Coefficient Test Results above, it is known that the value of the coefficient of determination or R square is 0.304 or equal to 30.4%. This figure means that the variables of product quality, brand image, service quality, simultaneously affect purchasing decisions by 30.4%. While the rest (100%- 30.4 = 69.6%) is influenced by other variables outside the variables studied.

G. **Hypothesis Testing**

1. **Partial Test Results (Test t)**

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A partial test (t-test) is used to measure the extent to which the influence of the independent variable partially explains the variation of the dependent variable. The calculated value will be compared with the ttable value with an error rate of α = 5%. The result of the calculation is shown in the table below:

Table 13. Partial Test Results (Test t)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,097	2,064		-,047	,963
	X1	,221	,045	,431	4,909	,000
	X2	,255	,118	,188	2,164	,033
	X3	,105	,052	,174	2,015	,047

a. Dependent Variable: Y

Source : SPSS 24 Processing Results

It can be known from table 4.19 The partial test results (t-test) of each variable can be explained as follows:

a) **Effect of Product Quality Variables**

Based on the processing results in table 4.19 partial test results (t-test) above, it can be seen that the calculated value is greater than the t-table, which is 4.909 > 1.66023 and the significance value is 0.000 smaller than 0.05. This shows that H0 is rejected and Ha1 is accepted which means that there is a positive and significant influence of product quality variables on purchasing decisions.

b) **Influence of Brand Image Variables**

Based on the processing results in table 4.19 partial test results (t-test) above, it can be seen that the calculated value is greater than the t-table, which is 2.164 > 1.66023 and the significance value is 0.033 smaller than 0.05. This shows that H0 is rejected and Ha2 is accepted, which means that there is a positive and significant influence of brand image variables on purchasing decisions.

c) **Effect of Service Quality Variables**

Based on the processing results in table 4.19 partial test results (t-test) above, it can be seen that the tcount value is greater than the t-table, which is 2.015 > 1.66023 and the significance value is 0.047 smaller than 0.05. This shows that H0 is rejected and Ha3 is accepted, which means that there is a positive and significant influence of service quality variables on purchasing decisions.

Discussion

The Effect of Product Quality on Purchasing Decisions

Based on the results of research conducted by researchers can show that the quality of the product has a positive and significant effect on purchase decisions, then it can be stated that product quality variables affect purchasing decisions. This can be shown in the t test, which results in a significantly smaller value than the probability limit of the error rate used which is 5% = (0.000<0.05) which shows that H0 is rejected and H1 is accepted.

The positive and significant influence provides analysis results that product quality increases then the Purchase Decision will increase as well, this means consumers feel the consistency of taste provided by Mixue Ice Cream and Tea can influence consumer purchasing decisions.

Based on the results of the distribution of the Product Quality questionnaire (X1) as a whole, identify that Product Quality gets a good value. Based on the largest mean obtained from the sixth statement of 4.17, namely "I feel this product has a more attractive appearance than competitors".

The results of this study also support the results of previous research conducted by Kurniasari et al, (2013), which stated that the results of the study showed that product quality had a positive and significant effect on consumer purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Based on the results of research conducted by researchers can show that brand image has a positive and significant effect on purchasing decisions, then it can be stated that brand image variables affect purchasing decisions. This can be shown in the t test, which results in a significantly smaller value than the probability limit of the error rate used, which is 5% = (0.033<0.05) which shows that H0 is rejected and H2 is accepted.

The positive and significant influence provides analysis results that the Brand Image increases then the Purchase Decision will increase as well, this means that consumers feel the characteristics of the Mixue Ice Cream and Tea brand can influence consumer purchasing decisions.

Based on the results of the distribution of the Brand Image questionnaire (X2) as a whole, it was identified that the Brand Image received a good score. Based on the largest mean obtained from the second statement of 4.43, namely "Has a unique logo and distinctive mascot".

The results of this study also support the results of previous research conducted by Larasati (2023), which stated that Brand Image has a positive and significant influence on Purchasing Decisions.

The effect of service quality on purchasing decisions

Based on the results of research conducted by researchers can show that service quality has a positive and significant effect on purchasing decisions, it can be stated that service quality variables affect purchasing decisions.

This can be shown in the t test, which results in a significantly smaller value than the probability limit of the error rate used, which is 5% = (0.047<0.05) which shows that H0 is rejected and H3 is accepted.

The positive and significant influence provides the results of the analysis that the Quality of Service increases then the Purchase Decision will also increase, this means that consumers feel the

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ability of employees to fulfill consumer orders Mixue Ice Cream and Tea appropriately so that it affects consumer purchasing decisions.

Based on the results of the distribution of the Service Quality questionnaire (X3) as a whole, it was identified that Service Quality received a good score. Based on the largest mean obtained from the first statement of 4.19, namely "I feel that Mixue can fulfill orders accurately".

The results of this study also support the results of previous research conducted by Noviaulia (2020), which stated that Service Quality has a positive and significant influence on Purchasing Decisions.

CONCLUSION

The results of the analysis in the Gong Bay Mixue Ice Cream Purchase Decision study concluded several important findings. First, the Product Quality variable (X1) positively and significantly influences the purchasing decision (Y) of Mixue Ice Cream and Tea consumers. This finding shows that consumers tend to choose to buy Mixue Teluk Gong ice cream because it is influenced by the quality of the products produced. Second, the Brand Image Variable (X2) also has a positive and significant influence on purchasing decisions (Y). This indicates that consumers' perception of Mixue Ice Cream and Tea's brand image plays an important role in shaping their purchasing decisions. Finally, the results showed that the Service Quality Variable (X3) had a positive and significant effect on the purchasing decision (Y) of Mixue Ice Cream and Tea consumers. Thus, good service is also a determining factor in influencing consumers' purchasing decisions for Mixue ice cream products in Gong Bay.

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