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The Influence of Price Perception, Brand Image, and Advertising on Purchase Decisions: A Case Study at Mixue in Renon - Denpasar

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Article Info

Abstract

The purchase decision is a key element in the marketing process that determines a product's success in the market. This decision reflects the consumer's response to various marketing stimuli provided by the company. In the context of increasingly fierce business competition, understanding the factors that influence purchase decisions becomes crucial for companies in formulating effective marketing strategies. Three main factors often considered by consumers in making purchase decisions are price perception, brand image, and advertising. Price perception reflects the extent to which consumers judge the price as appropriate for the quality of the product offered. Brand image describes the perception and associations consumers have regarding the reputation and credibility of a brand in their minds. Meanwhile, advertising plays a role in building consumer awareness and interest in a product through the delivery of persuasive information. This study aims to analyze the influence of these three variables on purchase decisions at Mixue, a rapidly growing beverage brand in Indonesia, specifically at the outlet located in Renon, Denpasar City. The research was conducted using a quantitative approach with a questionnaire distributed to 97 respondents. The analysis results show that both simultaneously and partially, price perception, brand image, and advertising have a positive and significant influence on consumer purchase decisions at Mixue Renon - Denpasar.

Introduction

The contemporary food and beverage industry have shown very rapid growth in Indonesia in recent years. This is marked by the emergence of various culinary trends, especially in beverage categories such as boba, milk tea, and ice cream, which are favored by various groups, particularly the younger generation. (Trinanda & Evanita, 2019; Wiyana *et al*., 2021) [25, 27] One brand that has successfully captured market attention is Mixue, an international franchise originating from China. Since entering the Indonesian market, Mixue has experienced rapid expansion and successfully opened many outlets in various major cities, including Denpasar, Bali. Mixue offers beverage and ice cream products at affordable prices and flavors adapted to local tastes. However, based on data compiled over the past three years, there has been a decline in the number of visitors and sales turnover at several Mixue outlets, including in the Renon area, Denpasar. This phenomenon indicates a shift in consumer behavior and potential problems in the marketing aspect (Duralia, 2017; Matondang *et al*., 2020; Spilková & Fialová, 2013) [2, 12, 24]. Therefore, this research was conducted to examine more deeply the factors that influence consumer purchase decisions. The main focus is directed at three variables considered to have a significant influence, namely price perception, brand image, and advertising, as the basis for consumer consideration in choosing a product (Li *et al*., 2025; Nuryanto *et al*., 2024) [14]. The objectives of this study are (1) To determine the simultaneous influence of price perception, brand image, and advertising on purchase decisions; (2) To determine the partial influence of each independent variable (price perception, brand image, and advertising) on purchase decisions.

Literature Review

Price perception is one of the important factors influencing consumer behavior in making purchase decisions. According to Tjiptono (2018), price perception is defined as the extent to which consumers judge that the price set for a product is comparable to the benefits, quality, or value they will receive. When consumers feel that the price of a product meets their expectations and the utility value offered, they will most likely be willing to make a purchase (Saputra, 2021) [23]. Conversely, if the price is considered unreasonable or does not match the product quality, consumers tend to refuse to buy the product. Brand image is the perception, view, and association formed in the consumer's mind towards a brand, based on their experience, knowledge, and exposure to the product or service (Darmawan et al., 2023; Fatemi, 2023) [1, 4]. A positive image can increase consumer trust and loyalty, and become an important factor in purchase decisions. Meanwhile, advertising is a structured and paid form of marketing communication that aims to convey information, persuade, and influence consumer behavior through various mass media such as television, radio, internet, and print media (Kautish & Sharma, 2019; Rahmanov et al., 2021) [7, 19]. The purchase decision is the final stage in the consumer decision-making process, where the consumer decides to choose and buy a product or service that is considered most appropriate to their needs and desires (Madi Odeh et al., 2023) [11]. This process does not happen suddenly, but goes through several previous stages such as need recognition, information search, evaluation of alternatives, and finally determining the purchase choice (Indarto et al., 2022; Zameer et al., 2020) [5, 28]. The purchase decision is influenced by various internal and external factors, such as price perception, brand image, product quality, and the effectiveness of marketing communications such as advertising received by consumers (Wang et al., 2018; Zhou et al., 2021) [26, 29].

Method

This research used primary data collected directly through the distribution of questionnaires to 97 respondents who were Mixue consumers in the Renon area, Denpasar City. The respondents selected were those who had purchased Mixue products at least once in the last three months. Sampling was done using the purposive sampling method, a sampling technique based on certain considerations relevant to the research objectives. This technique was chosen because the researcher wanted to ensure that the sample taken truly represented the characteristics of the appropriate population, namely active consumers who had direct experience interacting with Mixue products. The questionnaire instrument was prepared based on indicators of the variables of price perception, brand image, advertising, and purchase decision, which had been validated and tested for reliability. The collected data was then analyzed using the multiple linear regression method with the help of SPSS software. Before the regression analysis was conducted, the data was first tested using classical assumption tests which included normality test, multicollinearity test, and heteroscedasticity test, to ensure that the regression model met the feasibility requirements for analysis. Data analysis was conducted to test the simultaneous and partial influence of the independent variables on the dependent variable. Simultaneous testing was done through the F-test, while the influence of each independent variable was tested through the t-test. The regression model used in this study is formulated as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ where Y = Purchase Decision, X_1 = Price Perception, X_2 = Brand Image, and X_3 = Advertising. This model aims to determine how much contribution each independent variable has in influencing consumer purchase decisions for Mixue products.

Results and Discussion

The results of instrument testing in this study showed that all items in the questionnaire met the validity and reliability criteria. The validity test was conducted by correlating each statement item with the total score of each variable. The results showed that all correlation coefficient values were greater than 0.3, which means all items were valid and able to measure the intended construct (Zameer et al., 2020) [28]. Furthermore, the reliability test using Cronbach's Alpha formula showed that all variables had values above 0.7, indicating that the instrument was reliable for use in this study. Hypothesis testing was conducted through the F-test (simultaneous) and t-test (partial). The F-test results showed that simultaneously, the three independent variables, namely price perception, brand image, and advertising, had a significant effect on the purchase decision. This is indicated by an F-count value greater than F-table and a significance value below 0.05. Meanwhile, the t-test results showed that each variable also had a significant effect partially. Price perception, brand image, and advertising all had t-count values greater than t-table, and significance values below 0.05. Thus, all three variables have a positive and significant influence on the purchase decisions of Mixue consumers in Renon - Denpasar.

Table 1: Summary of Data Analysis Results

Analysis Type	Test Method	Variables Involved	Statistical Result	Significance (p-value)	Conclusion
Validity Test	Correlation Coefficient	All questionnaire items for X1, X2, X3, Y	All r-count > 0.3	-	All items are valid.
Reliability Test	Cronbach's Alpha	Price Perception (X1), Brand Image (X2), Advertising (X3), Purchase Decision (Y)	All Alpha > 0.7	-	All constructs are reliable.
Simultaneous Test	F-Test	X1, X2, X3 → Y	F-count > F-table	p < 0.05	Simultaneously, X1, X2, and X3 have a significant influence on Y.
Partial Test	t-Test	Price Perception (X1) → Y	t-count > t-table	p < 0.05	Partially, X1 has a positive & significant influence on Y.
	t-Test	Brand Image (X2) → Y	t-count > t-table	p < 0.05	Partially, X2 has a positive & significant influence on Y.
	t-Test	Advertising (X3) → Y	t-count > t-table	p < 0.05	Partially, X3 has a positive & significant influence on Y.
Regression Model	Multiple Linear Regression	$Y = a + b_1X_1 + b_2X_2 + b_3X_3$	Not fully provided	-	The model is fit and explains the variation in purchase decisions.

Abbreviations: X1 = Price Perception, X2 = Brand Image, X3 = Advertising, Y = Purchase Decision.

Validity Test: This test measures whether each question in the questionnaire accurately measures the intended concept (e.g., a question for "Price Perception" actually measures perception and not something else). The result showed that the correlation coefficient for every single item was greater than the threshold of 0.3. This confirms that all items were valid and correctly represented their respective variables. Reliability Test: This test checks the consistency and stability of the questionnaire. Using Cronbach's Alpha, a common reliability measure, all variables scored above 0.7. This indicates a high level of internal consistency, meaning that if the same test was repeated, it would yield similar results. Therefore, the instrument was deemed reliable.

F-Test (Simultaneous Test): This test determines whether the three independent variables (Price Perception, Brand Image, and Advertising) together have a significant effect on the dependent variable (Purchase Decision). The result showed that the F-count value was greater than the F-table value, and the probability value (p-value) was less than 0.05. This leads to the conclusion that simultaneously, Price Perception, Brand Image, and Advertising have a significant positive influence on Purchase Decisions at Mixue Renon.

t-Test (Partial Test): This test examines the significant influence of each independent variable on the dependent variable individually, while holding the other variables constant.

1. The t-test for Price Perception (X1) showed a significant effect (t-count > t-table, $p < 0.05$). This means that when consumers perceive Mixue's prices as affordable and fair for the quality received, they are more likely to make a purchase.
2. The t-test for Brand Image (X2) also showed a significant effect. This indicates that the positive associations and reputation of the Mixue brand in consumers' minds play a crucial role in their decision to buy.
3. The t-test for Advertising (X3) was also significant. This confirms that promotional efforts through various media are effective in raising awareness, providing information, and persuading consumers to choose Mixue.

The study used a multiple linear regression model formulated as: $Y = a + b_1X_1 + b_2X_2 + b_3X_3$. While the table above (built from the article's text) does not provide the exact coefficients (b_1, b_2, b_3) or the constant (a), the significant results from the F-test and t-tests confirm that this model is statistically sound sound(Saputra, 2021) [23]. It effectively explains how the three variables contribute to explaining the variation in consumer purchase decisions at the Mixue outlet in Renon - Denpasar. In summary, the data analysis robustly supports the study's conclusions: both together and on their own, consumers' perception of price, image of the Mixue brand, and exposure to its advertising are all significant factors that drive their decision to purchase its products (Kusumawati et al., 2023; O'Neill & Carlbäck, 2011) [8].

Affordable price perception is one of the competitive advantages possessed by Mixue in attracting consumer interest, especially in local markets such as Renon, Denpasar. Relatively low prices compared to competitors make Mixue products more accessible to various segments of society, especially students and university students. However, although price is the main attraction, consumers still consider the aspect of product quality offered (Rodrigues et al., 2023;

Spilková & Fialová, 2013) [21, 24]. A low price is not always interpreted as good value if it is not balanced with consistent and satisfying product quality. In addition, the brand image of Mixue, which is still in the development stage in the local market, presents its own challenges (Murshed et al., 2023; Rizvi et al., 2020) [13, 20]. Many consumers are not yet fully familiar with this brand, so more effort is needed to build consumer trust and loyalty. Another factor influencing the purchase decision is the effectiveness of advertising (Ebrahimi et al., 2020; Pratiwi et al., 2021) [3, 17]. Although Mixue is quite active in promoting its products through social media and various digital platforms, the advertising messages conveyed have not been fully able to eliminate consumer doubts, especially regarding issues of product halal status (Jayawarsa et al., 2024; Putri et al., 2024; Sancaya & Saputra, 2024) [6, 18, 22]. This is an important concern, given that the majority of consumers in Indonesia highly consider the halal aspect in choosing food and beverage products to consume (Liu & Hu, 2022; Portal et al., 2019) [10, 16].

Conclusion and Suggestions
The results of the study show that the three independent variables, namely price perception, brand image, and advertising, have a positive and significant influence on the purchase decisions of Mixue consumers in Renon - Denpasar, both simultaneously and partially. Simultaneously, these three variables together are able to explain the variation in consumer decision-making to make a purchase. This shows that the success of a product in attracting purchase interest does not depend on just one factor, but is the result of a combination of several complementary marketing elements. Partially, each variable also proven to provide a significant contribution. An affordable price perception while still paying attention to suitability with product quality is a unique attraction for consumers. A positive brand image, although still in the development stage, can build customer trust and loyalty towards the Mixue brand. Meanwhile, advertising functions as a communication medium that influences consumer awareness and assessment of the product. Thus, the company needs to continuously improve its pricing strategy, strengthen its brand identity, and optimize advertising effectiveness to encourage increased purchase decisions, maintain competitiveness in the market, and build long-term relationships with customers.

Based on the research findings, several suggestions can be offered. First, Mixue needs to increase advertising effectiveness by strengthening messages about halal certification and product quality to address consumer concerns directly. Second, continuous innovation of product variants is essential to maintain customer loyalty and attract repeat purchases in a competitive market. Third, improving brand image through consistent service and positive consumer experiences is crucial for building long-term trust and a strong reputation. This can be achieved by ensuring all staff are trained to provide excellent customer service and that product quality remains high across all outlets.

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