

The Influence Of Store Environment, Product Quality Perception, Word Of Mouth, And Customer Experience On Purchasing Decisions For Mixue Ice Cream In Jambi City

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Abstract

This study aims to analyze the influence of store atmosphere, product quality perception, word of mouth, and customer experience on purchasing decisions for Mixue Ice Cream in Jambi City. A quantitative approach was employed, using questionnaires distributed to 100 respondents. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 29. The results show that the store atmosphere has no significant effect on purchasing decisions ($t = 1.192$, $sig = 0.236$). In contrast, product quality perception ($t = 2.758$, $sig = 0.007$), word of mouth ($t = 2.928$, $sig = 0.004$), and customer experience ($t = 3.339$, $sig = 0.001$) have a significant and positive influence on purchasing decisions. Simultaneously, all four variables jointly have a significant effect on purchasing decisions ($F = 11.717$, $sig = 0.000$), with an R^2 value of 0.324, indicating that 32.4% of the variance in purchasing decisions can be explained by the model. These findings suggest that experiential and relational factors play a more dominant role in influencing consumer purchasing behavior than physical store attributes. The study offers practical implications for businesses in optimizing marketing strategies focused on product quality, customer experience, and word of mouth to enhance consumer purchase decisions.

Keywords: Store Environment, Product Quality Perception, Word-of-Mouth Communication, Customer Experience, and Buying Decision.

INTRODUCTION

Indonesia's economic growth is largely driven by household consumption, with the food and beverage industry being one of the fastest growing sectors. The increase in sales in this sector is driven by rising individual incomes and public spending on food and beverage products, especially as the middle class population grows. This has led to the industry not only growing in the domestic market, but also becoming a sector where local companies have successfully expanded and become global exporters. Indonesia's food and beverage processing industry is very mature, with many businesses competing in this market. (Ayutia, 2022).

Larger companies tend to be more able to adapt to sudden cost increases or policy changes, and have an advantage in capturing export opportunities, especially in Southeast Asia. Changes in Indonesia's eating culture will continue, and adapting to trends is critical. One notable trend is the growing health consciousness among the younger generation, creating opportunities for products such as nutritious drinks or cereals fortified with vitamins and minerals. (Nurita, 2022).

The challenges ahead relate to the dominant dependence on the domestic market, so that the food and beverage industry in Indonesia is less affected by global market dynamics compared to other sectors. However, domestic producers are still vulnerable to changes in imported raw material prices. Imports of processed food ingredients are expected to continue to contribute significantly to total sales, because there are a number of ingredients that are difficult to produce

efficiently domestically. Local food industry players are required to develop efficient approaches to cost management and increase competitiveness in order to respond to increasingly competitive regional trade dynamics.(Sari, 2022).

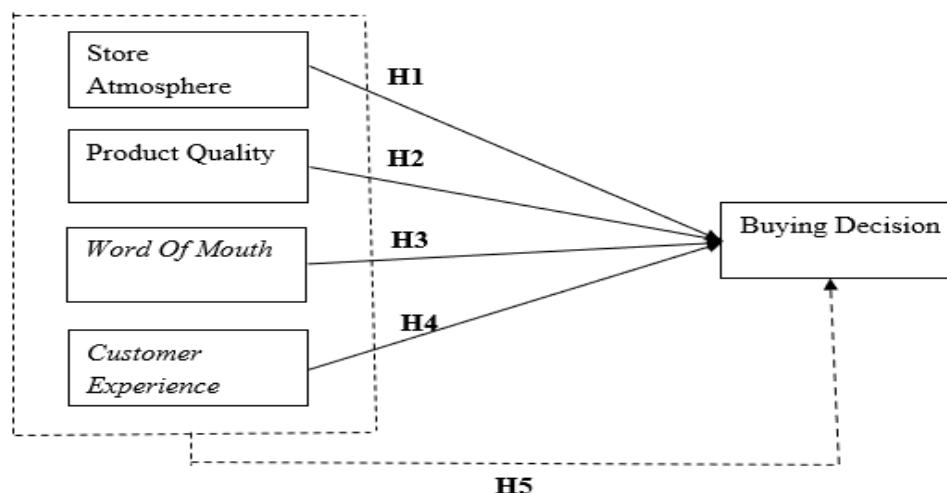
Mixue is a franchise originating from China and founded by Zhang Hongchao in 1997. The company sells ice cream and tea drinks, and first arrived in Indonesia in 2020 by opening its first outlet at Cihampelan Walk, Bandung. Within three years, Mixue has successfully opened many outlets in various cities in Indonesia. Mixue ice cream is very popular because of the variety of flavors offered and the affordable price(Putri, et al 2023).

This research aims to offer an understanding of how significantly the store atmosphere, Consumers' purchasing decisions are influenced by their perception of product quality, word-of-mouth recommendations, and overall customer experience. On that basis, the researcher formulated the study under the title 'The Effect of Store Atmosphere, Perceived Product Quality, Word of Mouth, and Customer Experience on Consumer Purchase Decisions for Mixue Ice Cream in Jambi City.

RESEARCH METHODS

This study employed a quantitative research approach, with the respondents consisting of 96 Mixue ice cream consumers in Jambi, rounded up to a total of 100 participants. The sampling method applied in this study is non-probability sampling, specifically utilizing a purposive sampling approach. As stated by The Last Supper (2019), purposive sampling refers to a technique in which samples are selected based on specific criteria or considerations. In other words, the sample is selected according to the criteria previously set by the researcher. The criteria in this study include individuals living in Jambi City, who have an interest in buying ice cream mixue.

In data processing, The researchers opted to collect data through questionnaires, which were then inputted into SPSS (Statistical Package for the Social Sciences) version 29 for further processing. The steps to be taken include data input, checking if there is empty data, and handling data that is not appropriate or deviates (outliers).



Figur 2.1 Fremeworkof Thought

- Persia
- - - - -> Simultaneous

RESULTS AND DISCUSSION

Research Instrument Test

There are two criteria for data analysis techniques with SPSS version 29, namely Validity testing and Reliability testing.

1. Validity Test

A questionnaire is said to be valid if the questions and questionnaire are able to reveal something that will be measured by the questionnaire and match the results of each question. The significance test is carried out by comparing the calculated r value with the r table where the degree of freedom (df) = $n-2$, with n as the number of samples. The following is the data from the test analysis results, Based on the research findings, it can be concluded that all indicators used have optimally met the discriminant validity criteria.

2. Reliability Test

The questionnaire instrument can be stated to have reliability if the answers given by the respondents show consistency or stability over time. The variable is stated to be reliable if the alpha coefficient value ($\bar{\alpha}$) is greater than 0.60. Reliability testing in this study was conducted using a one-shot approach, namely through a single measurement. In this method, the measurement is carried out once, and the results are evaluated by comparing them to other questions or through reliability testing using the Cronbach Alpha value ($\bar{\alpha}$).

Of the 24 questionnaire statements used in this study, it is reliable with a cornbach alpha value of 0.830 for the Store Atmosphere variable (X1), 0.887 for the Product Quality Perception variable (X2), 0.775 for the Word Of Mouth variable (X3), 0.817 for the Customer Experience variable (X4) and 0.846 for the Purchase Decision variable (Y). Of the four values, it shows that the cornbach alpha is greater than 0.60 so that the questionnaire in this study is feasible to use and is declared reliable.

Classical Assumption Test

There are three criteria for data analysis techniques with SPSS version 29, namely the Normality test, Multicollinearity test, and Heteroscedasticity test.

1. Normality Test

If $\sigma > 0.05$, then H_a is rejected and H_o is accepted. If $\sigma < 0.05$, then H_a is accepted and H_o is rejected. It is known that with the Kolmogorov-Smirnov test, the Asymp. Sig value is 0.143, which means it is greater than 0.05, so in this study, it is stated to be normally distributed and is explained through the PP Lot of Regression Standardized Residual graph, It is evident that the data points in this study align closely with the diagonal line on the graph, indicating that the data are normally distributed. The following is a picture of the results of the normality test using the PP plot of Regression Standardized Residual.

2. Multicollinearity Test

To identify multicollinearity, this study applies tolerance analysis and Variance Inflation Factor (VIF), with the limitation criteria being that the tolerance value is not more than 0.1 and the VIF is not less than 10. According to the analysis, each independent variable meets the criteria with tolerance values exceeding 0.1 and VIF values under 10, indicating the absence of multicollinearity.

3. Heteroscedasticity Test

Homoscedasticity refers to a situation where the variance of a variable remains uniform across different observations, whereas heteroscedasticity occurs when this variance fluctuates between observations.

Multiple Linear Analysis Test

Used to calculate the magnitude of the influence of several independent variables (X) consisting of variables (X1), (X2), (X3), and (X4) on one dependent variable (Y).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 1.152 + 0.016(X_1) + 0.136(X_2) + 0.163(X_3) + 0.458(X_4) + e$$

If without X1, X2, and X3 the value of Y is 1.152, this shows the magnitude or importance of X1, X2, and X3 to Y. From the results above it is also known that X4 is more dominant in influencing Y where every increase in X4 by 1 unit will increase the value of Y by 0.458. While a 1 unit increase in X1 increases the value of Y by 0.016. While for an increase in X2 each one unit will increase by 0.136. And then for an increase (X3) each unit will increase by 0.163.

Hypothesis Testing

There are three criteria for data analysis techniques with SPSS version 29, namely the F test, t test and Coefficient of Determination (R²).

1. F Test

The F-count value is compared with F-table at a significance level of 0.05 or 5%. Decisions are taken based on the following significance values:

1. If the significance value ≥ 0.05 , then H₀ is accepted, meaning that the independent variable does not have a simultaneous effect on the dependent variable.
2. If the significance value ≤ 0.05 , then H₀ is rejected, which means that the independent variables together have a significant effect on the dependent variable.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	541,760	4	135,440	48,308	<.001b
	Residual	266,350	95	2,804		
	Total	808,110	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X4, X2, X3, X1						

Source: Processed by IBM SPSS Statistics 29 (2025)

The F value of 48.308 is greater than the F table of 3.09 with a significance value of 0.001 or <0.05. Based on the results of the F test which shows a positive and significant influence simultaneously from Store Atmosphere, How Product Quality Perception, Word-of-Mouth Communication, and Customer Experience Affect Purchasing Choices.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,152	1,066		1,080	0.283
	X1	0.016	0.063	0.025	0.262	0.794
	X2	0.136	0.072	0.179	1,902	0.060
	X3	0.163	0.090	0.159	1,819	0.072
	X4	0.458	0.069	0.560	6,653	0,000

a. Dependent Variable: Y

Source: Processed by IBM SPSS Statistics 29 (2025)

2. t-test

Decision making is done by comparing the calculated t value with the t table, based on a certain level of significance (α) and degrees of freedom (df) = $n - k$. The criteria for decision making are defined as follows:

1. If the significance value is greater than or equal to 0.05, the null hypothesis (H_0) is accepted.
2. If the significance value is less than or equal to 0.05, the null hypothesis (H_0) is rejected

2. Coefficient of Determination (R^2)

Multiple linear regression analysis is used to determine the extent to which independent variables can explain or influence dependent variables.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819a	0.670	0.657	1.67442

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Source: Processed by IBM SPSS Statistics 29 (2025)

DISCUSSION

The Influence of Store Atmosphere (X1) on Purchasing Decisions (Y)

Store atmosphere plays a crucial role in shaping customer experiences and, ultimately, influencing their shopping decisions. Stores designed with soft lighting, pleasant aromas, and soothing music can create an atmosphere that makes customers feel comfortable and want to linger in it. The results of statistical testing of hypothesis 1 show that the path coefficient is at a value of 0.262, which is maintained in the partial test, which is smaller than 1660. Then the sig value of 0.794 is greater than 0.05. So it can be concluded that store atmosphere does not affect purchasing decisions. Research conducted by Rahmawati and Cyasmoro (2024) supports this finding, with results showing that the store atmosphere variable has an effect on purchasing decisions. Based on the results of the analysis, partially the store atmosphere variable does not have a significant effect on purchasing decisions at Kedai Roti Ibu Saya Depok, so the hypothesis is rejected.

The Influence of Product Quality Perception (X2) on Purchasing Decisions (Y)

The view of the quality of a product has a major influence on consumer decisions in shopping. When a product is considered to have high standards in terms of materials, durability, and performance, customers tend to feel more confident in buying it. Various factors such as brand reputation, attractive design, and previous user experience play a role in shaping this perception. The results of statistical testing of hypothesis 2 show that the path coefficient is at a value of 1.902 which is secured in the partial test greater than 1660. The significance value is 0.060, which is less than 0.05, indicating that the perception of product quality significantly influences purchasing decisions. In a study conducted by (Maryati & Khoiri.M, 2021) in line with this study entitled The Influence of Product Quality, Service Quality and Promotion on Purchase Decisions at Time Universe Studio Online Stores. Where the product quality variable has a significant partial influence on the purchase decision variable. Thus the first hypothesis (H1) is accepted. 65.7%, while the remaining 67.0% is influenced by other factors.

The Influence of Word of Mouth (X3) on Purchasing Decisions (Y)

The influence of Word of Mouth (WOM) on consumer behavior is very significant, because information obtained through conversation is often more trusted than advertising or direct marketing strategies. Recommendations from friends, family, or individuals who have real experience can increase a person's trust in a product or service. If many people give positive reviews about a product, potential customers tend to be more confident that the product has good quality and is worth buying. The results of statistical testing of hypothesis 3 show indicating that the path coefficient holds a value of 1,819 which is demonstrated by the partial test yielding a value greater than 1660. Because the significance value (0.027) is below the threshold of 0.05, The findings indicate that Word of Mouth plays a significant role in shaping purchasing decisions. A study conducted by Setianingsih et al. (2023) supports these findings, indicating that the Word of Mouth variable (X3) has a positive and significant influence on purchasing decisions (Y). This can be seen based on the data that the Word of Mouth variable (X3) positively and significantly influences purchasing decisions (Y).

Influence of Customer Experience (X4) on Purchasing Decisions (Y)

Customer experience has a significant impact on purchasing decisions, because it reflects the entire series of customer interactions with a business, from searching for product information

to the service process after purchase. When customers feel comfortable with an easy transaction process, get friendly service, and enjoy a pleasant atmosphere, they are more likely to feel satisfied and potentially make repeat purchases. Consistency in providing a positive experience, both in terms of product quality and service, also plays an important role in building customer trust. The results of statistical testing of hypothesis 4 show that the path coefficient has a value of 6.653, which in the partial test exceeds the threshold of 1.660. Then the sig value is 0.000 which is smaller than 0.05. So it can be concluded that Customer experience has an effect on purchasing decisions. Mustika et al. (2023) conducted a study that supports this research, entitled The Influence of Customer Experience and Product Variation on Repurchase Interest of Mixue Ice Cream and Tea Products in Bandar Lampung City. The study found that customer experience has a notable impact on consumers' intention to repurchase Mixue Ice Cream and Tea products in Bandar Lampung City H1 is accepted.

CONCLUSION

The conclusion of the research conducted on "The Influence of Store Atmosphere, Perceived Product Quality, Word of Mouth, and Customer Experience on Purchasing Decisions" is that the physical characteristics of a store's atmosphere play a crucial role in the retail business, creating a pleasant environment for consumers, encouraging them to stay longer, and indirectly increasing the likelihood of a purchase. Perceived Product Quality is everything a manufacturer can offer that is worth noting, usable, purchased, and consumed by consumers and manufacturers, according to specific consumer needs.

Although perceived product quality has a positive impact, its influence on purchasing decisions has not been proven to be statistically significant. Word of mouth is a communication process involving the provision of recommendations, either individually or in groups, regarding a product or service with the aim of conveying information directly and personally. Word of mouth has a significant positive influence on purchasing decisions. Customer experience is defined as the internal and subjective responses of customers that arise as a result of direct or indirect interactions with a company.

Customer experience has a significant positive influence on purchasing decisions. Store atmosphere, word of mouth, and customer experience have a positive and significant influence on purchasing decisions. Meanwhile, Perceived Product Quality has a positive but insignificant effect on purchasing decisions. This indicates that Mixue consumers prioritize store atmosphere, word of mouth, and customer experience over Perceived Product Quality when determining purchasing decisions.

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