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The Role of Price, Service Quality, and Brand Image on Consumer Purchasing Decisions for Ice Cream and Tea in Indonesia

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Abstract—This research aims to measure how big a marketing role has been used by the mixue ice cream and tea business in attracting consumers of various ages from teenagers, adults to people over the age of thirty and above in consumer purchasing decisions for mixue ice cream and tea. This research used a quantitative method, taking 96 respondents using a simple random sampling technique and measured using a Likert scale using the SPSS version 25 program. The data analysis techniques used were validity test, reliability test, classical assumption test, multiple linear regression analysis, multiple correlation test, test coefficient of determination, T test (Partial) and F test (Silmutan). The results of the validity test rcount > rtable 0.168 were declared valid, the reliability test of all variables had Cronbach's Alpah > 0.60 declared reliable, the classical assumption test was said to be all normally distributed, multiple linear regression analysis Y=4.736+0.081X1+0.365 X2+0.440 multiple correlation of 0.706 is stated to have an influence on the purchasing decision variable, the coefficient of determination (R2) test is 0.489 (48.9%) and the remaining 50.2%, the T test (partial) for the service quality and brand image variables is > 1.985 and the price variable is t (1.499) < from ttable (1.985) and F test (simultaneous) Fcount (30.420) > Ftable (2.70) then H2 is accepted and uses the sig value. 0.000 < 0.05, it is concluded that the variables price (X1), service quality (X2) and brand image (X3) have a significant simultaneous effect and the most dominant test is Brand Image (X3) of 0.440 from multiple linear regression analysis and T test (partial) of 4.456 then H3 is accepted. Thus, the outline of this study explains that the brand image variable is the key in increasing consumer purchasing decisions for ice cream and tea mixues. Suggestions that can be given to further studies are regarding the insignificant relationship between price and consumer purchasing decisions which results in an unsatisfactory relationship.

Keywords: Price, Service Quality, Brand Image, Purchasing Decisions and Marketing

1. INTRODUCTION

Progress in the economic sector has caused the development of the business world to experience very rapid progress and growth. One of them is that the development of the beverage and food business has increased from year to year. The drastic increase in the food and beverage business can be seen from the rapid growth which mostly takes place in the food and beverage sector (Mardib, 2023).

One of them is the progress of drinks which are currently viral on social media, namely mixue ice cream and tea Jl. Mastrip no. 41 Sukomulyo, Lamongan, which was founded by Muhammad Harissudin, the owner from Jakarta, because he knew about the viral mix of ice cream and tea drinks. This resulted in the desire to open this mixue by collaborating with the main center in Bandung. Then he opened Dilamongan in December 2022 until now it consists of 4 menu categories, namely Mixue Fresh Ice

Cream (Fresh Ice Cream Mixue), Milk Tea (Milk Tea), Real Fruit Tea (Real Fruit Tea) and Original Tea & Cheese Tea (Original tea & Cheese tea).

The factor that is often discussed by the public is Price (price) in Amirullah (2021: 180) says that Price (price) is the amount of money to buy goods (products) or services that will be exchanged by the buyer with the seller to obtain a benefit from the goods or services provided. they need from a buyer to fulfill a need and satisfaction in the buyer's mind. The price of goods (products) and services required by buyers is sometimes seen as expensive by some buyers and sometimes seen as cheap. If the price is in line with consumer desires, it will make it easier for consumers to make purchasing decisions.

Apart from price and service quality, a place where products are sold is also very important because service can have a positive impact on buyers who are buying for the first time or who have bought frequently. Because Service Quality (service quality) is "an effort to fulfill a need that is developed with the desires of consumers and its delivery in order to fulfill expectations and satisfaction to consumers" according to (Tjiptono, 2011 in the book Indasari, 2019: 61). If the service quality is good, it will influence a purchasing decision.

Apart from Price, Service Quality, Brand Image (brand image) Amirullah (2021:164) states that a brand is a name, term, sign, symbol or design and the combination which he means to identify a products or services from one sales or group that differentiates their sales from other sellers. Brand Image is "something that will be related to the brand and will be reminded by consumers" (Firmansyah, 2019:61). So it can be said that a good brand image can be accepted by one consumer and another.

So that it can influence a consumer's purchasing decision, it is one of the tools to determine that before consumers buy, they will consider the product they want to buy. The variables used are one of the frequently discussed by consumers in the community and the campus environment, which is an independent variable in determining the title of Price's influence. , Service Quality and Brand Image on Consumer Purchasing Decisions on Mixue Ice Cream and Tea Jl. Mastrip No. 41 Sukmulyo, Lamongan.

2. METHODS

2.1 Research Design

The location of this research was at Mixue Ice Cream and Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan, Lamogan Regency. The population in this research are all consumers from Mixue who made purchases during the three months, namely August, September and October 2023 at Mixue Ice Cream and Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan, with a population of 2,762. With a sample of 96 respondents using simple random sampling. This type of research uses a quantitative approach to the philosophy of positivism.

2.2 Data Analysis

Data analysis used in this research is validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test, autocorrelation test), multiple linear regression analysis, multiple correlation test, coefficient of determination test, T test (partial) and F test (simultaneous).

3. RESULTS

3.1 Validity Test

Ghozali (2018:51) validity test is a test used to measure the validity of a question item that will be used in the questionnaire. This test was carried out using total or (correlated item-total correlation) using the SPSS version 25 program.

Table 1. Validity Test Results

No.	Variable	Question Items	r count	r table	Information
1.	*Price* (X1)	X1.1	0.779	0.168	Valid
		X1.2	0.825	0.168	Valid
		X1.3	0.839	0.168	Valid
		X1.4	0.804	0.168	Valid
2.	*Service Quality* (X2)	X2.1	0.681	0.168	Valid
		X2.2	0.775	0.168	Valid
		X2.3	0.749	0.168	Valid
		X2.4	0.709	0.168	Valid
		X2.5	0.729	0.168	Valid
3.	*Brand Image* (X3)	X3.1	0.668	0.168	Valid
		X3.2	0.696	0.168	Valid
		X3.3	0,742	0.168	Valid
		X3.4	0.757	0.168	Valid
4.	Purchase Decision (Y)	X4.1	0.691	0.168	Valid
		X4.2	0.722	0.168	Valid
		X4.3	0.701	0.168	Valid
		X4.4	0,769	0.168	Valid
		X4.5	0.704	0.168	Valid

Source: Primary Data Processed 2024

The results from the r table above can be determined with df = N-2 and a probability value of 0.05, obtained r table = 0.168, so based on the table above it shows that all indicators or all items per question used to measure each variable in this study have r The calculation is greater than r table 0.168 , meaning that all indicators for each of these variables are valid.

3.2 Reliability Test

Ghozali (2018:45) states that a reliability test is "a tool used to measure a questionnaire which is an indicator of a variable or construct".

Table 2. Reliability Test Results

No.	Variable	*Cronbach Alpha*	Reliability Standards	Information
1.	*Price* (X1)	0.823	0.60	Reliable
2.	*Service Quality* (X2)	0.780	0.60	Reliable
3.	*Brand Image* (X3)	0.680	0.60	Reliable
4.	Purchase Decision (Y)	0.764	0.60	Reliable

Source: Primary Data Processed 2024

Reliability test for the four research variables by looking at the Cronbach Alpha values for price , service quality and brand image , the Cronbach Alpha value for these four variables used in research is greater than 0.60. Thus, it shows that every question in this questionnaire is reliable. This shows that each question used to measure a variable will be able to obtain consistent data, so that if the question is asked again you will get a consistent answer.

3.3 Classic Assumption Test

3.3.1 Normality Test

Kolmogorov-Smirnov Test If the probability number is less than (<) 0.05 then this variable is not normally distributed and if the probability number is more than (>) 0.05.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Studentized Deleted Residual
N		96
Normal Parameters [a, b]	Mean	.0034251
	Std. Deviation	1.01968218
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.054
Statistical Tests		.081
Asymp. Sig. (2-tailed)		.132 [c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

From table 3 of the Kolmogorov-Smirnov test above , it is known that the significant value is 0.132 > 0.05. So it is concluded that the residual values are normally distributed. Apart from this, the results above are also supported by the results of graphic analysis, namely:

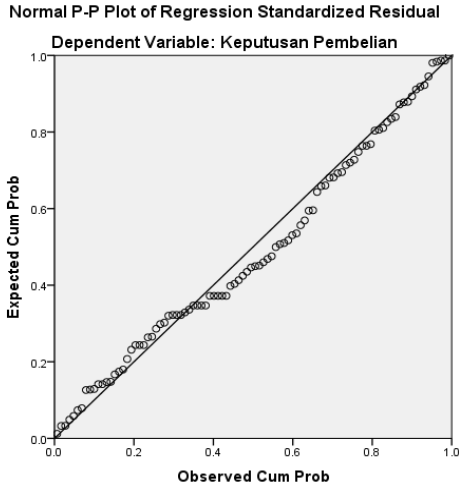

Figure 1. The Results of Graphic Analysis

Based on the results of the normality test above, it can be explained that the normal PP Plot graph depicts the distribution of data around a diagonal line and the distribution follows the direction of the diagonal lines of the graph, so the regression model used is normally distributed.

3.3.2 Multicollinearity Test

Multicollinearity test Requirements to be able to fulfill whether or not there is a high correlation between independent variables can be seen if the Tolerance value > (greater than 0.10) and VIF < (Smaller than 10) then there is no correlation between the independent variables or multicollinearity does not occur.

Table 4. Multicollinearity Test Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.736	1.811		2.615	.010		
	Price	.081	.054	.112	1.499	0.137	.983	1.017
	Service Quality	.365	.083	.387	4.390	.000	.703	1.423
	Brand Image	.440	.099	.391	4.456	.000	.707	1.414

a. Dependent Variable: Purchase Decision

From the results of table 4 of the multicollinearity test for all independent variables, namely price (X1) has a tolerance value > 0.10, namely 0.983 and the VIF value is < 10, namely 1.017, service quality (X2) has a tolerance value > 0.10, namely 0.703 And the VIF value is < 10, namely 1.423. And the brand image (X3) has a tolerance value > 0.10, namely 0.707 . And the VIF value is < 10, namely 1.414. Thus it can be concluded that this regression equation model does not have multicollinearity. And this research is worth using.

3.3.3 Heteroscedasticity Test

Test heteroscedasticity by looking at the scatter-plot diagram of the bound predicted value, namely ZPRED with the residual SRESID. To detect the presence or absence of heteroscedasticity, this can be done by looking at whether there is a certain pattern in the scatter-plot graphic image .

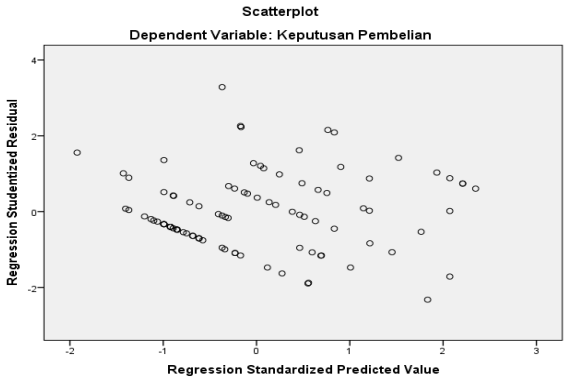

Figure 2. The Result of Heteroscedasticity Test

From the graph above, it can be concluded that the regression model in this study does not contain heteroscedasticity because there is no clear pattern at the points (wavy, widening then narrowing). The points are also spread above and below the number 0 and the Y axis, so this condition shows that heteroscedasticity does not occur.

3.3.4 Autocorrelation Test

"The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t (after) and the confounding error in period t-1 (previous)" (Ghazali, 2018: 111). Using the Durbin Weston (DW) spss method version 25, namely:

Table 5. Autocorrelation Test Results

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.706 [a]	.498	.482	1.195	1.889

a. Predictors: (Constant), Brand Image, Price, Service Quality

b. Dependent Variable: Purchase Decision

Based on table 5, it can be seen from the results of the autocorrelation test that it can be seen from the Watson Durbin result of 1.889. Because the Durbin Watson value is in the area between the results du < dw < 4 – dl, 1.603 < 1.889 < 2.267, Ho is rejected, meaning that there are no autocorrelation symptoms.

3.4 Multiple Linear Regression Analysis

According to Ghazali (2018:95) who says that multiple regression analysis is a development of simple regression analysis. Its use is to find out the relationship between variables (Y) if the independent variable has two or more variables. This test uses the SPSS version 25 program, the results of the Multiple Linear Regression test are as follows, namely:

Table 6. Results of Multiple Linear Regression Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.736	1.811		2.615	.010		
	Price	.081	.054	.112	1.499	0.137	.983	1.017
	Service Quality	.365	.083	.387	4.390	.000	.703	1.423
	Brand Image	.440	.099	.391	4.456	.000	.707	1.414

a. Dependent Variable: Purchase Decision

From table 6 above, the regression shows as follows, namely:

$$Y=4.736+0.081\ X1+0.365\ X2+0.440X3$$

From the regression equation in table 4.14 above, it can be explained as follows, namely:

a. constant (a)

a = 4.736 means that if the influencing variables price (X 1), service quality (X 2) and brand image (X 3) = 0, then the results obtained from purchasing decisions are 4.736.

b. Price Regression Coefficient (X1)

β1= 0.081 The regression coefficient for the price variable (X 1) is 0.081, meaning that if the price (X1) is increased by one level, the effect on purchasing decisions (Y) will increase by 0.081 assuming the other independent variables remain constant (X 2 and X 3 = 0).

c. Service Quality Regression Coefficient (X2)

β2= 0.365 The regression coefficient for the service quality variable (X 2) is 0.365, meaning that if service quality (X 2) is increased by one level, the influence on purchasing decisions (Y) will increase by 0.365 assuming the other independent variables remain constant (X 1 and X 3 = 0).

d. Brand Image Regression Coefficient (X3)

β3= 0.440 The regression coefficient for the brand image variable (X 3) is 0.440 , meaning that if the brand image (X3) is increased by one level, the influence on purchasing decisions (Y) will increase by 0.440 assuming the other independent variables remain constant (X 1 and X 2 = 0).

3.5 Multiple Correlation Test

The multiple correlation test "is used to look for the relationship between two or more independent variables which together are connected to the dependent variable" (Ghazali, 2018: 95). To find out the multiple correlation test, it is carried out using the SPSS version 25 program as follows, namely:

Table 7. Multiple Correlation Test Results

Model Summary [b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.706 [a]	,498	,482	1,195	1,889

a. Predictors: (Constant), Brand Image, Price, Service Quality
b. Dependent Variable: Purchase Decision

Based on table 7, the multiple correlation test above shows a coefficient (R) of 0.706, indicating that there is a strong relationship between the independent variable and the dependent variable Sugiyono (2022 :248) . The higher the value of price , service quality and brand image , the higher the purchasing decision.

3.6 Coefficient of Determination Test

This test is to determine the coefficient of determination required by the square value of the difference between the real Y value and the average Y value. To find out the coefficient of determination test, use the SPSS version 25 program as follows, namely:

Table 8. Coefficient of Determination Test Results

Model Summary [b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.706 [a]	.498	.482	1.195	1.889

a. Predictors: (Constant). Brand Image. Price. Service Quality
b. Dependent Variable: Purchase Decision

Based on table 8 of the coefficient of determination test above, the R Square value is 0.498 or 49.8%, this shows that the purchasing decision variable can be explained by the Price (X1), Service Quality (X2) and Brand Image (X3) variables of 49.8%. while the remaining 50.2% described were not included in this study.

3.7 T Test (Partial)

This test is to find out the relationship between the independent variable and the dependent variable. This test was carried out using the SPSS version 25 program.

From table 9 T test (Partial) t count (1.499) < from t table (1.985), so that t count < t table then H 1 is rejected and H o is accepted. And using the sig value. 0.137 > from 0.05 which means that partially the Price variable (X 1) has no partial and significant effect on purchasing decisions (Y) at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

From the T test (Partial) t count (4.390) > from t table (1.985), so that t count > t table then H 1 is accepted and H o is rejected. And using the sig value. 0.000 < 0.05, which means that partially the Service Quality variable (X 2) has a significant effect on purchasing decisions (Y) at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

Table 9. T Test Results (Partial)

Coefficients [a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.736	1.811		2.615	.010
	Price	.081	.054	.112	1.499	.137
	Service Quality	.365	.083	.387	4.390	.000
	Brand Image	.440	.099	.391	4.456	.000

a. Dependent Variable: Purchase Decision

From the T test (Partial) t count (4.456) > from t table (1.985), so that t count > t table then H 1 is accepted and H o is rejected. And using the sig value. 0.000 < 0.05, which means that partially the Brand Image variable (X 3) has a significant effect on purchasing decisions (Y) at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

3.8 F Test (Silmutant)

This test is to determine the simultaneous relationship between variables X and variable Y. So the results of the F (Silmutan) test using the SPSS version 25 program can be seen as follows, namely:

Table 11. F Test Results (Silmutan)

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.341	3	43.447	30.420	.000 [b]
	Residual	131.399	92	1.428		
	Total	261.740	95			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant). Brand Image. Price. Service Quality

Based on table 11 of the F test (Silmutan) above, the F table is (2.70). So the calculated F value (30.420) > F table (2.70) then H 2 is accepted and uses the sig value. 0.000 < 0.05, it is concluded that the variables price (X 1), service quality (X 2) and brand image (X 3) have a simultaneous and significant effect on consumer purchasing decisions (Y) at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.

4. CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

4.1 Conclusion

a. The research results show that Price, Service Quality and Brand Image partially influence consumer purchasing decisions at Mixue Ice Cream and Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan. It can be proven through analysis techniques using the T test (Partial) that Service Quality (X 2) t count (4,390) > t table (1,985), so that t count > t table then H 1 is accepted and H o is rejected. And using the sig value. 0.000 < 0.05, which means that partially the Service Quality variable (X2) has a significant influence on purchasing decisions, Brand Image (X 3) t count

(4.456) > from t table (1,985), so that t count > t table then H 1 is accepted and H o is rejected. And using the sig value. 0.000 < 0.05, which means that partially the Brand Image variable (X 3) has a significant effect on purchasing decisions. Meanwhile, one of these variables has no effect, namely Price (X 1) t count (1.499) < t table (1.985), so that t count < t table then H 1 is rejected and H o is accepted. And using the sig value. 0.137 > 0.05 which means that partially the Price variable (X1) has no partial and significant effect on purchasing decisions.

b. The research results show that Price, Service Quality and Brand Image have a simultaneous and significant influence on consumer purchasing decisions at Mixue Ice Cream and Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan. It can be proven through analysis techniques using the F test (Silmutan) the calculated F value (30.420) > F table (2.70) then H 2 is accepted and uses the sig value. 0.000 < 0.05, it is concluded that the variables price (X 1), service quality (X 2) and brand image (X 3) have a significant simultaneous effect on consumer purchasing decisions (Y) at Mixue Ice Cream & Tea Jl. Mastrip No. 41 Sukomulyo, Lamongan.
c. The research results show that the most dominant variable is Brand Image , as seen from the t count of 4.456 and it can be seen from the multiple linear regression analysis that it is 0.440, so H 3 is accepted and H 0 is rejected, because it has a large value compared to the other independent variables.

4. 2. Suggestions

Based on the conclusions above, the author can provide the following suggestions, namely:

a. For Researchers. It is hoped that this will be useful for researchers so that they can apply the learning subjects they have received during lectures and will be useful for life in the world of work as an aid in understanding the world of business, especially in the culinary field.
b. Share Mixue Jl. Mastrip No. 41 Sukomulyo, Lamongan. It is hoped that the ice cream and tea mixue has a price that all consumers can buy it because as consumers who have not tried it, they definitely prefer similar products of different brands, always maintain quality service , provide a service that is very responsive, responds quickly, is friendly and polite and always improving a good brand image , namely by opening mixues in various areas where there are no mixues yet
c. For Lamongan Islamic University. For further research, it is hoped that this research can be used as a supporting reference for guidelines, comparisons and in the hope of being able to fulfill a larger sample for conducting research and adding variables according to the objects of previous researchers.

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