

Research Article

The Influence of Marketing Mix on Repurchase Intention with The Mediation of Omnichannel Experience on Mixue Consumers

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Abstract: MSMEs are a category of small-scale businesses that are believed to be able to contribute to the Indonesian economy; the food and beverage industry makes a significant contribution to the national economy outside of non-oil and gas. One of the ice cream companies in Indonesia is Mixue. It is known that the strategy Mixue used to develop its business was to apply the franchise concept. This work employs quantitative research, which is the systematic scientific examination of components and phenomena and their interrelations. Quantitative research aims to find, formulate, and apply mathematical models, theories, and hypotheses pertaining to natural phenomena. The research sought to explain, link or relate the condition of a given object to some other factors. Data processing using the SmartPLS 3 application calculates the PLS Algorithm and Bootstrapping; there are also 5 models that will be used, namely model fit, path coefficient, indirect effect, p values, and r square. The following is data processing obtained from the SmartPLS 3 application. From this study it can be concluded that 1) Product has a negative and insignificant effect on repurchase intention for Mixue consumers, 2) Price has a negative and insignificant effect on repurchase intention among Mixue consumers, 3) Promotion has a positive and significant effect on repurchase intention in Mixue consumers, 4) Place mediated by Omnichannel Experience has a positive and significant effect on repurchase intention in Mixue consumers, 5) Omnichannel Experience has a negative and insignificant effect on repurchase intention in Mixue consumers, and 6) Place has a positive and significant effect on repurchase intention in Mixue consumers.

Keywords: Component; MSMEs; Indonesian Economy; Food and Beverage Industry; Ice Cream Industry; Mixue; SmartPLS 3 Application.

I. INTRODUCTION

The development of MSMEs must be maintained and improved every year in line with economic developments that have experienced ups and downs in the past few years. The scale business category ‘MSME’ is believed to help Indonesia grow its economy. Dozens of large companies went bankrupt, but MSMEs are considered to be able to survive the crisis. (Liantifa, 2023). As quoted from New (Indonesia, 2023), in 2023, there are about 66 million MSME business actors. MSME contribution reached 61% of Indonesia’s Gross Domestic Product (GDP) per year, which amounted to IDR 9,580 trillion. Around 117 million (97%) of the 121 million total workforce are absorbed by MSMEs. Based on news (Sunartono, 2023), The food and beverage (F&B) industry contributes significantly to the national economy outside of non-oil and gas. In the first quarter of 2023 alone, this industry grew at 5.35% nationally.

Central Bureau of Statistics

Kategori Layanan Jasa (2019)	Bulan: 2019 (Lap. Perhitungan: 2019 Jan. 2019) (Persen)														
	Lap. Perhitungan: 2019 Jan. 2019					Lap. Perhitungan: 2019 Jan. 2019					Lap. Perhitungan: 2019 Jan. 2019				
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
1. Industri	0,35	0,37	0,40	0,37	0,37	0,40	0,37	0,37	0,37	0,37	0,37	0,37	0,37	0,37	0,37
Makanan dan Minuman															

Fig. 1 Source: badan pusat statistik

One of the ice cream companies in Indonesia is Mixue. Mixue is a company that sells ice cream, tea, and boba drinks from China. It was founded in 1997 (Tiara Kasih, A, et al., 2023). At this time, the mixed company already has more than 10,000 outlets across Indonesia. It is known that Mixue's strategy to develop its business was to implement the franchise concept. In China and at least 12 other countries in the Asia-Pacific until 2023, at least 21,581 mixed outlets were in operation. (Dewanthi & Permana, 2022). (Bangu, 2023) Since Mixue's presence in Indonesia, it has continued to experience a steady increase, but this has created competition for Mixue to develop the business. The Mixue brand has been recognized and spread in various regions



in Indonesia, such as McDonald's and KFC franchises. Competition in sales, especially in the ice cream menu from these three brands, is expected to intensify. Mixue has many outlets and offers variations of ice cream flavors, ranging from red beans, boba, matcha, and Oreo, to milk tea, at a fairly affordable price. Despite its affordable price, Mixue's high quality has always been a top priority for attracting potential customers. One very important approach in improving service to customers today is the use of Omnichannel Customer Experience. The basic principle of this strategy is to integrate all communication channels the company uses with customers, ensuring consistency of data access across all channels. In the previous multi-channel era, if the various communication channels were not connected, customers who interacted with the company through one channel could not continue their interaction through another channel without starting from scratch and repeating the same information. This can be detrimental to the customer experience by lowering its quality. However, with an Omnichannel approach, customers can communicate with the company through any channel they choose without repeating their information when switching channels. This approach is becoming a key strategy in creating a seamless customer experience without interruption. Many companies now realize the importance of Omnichannel strategies in strengthening their relationships with customers. Many are moving from a multichannel to an Omnichannel approach or are planning to adopt it. (Oki Pebiansyah et al., 2023). According to (Maulia, 2024), The omnichannel approach, as one of the main trends in digital customer experience, does not just mean existing in different channels but providing a consistent customer experience at every touchpoint. When customers interact with a particular product ad on social media, consider this when they visit the website. This is where businesses can provide relevant recommendations or display pop-ups that quickly direct them to interesting product pages. In other words, each communication channel is not only a point of interaction but also a source of personalized information capable of replacing the role of third-party channels by 2024.

Growing this buying interest raises several supporting aspects, namely, the product. This aspect has a considerable influence on consumer buying interest, where, in the end, many business people or businesses flock to mobilize their strategies to issue product variations and improve product quality to attract the buying interest of their target consumers. According to Hasibuan (2022), Kotler defines products as product variations, which could be compositions or different types of products that would probably make it easier for buyers to buy products according to their desires. Product variety can also be defined as a separate element in a brand or product line that is distinguished by size, price, or other forms. The greater the variety of kinds of products being sold and the more numerous the products in themselves, the more the buyer will be aware and satisfied so that they make purchases of these products and do not have to make purchases of other products. (Ayu et al., 2023). According to Sangadji and Sopiah (2013: 182) in (Dewi, 2020). Consumer satisfaction will increase in proportion to the quality of the items delivered by the firm.

Second, the Price aspect also significantly contributes to consumer interest in the products offered. Therefore, from the beginning of doing their business, many business people have determined and carried out their segmenting, targeting and positioning in target consumers or the general public, according to Kotler & Armstrong (2010) (Ayumi & Budiarmo, 2021). People pay for a product or service's benefits. According to Dharmmesta & Handoko (2014) and (Tania et al., 2022), price is the second controlling factor that can be handled by sales or marketing management. One of the strategies business owners can use to provide prices to consumers is to provide lower prices than competitors. In addition, price is also considered when consumers buy a product or service.

Third, the promotional aspect, with various promotional offers from a business to consumers, will always create a desire to buy and even repurchase a product offered. According to Danang Sunyoto (2012: 154), the definition of Promotion according to A. The promotion of Hamdani is a crucial ingredient in the marketing mix corporations must apply for product marketing. Promotional activities serve as a communication conduit between corporations and consumers while also acting as a mechanism to sway consumers' purchase decisions based on their wants and aspirations (Prayogi & Januar Malik, 2022). According to Mursid (2016: 96) says that "Promotion is one of the factors determining the success of a marketing program or marketing strategy; this is because promotion is a persuasive communication, inviting, urging, persuading and convincing someone". (Solihin, 2020). Success in a business can be ensured that a product, price and promotion can increase consumer repurchase interest.

After the product, price, and promotions that can determine the repurchase interest of a consumer, the last thing that also has a significant impact on this is the location, which makes an identity of the brand. According to Heizer and Render (2015) in (Welsa et al., 2021), The site significantly influences the company's business strategy, serving as a determinant of both expenses and revenues; hence, selecting the optimal location will enhance profitability; otherwise, an inappropriate location can reduce the company's effectiveness. Several location indicators, according to Tjiptono (2012: 159) in (Alfaini et al., 2022), are as follows:

- Access refers to a navigable or readily reachable site via public transit.

- The environment is the surrounding area that supports the services offered. For example, pharmacies are adjacent to shops or supermarkets, pulse counters, and J&T offices.

II. LITERATURE REVIEW

A) *Marketing Mix*

First, Product, Kotler (2018: 143) said in (Fiqih Syahputra et al., 2022) that Product quality encompasses the entire features and attributes of a product or service that rely on its capacity to fulfil explicit or implicit requirements. The opinion of Kotler and Armstrong (2004: 283) (Mahsyar & Surapati, 2020) states product quality is *"the ability of a product to perform its function. This includes overall durability, reliability, precision, ease of product operation and repair, and other valuable attributes"*. Product quality depends on performance, dependability, accuracy, ease of use and maintenance, and other key features. Product quality determines consumer satisfaction with its purchase and use (Hidayat, 2009) (Ernest Grace et al., 2021). Secondly, Price, Kotler (2018: 74) asserts in Fiqih Syahputra et al. (2022) that a product's worth is dictated by its price. This assertion is frequently referred to as value theory. The greater the expense of a thing, the higher its perceived worth. Several theories are used to ascertain the cost of the marketing mix, as guidelines, namely as follows:

- Value theory,
- Reward theory,
- Discount theory, and
- Theory of profit.

These ideas provide a framework for comprehending the significance of pricing in marketing endeavours. Kotler's theory of value (2018: 79) fundamentally pertains to the price of products and services. This idea posits that the value of a product or service is contingent upon its price. Achrol & Kotler (2016) Price is the amount charged for a product or service or the value buyers give up for its advantages. Thirdly, Promotion, Kotler (2014: 41) in (Rahman & Sitio, 2020) asserts that "Promotion encompasses a range of activities undertaken by companies to emphasise the attributes of their products to persuade target consumers to purchase them." As stated by Kotler and Armstrong (2008), According to Chairunnisa and Zebua (2022), promotion is used to disseminate information and introduce and engage customers and potential consumers with a product. Sales promotion is an initiative to offer items or services to attract prospective clients. Competitive pricing, effective advertising, and advantageous pricing are essential to entice people to purchase the provided goods or services. Final Position (Kotler and Keller, 2016) According to Silas (2022), Place (Distribution) refers to the method or location where items or services are disseminated or sold. Places may encompass basic structures, aesthetically pleasing edifices, virtual environments, or systematic distributions facilitating consumer interactions. This includes personnel who interact with service and distribution. Kotler and Armstrong (2012: 92), as cited in Apriana Hidayanti et al. (2021), assert that place or location encompasses the many efforts corporations undertake to ensure that their products are accessible and available to target audiences. Location or place encompasses the mix of geographical positioning and strategic decisions on distribution routes, specifically addressing customer delivery methods and optimal site selection.

B) *Omnichannel Experience*

In his research (Bèzes, 2018) defines an omnichannel experience as an experience that offers more things related to freedom for customers than the usual sales system. Based on this definition, it can also mean that customers trigger themselves to experience and obtain information independently, not through sales employees or applications provided by retailers. (Bèzes, 2018). According to (Bahri et al., 2023), The five dimensions of the omnichannel experience are connectivity, integration, consistency, flexibility, and personalisation. (Shi et al., 2020) delineate the following :

1. Connectivity is the extent to which information content and services between channels are interlinked and interconnected.
2. Integration is how customers feel the entire information system and operations management are unified and well-integrated across channels.
3. Consistency is the extent to which the customer experience is consistent in content and process from cross-channel interactions.
4. Flexibility is the extent customers are given flexible choices and feel continuity when moving transactions from one channel to another.
5. Personalization is defined as the extent to which customers perceive that omnichannel retailers serve customers with individualized attention.

C) *Repurchase Intention*

As stated by Hellier et al. (2003: 1764), According to Maruli et al. (2021), repurchase intention is characterised as an individual's evaluation of the likelihood of acquiring a service from the same firm, influenced by the present circumstances and the individual's positive emotional state. Repurchase intention reflects consumer happiness, assessed behaviourally by enquiring

if customers would patronise the company's services again (Tjiptono, 2014: 43). Kotler and Keller (2009: 244) contend that following a purchase, customers may experience satisfaction or dissatisfaction and participate in post-purchase behaviour.

In (Bahri et al., 2023) Mentioning Research H.-C. Wu (2014), which is more directed towards customer repurchase intentions on online retail channels, expressed in the following dimensions (L. Y. Wu et al., 2014):

1. Intention to possibly repurchase using online channels
2. Intention to become a loyal customer
3. Intention to shop online in the future

This is in line with the research of Yasri et al. (2020), which states repurchase intentions expressed in dimensions (Yasri et al., 2020):

1. Intention to tend to repurchase
2. Intention to purchase products and services from the same brand in the future.

D) Conceptual Model

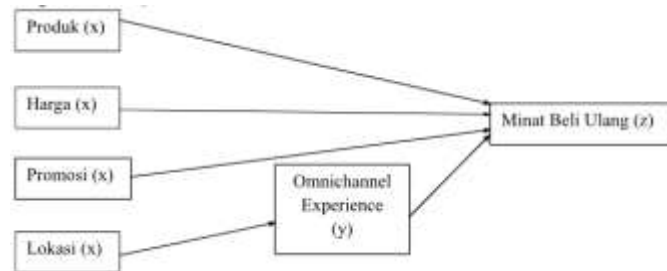


Fig. 2 Conceptual Model

III. RESULTS AND DISCUSSIONS

A) Method

This research is quantitative since it employs a systematic scientific approach to examine components and phenomena and their interrelations. Quantitative research creates natural phenomenon models, theories, and hypotheses. This study investigates how numerous factors impact an object's state. The findings are derived from statistically analysed data. This study pertains to patrons of Mixue ice cream establishments.

This study rejects the null hypothesis with a p-value < 0.05. The null hypothesis cannot be rejected since the divergence from it is not statistically significant, with a p-value above 0.05. (Beers, 2024)

B) Results

In this chapter, the data processing process uses the SmartPLS 3 application, which calculates the PLS Algorithm and Bootstrapping; 5 models will be used, namely model fit, path coefficient, indirect effect, p values, and r square. The following is the data processing obtained from the SmartPLS 3 application.

a. Model Fit

Table 1: Results of Model Fit

	Saturated Model	Estimated Model
SRMR	0.076	0.093
d_ ULS	1.867	2.798
d_ G	1.151	1.218
Chi-Square	618.209	637.965
NFI	0.711	0.702

Based on the smartpls.com website (Ringle et al., 2024), To assess fit indices like SRMR and NFI, one may directly examine the model estimation results using PLS-SEM or PLSc-SEM, including the reported values of these criteria against specified thresholds (e.g., SRMR < 0.08 and NFI > 0.90). The following is the analysis results from Smart PLS 3: The NFI matrix shows $0.711 < 0.90$, which means it is not acceptable, but the SRMR matrix shows $0.76 < 0.08$, which means this criterion is acceptable, so this model is acceptable based on the data.

b. Path Coefficient & p-value

Table 2: Results of Path Coefficient & p-value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PLACE -> OMNICHANNEL EXPERIENCE	0.778	0.780	0.043	17.926	0.000
PLACE -> REPURCHASE INTENTION	0.347	0.341	0.113	3.068	0.002
PROMOTION -> REPURCHASE INTENTION	0.296	0.310	0.118	2.517	0.012
PRODUK -> REPURCHASE INTENTION	0.124	0.117	0.096	1.285	0.199
OMNICHANNEL EXPERIENCE -> REPURCHASE INTENTION	0.067	0.056	0.152	0.440	0.660
PRICE -> REPURCHASE INTENTION	-0.042	-0.021	0.104	0.403	0.687

➤ T-Statistic:

If the t-statistic exceeds 1.96, the route coefficient is deemed significant at the 95% confidence level ($\alpha = 0.05$).

➤ P Values:

If the p-value is less than 0.05, the path coefficient is considered significant at the 95% confidence level.

1. The Place to Omnichannel Experience

The first hypothesis is to test *Place* on *Omnichannel Experience*. The results obtained are the t-statistic value (17.926 > 1.96) and the p-value (0.000 < 0.05). From the results of this value, it is concluded that the first hypothesis, namely Place, has a positive and significant effect on the Omni channel Experience (H1 is accepted).

2. Place on Repurchase Intention

The second hypothesis examines the influence of Place on Repurchase Intention. The results indicate that the t-statistic value (3.068 > 1.96) and the p-value (0.002 < 0.05) demonstrate that Place has a positive and substantial impact on repurchase intention (H2 accepted).

3. Promotion of Repurchase Intention

The third hypothesis is the effect of Promotion on Repurchase Intention. The results show the t-statistic value (2.517 > 1.96) and p-value (0.012 < 0.05); it is concluded that in this study, Promotion has a positive and significant effect on Repurchase Intention (H3 accepted).

4. Product on Repurchase Intention

The fourth hypothesis is the effect of Product on Repurchase Intention. The results show the t-statistic value (1.285 < 1.96) and p-value (0.199 > 0.05); it is concluded that in this study, Promotion has little effect and is not significant on Repurchase Intention (H4 is rejected).

5. Omnichannel Experience on Repurchase Intention

The fifth hypothesis is the effect of Omnichannel Experience on Repurchase Intention. The results show the t-statistic value (0.440 < 1.96) and p-value (0.660 > 0.05); it is concluded that in this study, Omnichannel Experience has little effect and is not significant on Repurchase Intention (H5 rejected).

6. Price on Repurchase Intention

The sixth hypothesis is the effect of Price on Repurchase Intention. The results show the t-statistic value (0.403 < 1.96) and p-value (0.687 > 0.05); it is concluded that in this study, Price has little effect and is not significant on Repurchase Intention (H6 is rejected).

c. Specific Indirect Effect

Table 3: Results of Specific Indirect Effect

	Specific Indirect Effects
PLACE -> OMNICHANNEL EXPERIENCE -> REPURCHASE INTENTION	0.052

In the Specific Indirect Effect, it can be seen that the p-value (0.052 > 0.05) is not significant for the variable place > omnichannel experience > repurchase intention. This means that the independent variable to the mediator variable cannot affect the dependent variable (Ho is rejected).

d. R Square

Table 4: Results of R Square

	R Square	R Square Adjusted
REPURCHASE INTENTION	0.529	0.504
OMNICHANNEL EXPERIENCE	0.606	0.602

The R square value ranges from 0 to 1:

R-square = 0: The independent variable does not explain the variability of the dependent variable at all.

R-square = 1: The independent variable explains all the variability in the dependent variable.

Interpretation of R square value:

0-.0 - 0.19: Small (weak)

0.20 - 0.39: Moderate

0.40 - 0.59: Strong (substantial)

0.60 - 1.0: Very strong

1. The R-squared value for the dependent variable, Repurchase Intention, is 0.504, indicating that 50.4% of the variability in this variable is explicable by the independent factors in the model. This signifies that the model possesses substantial efficacy in elucidating the heterogeneity of the Repurchase Intention variable.
2. The R-squared value for the dependent variable Omnichannel Experience is 0.602, indicating that 60.2% of the variability in this variable is explicable by the independent factors in the model. This signifies that the model possesses a "very strong" capability to elucidate the variability of the Omnichannel Experience variable.

C) Discussions

The Result of the PLS Algorithm

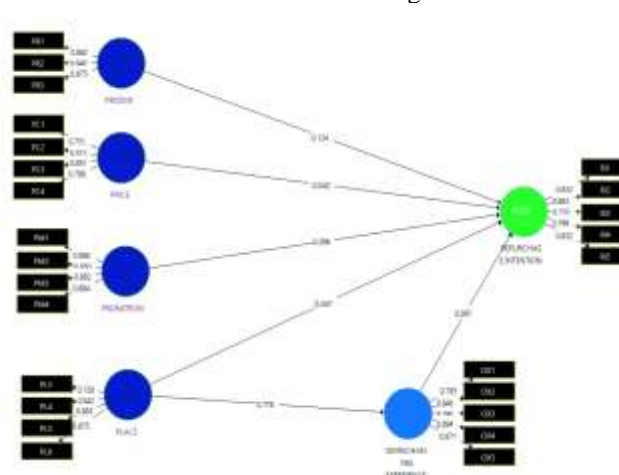


Fig. 3 The Result of PLS Algorithm

1. The influence of Place on Omnichannel Experience for Mixue consumers.

The results showed that this place has a positive and significant effect on the omnichannel experience for consumers. This finding indicates that Mixue's position influences consumers to provide a good and consistent experience. So, the better the place or location of Mixue is, the better the consumer experience when making purchases or transactions.

2. The influence of Place on Repurchase Intention for Mixue consumers.

The results showed that the place positively and significantly affects repurchase interest for Mixue customers. This finding indicates that Mixue's position influences consumers to make repeat purchases.

3. The effect of Promotion on Repurchase Intention for Mixue consumers

This study concludes that Promotion positively and significantly affects Repurchase Intention for Mixue consumers. This finding indicates that the promotion carried out by Mixue in any form has a good effect on consumers to make repeat purchases. With this, it can be stated that the promotions offered by Mixue are seen as attractive to consumers who want to make repeat purchases.

4. The effect of Product on Repurchase Intention for Mixue consumers

This study concluded that the Product has a negative and insignificant effect on Repurchase Intention for Mixue consumers. This finding indicates that the determination of the product is not read and considered by consumers who want to make repeat purchases. So, it can be stated that consumers do not pay attention to the products offered by Mixue so that they can decide to make repeat purchases.

5. The influence of Omnichannel Experience on Repurchase Intention for Mixue consumers

This study concludes that Omnichannel Experience has a negative and insignificant effect on Repurchase Intention for Mixue consumers. This finding indicates that consumers' multichannel experiences are not read and considered by consumers who want to make repeat purchases. So, with this, it can be stated that consumer decisions to repurchase are not influenced by the multichannel experience consumers obtain.

6. The effect of Price on Repurchase Intention for Mixue consumers

This study concluded that Price has a negative and insignificant effect on Repurchase Intention for Mixue consumers. With this, it can be stated that price does not affect consumers' decision to repurchase Mixue. It can be concluded that consumers do not see the price set by Mixue for repurchase.

IV. CONCLUSION

From this study it can be concluded that 1) Product has a negative and insignificant effect on repurchase intention for Mixue consumers, 2) Price has a negative and insignificant effect on repurchase intention for Mixue consumers, 3) Promotion has a positive and significant effect on repurchase intention in Mixue consumers, 4) Place mediated by Omnichannel Experience has a positive and significant effect on repurchase intention in Mixue consumers, 5) Omnichannel Experience has a negative and insignificant effect on repurchase intention in Mixue consumers, and 6) Place has a positive and significant effect on repurchase intention in Mixue consumers.

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