JOURNAL

ANALYZING THE INFLUENCE OF CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON "ICE CREAM & TEA" BEVERAGE PRODUCTS

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ABSTRACT
This research aims to analyze the influence of customer satisfaction and repurchase intention on ice cream & tea beverage products. There are five variables used in this research, including product quality, viral marketing, perceived price, customer satisfaction, and repurchase intention. This research was conducted in DKI Jakarta Province using a survey method by distributing questionnaires online via Microsoft Form. The population used in this research are residents who live in the DKI Jakarta Province, are at least 17 years old, and have purchased Mixue Ice Cream & Tea products within the last three months. This research used a purposive sampling technique, with a total of 304 respondents. The data used in this research is quantitative and analyzed using Structural Equation Modeling (SEM) techniques. The research results show that product quality has a positive and significant influence on repurchase intention, product quality has a positive and significant influence on customer satisfaction, viral marketing does not have a significant influence on customer satisfaction, perceived price has a positive and significant influence on customer satisfaction, perceived price has a positive and significant influence on repurchase intention, and customer satisfaction has a positive and significant influence on repurchase intention.

Keywords: product quality, viral marketing, perceived price, customer satisfaction, repurchase intention

BACKGROUND
The Covid-19 pandemic has had a significant impact on all aspects of community activities throughout the world, including Indonesia. The culinary industry is one aspect that has experienced a decline due to Covid-19. Sourced from the Badan Pusat Statistik (2022) in the pandemic era in 2020, the growth of the Food and Beverage (F&B) industry in Indonesia decreased by 1.58% compared to the previous year which had growth of up to 7.78%. However, post-pandemic culinary industry progress grew again to reach 2.54%. Quoting from online news, namely LandX.id, growth in the F&B industry is stated to continue to grow positively

up to 7%. The driving factor is the F&B industry which provides primary goods with trends that are always developing and innovating (Riyandi, 2022).

Business trends in the F&B sector are currently mushrooming in Indonesia, especially in the beverage business. One of the innovations in the beverage business is a combination of ice cream and milk tea with boba topping. Indonesia has the number one market share in culinary milk tea drinks topped with boba with the highest turnover, namely 1.6 billion US dollars or the equivalent of IDR 23.74 trillion (Pahlevi, 2022). The ice cream and tea products that are currently being talked about a lot by people in Indonesia are Mixue Ice Cream & Tea. Mixue Ice Cream & Tea is an international franchise company that sells ice cream and tea drinks from Zhengzhou, Henan, China. Mixue Ice Cream & Tea was founded in 1997. The large amount of interest and attention of the Indonesian people towards Mixue Ice Cream & This tea made it viral on social media. Mixue first went viral on social media by spreading the jingle *"I like you you like me"* which was used as the sound on Tiktok after opening its first outlet in Indonesia. This popularity was exploited by Mixue Ice Cream & Tea to carry out promotions.

Quoting from the news portal Republika.co.id, Mixue has succeeded in using marketing strategies well. Several marketing strategies implemented by Mixue include: (1) using power at relatively cheap prices; (2) product quality with a competitive taste of Mixue ice cream; and (3) implementing a social media marketing strategy that targets audiences with viral content on social media (Noor, 2023).

Researchers conducted pre-research on 54 customers of Mixue Ice Cream & Tea. Pre-research results show that as many as 70% of respondents agree with the quality of Mixue Ice Cream & Tea and chose Mixue as a product that would be repurchased in the future and 30% of respondents did not agree with the quality of the Mixue Ice Cream & Tea and does not choose to repurchase Mixue in the next three months. Some of the reasons for respondents who choose not to agree (30%) were because the ice cream melted quickly, and the taste was ordinary for the price offered. In an online survey conducted by Netray.id, quite a few Indonesian people responded negatively to the Mixue Ice Cream & Tea for the quality of the product (Tia & Trilatifah, 2022).

This was confirmed by Jamil (2023) which was reported in the online news Hops.id which explained that a consumer gave a bad review about Mixue Ice Cream & Tea. This news is supported by Basoni (2023) in the online news Detik.com explained that many Mixue consumers complained that many of the drink and ice cream menus were empty because the raw materials were not available. In fact, many menu portions have been reduced due to limited ingredients. This has caused disappointment among consumers of Mixue Ice Cream & Tea.

One aspect that influences consumer behavior is price. Quoted from the online news portal Republika.co.id that apart from good product quality, Mixue uses strength at a relatively cheap price. The price determined by Mixue will shape consumer price perceptions (Noor, 2023). It is not uncommon for many consumers to have the perspective that the price offered is too cheap and doubt the quality of the Mixue product. Apart from that, many consumers compare prices with Mixue competitors because they complain that at some Mixue outlets many raw materials are not available which results in a reduction in portions due to limited ingredients (Hartinah et al., 2023).

Using a viral marketing strategy in carrying out its promotion, Mixue Ice Cream & Tea immediately became known to many people at large. This strategy used by Mixue has flooded many new outlets and has become the talk of the town on social media, especially TikTok and Twitter. On the Netray.id platform, monitor discussions of the Mixue topic on all social media. The results of this monitoring show that there were 101 content uploads related

to Mixue Ice Cream & Tea was played 12 million times with a total of 1.3 million likes from all uploads and 36.9 thousand shares with other TikTok users (Tia & Trilatifah, 2022). This content makes people's attention curious and want to buy Mixue products (Azhara et al., 2023).. According to Santoso and Dwijayanti (2022). Viral marketing is considered by several business actors as an appropriate means to introduce a product.

Responding to this phenomenon in this research, researchers are interested in researching product quality, viral marketing, price perceptions, customer satisfaction and repurchase intentions for Ice Cream and Tea beverage products in Jakarta, which are in the spotlight for researchers because they are always busy with visitors. This research is entitled "**Analyzing the Influence of Customer Satisfaction and Repurchase Intentions on "Ice Cream & Tea" Beverage Product.**

THEORETICAL FRAMEWORK
Literature Review
Product Quality

According to Kotler and Armstrong (2014) Product quality is a product characteristic of a service that influences its ability to satisfy stated or implied customer needs. According to Gavin (1987) proposed eight dimensions or categories of product quality which can function as a framework for analyzing product quality strategies (Sianturi, 2018), namely 1) performance; 2) features; 3) reliability); 4) conformance); 5) durability; 6) serviceability; 7) aesthetics; and 8) perceived quality.

Viral Marketing

Viral marketing is defined as a marketing strategy that is more influential than advertising because viral marketing conveys messages from one person to another. Supported by the statement according to Tricahyono et al (2019) that viral marketing is a type of marketing that broadcasts itself and encourages other people to share messages voluntarily with others. According to Mahendra et al (2019) Viral marketing is the ability to duplicate marketing communications activities throughout the internet. According to Tricahyo et al (2019) viral marketing has four dimensions, namely: 1) Informativeness; 2) Entertainment; 3) Irritation; and 4) Credibility.

Perceived Price

According to Suhud et al (2022) argue that perceived price has a different definition from price. Perceived price is the price enjoyed by each consumer which is based on the consumer's knowledge and experience. According to Cakici et al (2019) perceived price is a sacrifice that must be made to consumers to obtain the benefits of a product. Kotler and Armstrong stated that there are four indicators to measure the perceived price variable, which are as follows (Anwar et al., 2022): 1) affordable product prices; 2) price is proportional to product quality; 3) price differences with competitors, namely comparing products with other products; and 4) the price is in accordance with the benefits obtained.

Customer Satisfaction

According to Leninkumar (2017) states that consumer satisfaction is an attitude formed by consumers who have purchased a product or used a service and then paid for it. According to Hidayat et al (2020) customer satisfaction is a standard of how the total product or service offered can meet customer expectations. Suhud et al (2020) revealed that a company usually uses measurement of customer satisfaction as a criterion for adjusting service behavior to potential customers. In line with the statement of Khan et al (2022) that satisfaction can be measured by how well consumer expectations are met and loyalty is a measure of how much

consumers want to make repeat purchases. The indicators of consumer satisfaction according to Kotler are quoted by (Indrasari, 2019), namely: 1) repurchase; 2) creating word of mouth; 3) creating a brand image; and 4) creating a purchase decision.

Repurchase Intention

According to Pandiangan (2022) repurchase is a purchasing activity that is carried out more than once or several times. Moslehpour et al (2017) states that purchase intention has a strong relationship with repurchase intention. Consumers who have positive purchasing intentions will intend to buy more in the future. Repurchase intention is a person's decision to buy a product or service from the same company by considering their current situation and possible circumstances. Dimensions of repurchase intention according to Pandiangan (2022) namely: 1) transactional interest; 2) referential interest; 3) preferential interest; and 4) explorative interest.

Hypothesis Development
Product Quality and Repurchase Intention

Widiartha and Suparna (2021) conducted research on the role of brand image to mediate the influence of product quality and price on repurchase intention during the Covid-19 pandemic for Warung Mina consumers in Denpasar City. This research shows that product quality has an influence on repurchase intention. Research conducted by Mandili et al (2022) regarding the factors that trigger repurchase interest in halal cosmetic products in Indonesia. This research took samples from women who had purchased halal cosmetic products in the last year. This research shows that product quality influences repurchase intention.

H$_1$ - Product quality has a positive and significant influence on repurchase intention

Product Quality and Customer Satisfaction

Diputra and Yasa (2021) conducting research on the influence of product quality on customer satisfaction. towards Samsung smartphone users in Denpasar City. In this research, it was found that there is an influence of product quality on customer satisfaction. Another research conducted by Gani and Oroh (2021) regarding the factors that influence customer satisfaction in the Loki Store clothing industry. This research shows that product quality can influence customer satisfaction.

H$_2$ - Product quality has a positive and significant influence on customer satisfaction

Viral Marketing and Customer Satisfaction

Research conducted by Mahendra et al (2019) regarding the influence of viral marketing on customer satisfaction at the Swiwings Chicken restaurant in Jember City. This research found that there is an influence of viral marketing on customer satisfaction. Another study conducted by Liow et al (2023) regarding the influence of viral marketing dimensions on customer satisfaction at the Burger King fast food restaurant in Manado. This research found that there is an influence of viral marketing on customer satisfaction.

H$_3$ - Viral marketing has a positive and significant influence on customer satisfaction

Perceived Price and Customer Satisfaction

Research conducted by Rezha and Suroso (2018) regarding the influence of perceived price on customer satisfaction to consumers who visit food & beverage Level Up in Purwokerto. Based on the results of research that has been conducted, it shows that perceived price influences customer satisfaction. other research conducted by Mandira et al (2018) conducting research on the influence of perceived price on customer satisfaction among

expedition company consumers. The research results show that perceived price has a positive effect on customer satisfaction.

H4 - Perceived price has a positive and significant influence on customer satisfaction

Perceived Price and Repurchase Intention

Research conducted by Mahendrayanti and Wardana (2021) regarding the influence of perceived price on repurchase intentions for Kober Mie Setan products in Denpasar City. The results of this research show that perceived price has a significant effect on repurchase intention. Hudaya (2022) conducted research on perceived price on repurchase intention among Barbershop visitors in the city of Jakarta. The research results show that perceived price influences repurchase intention.

H5 - Perceived price has a positive and significant influence on repurchase intention

Customer Satisfaction and Repurchase Intention

Research conducted by Rezha and Suroso (2018) conducted research on the influence of customer satisfaction on repurchase intention at food & beverage Level Up in Purwokerto. The results of this research state that customer satisfaction influences repurchase intention. Other research, namely Soebandhi et al (2020) conducted research on the influence of customer satisfaction on repurchase intention in thematic cafe in the city of Surabaya. Research shows that there is an influence between customer satisfaction variables on repurchase intention.

H6 - Customer satisfaction has a positive and significant influence on repurchase intention

Based on the supporting theories and theoretical framework above, it can be seen based on the framework as in Figure 1 below:
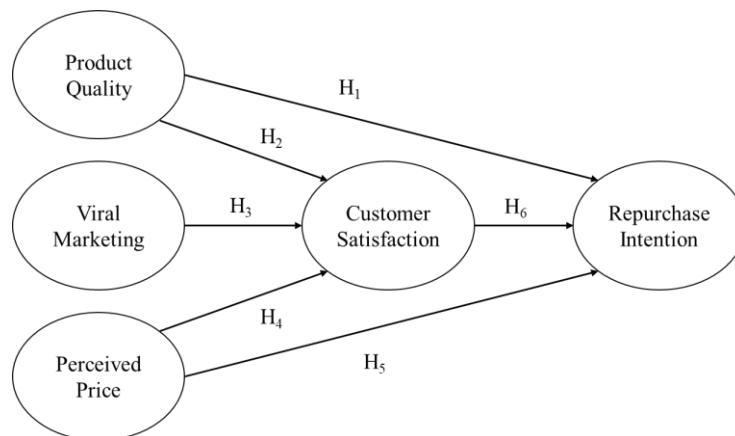

Figure 1 Research Model
Source: Researcher Data (2023)

METHOD
Time and Place of Research

The research was conducted from June 2023 to November 2023. Apart from that, this research was conducted online using Microsoft form. Questionnaires were distributed to respondents who live in the DKI Jakarta province area.

Population and Sample

In this study the population determined was limited. Apart from that, the sample used in this research was a purposive sampling technique. The provisions set out in this research are:
1) Consumers with a minimum age of 17 years;
2) Consumers who live in the DKI Jakarta province area;
3) Consumers who have purchased more than two Mixue Ice Cream & Tea for the last 3 months.

Data Collection Technique

The data collection method used in this research uses primary data and secondary data. Primary data uses survey research methods by distributing questionnaires online via Microsoft Form. The questionnaire is made in the form of questions with answer choices provided. Answers are made using a Likert scale from one to six.

Data Analysis Technique

This research conducted data analysis using SPSS version 26 software using analysis factors derived from Exploratory Factor Analysis (EFA) to analyze latent variables with significance values $> 0,4$ and the probability p-value is less than $< 0,05$. The reliability test obtained the Cronbach Alpha value $> 0,7$. And testing the hypothesis with the help of AMOS version 23 software using the Structural Equation Modeling (SEM) method with goodness of fit index (GOFI) value criteria.

RESULTS

After distributing the questionnaire online via Microsoft form. Researchers obtained data from 304 respondents of the total respondents obtained. All respondents met the research criteria. The following is information about respondents that has been processed and is presented in Table 1 below.

Table 1 Respondent Profile

Respondent Profile		Frequency	Percentage
Domicile	South Jakarta	117	38.5 %
	Central Jakarta	38	12.5 %
	East Jakarta	59	19.4 %
	West Jakarta	39	12.8 %
	North Jakarta	51	16.8 %
Sex	Man	91	29.9 %
	Woman	213	70.1 %
	17 - 21	67	22 %
	22 - 26	131	43.1 %
Age	27 - 31	59	19.4 %
	32 - 36	26	8.6 %
	37 - 41	13	4.3 %
	42 - 46	5	1.6 %
	> 47	3	1 %
Education Level	Student/Students	87	28.6 %
	Work	179	58.9 %
	Own a business	33	10.9 %
	Not yet working	5	1.6 %
Marital Status	Not married yet	195	64.1 %
	Marry	109	35.9 %

Job Status	< high school	22	7.2 %
	high school	105	34.5 %
	Diploma	38	12.5 %
	Bachelor	130	42.8 %
	Postgraduate	9	3 %
Income	< IDR 1,000,000	65	21.4 %
	IDR 1,000,000 - IDR 3,000,000	68	22.4 %
	IDR 3,000,000 - IDR 5,000,000	99	32.6 %
	> IDR 5,000,000	72	23.7 %

Source: Researcher Data (2023)

Based on Table 1 above, these are the profile characteristics of respondents based on domicile. Most respondents were in the South Jakarta administrative city area, namely 117 respondents (38,5%). After that, it was followed by the city of East Jakarta administrative region with 59 respondents (19,4%). Then in the administrative city of North Jakarta, there were 51 respondents (16,8%). Then continued with the administrative city of West Jakarta with 39 respondents (12,8%). And finally in the administrative city of Central Jakarta there were 38 respondents (12,5%).

Based on Table 1 above, respondents consisted of men and women. Respondents were male, namely 91 respondents (29,9%) and female, namely 213 respondents (70,1%).

Based on Table 1 above, there are several age ranges from 17 – 21 years for 67 respondents (22%). Then, with an age range of 22 – 26 years consisting of 131 respondents (43,1%). After that, the age range 27 – 31 years 59 respondents (19,4%). Then, the age range 32 – 36 years 26 respondents (8,6%). Furthermore, with an age range of 37 – 41 years consisting of 13 respondents (4,3%). Followed by an age range of 42 – 46 years consisting of 5 respondents (1,6%) and finally with an age range of more than 47 years consisting of 3 respondents (1%).

Based on Table 1 above, it shows that respondents who still have student status consist of 87 respondents (28,6%). Furthermore, with working status there were 179 respondents (58,9%). Then continued with the status of having their own business, which was 33 respondents (10,9%) and the status of not having a job was 5 respondents (1,6%).

Based on Table 1 above, it shows that based on marital status, the unmarried group consists of 195 respondents (64,1%) and the group with married status consists of 109 respondents (35,9%).

Based on Table 1 above, it shows that respondents who chose an education level below high school consisted of 22 respondents (7,2%). Then, there were 105 respondents with an education level equivalent to high school (34,5%). Then, at the Diploma education level there were 38 respondents (12,5%). Furthermore, the Bachelor's education level consisted of 130 respondents (42,8%) and finally the Postgraduate education level consisted of 9 respondents (3%).

Based on Table 1 above, it shows that respondents with an income range of under IDR 1,000,000 consisted of 65 respondents (21,4%). Furthermore, the income range was from IDR 1,000,000 – IDR 3,000,000,- as many as 68 respondents (22,4%). Then, the income range from IDR 3,000,000 – IDR 5,000,000,- consisted of 99 respondents (32,6%) and the income range of more than IDR 5,000,000,- had 72 respondents (23,7%).

Validity and Reliability Test

Table 2 indicates the factor loadings and Cronbach's alpha values for the product quality variable. Based on validity testing, it shows that all question items have factor loadings > 0,40 so there are no question items that need to be removed. Apart from that, for the reliability test, the Cronbach's alpha value shows 0,887 > 0, 70. Therefore, it can be said that all question items for the product quality variable are valid and reliable.

Table 2 Product Quality Validity and Reliability Test Results

Item	Statement	Factor Loadings	Cronbach's Alpha
PQ8	Mixue Ice Cream & The tea that has been purchased is in accordance with the advertisement	0,780	
PQ6	The product I bought at the Mixue Ice Cream & Tea meets the desired quality standards	0,770	
PQ7	Mixue Ice Cream & The tea that has been purchased is packaged well	0,765	
PQ5	The product I bought at the Mixue Ice Cream & Tea according to the desired specifications	0,762	0,887
PQ1	I feel the appearance of the Mixue Ice Cream & Tea always meets expectations	0,741	
PQ2	Mixue Ice Cream & Tea always provides the best service	0,739	
PQ3	I consider Mixue Ice Cream & Tea is visually appealing	0,734	
PQ4	Mixue Ice Cream & Tea is one product that I feel is superior to other products	0,708	

Source: Researcher Data (2023)

Table 3 indicates the factor loadings and Cronbach's alpha values for the viral marketing variable. Based on validity testing, it shows that all question items have factor loadings > 0,40 so there are no question items that need to be removed. Apart from that, for the reliability test, the Cronbach's alpha value shows 0,858 > 0,70. Therefore, it can be said that all question items for the viral marketing variable are valid and reliable.

Table 3 Viral Marketing Validity and Reliability Test Results

Item	Statement	Factor Loadings	Cronbach's Alpha
VM1	I continue the promotions offered by the Mixue Ice Cream & Tea to other people	0,837	
VM2	I am passing on information about Mixue Ice Cream & Tea to other people	0,826	
VM6	I am forwarding promotional information about Mixue Ice Cream & Tea received from other people to my social media group	0,814	0,858
VM5	Information provided by Mixue Ice Cream & Tea is clear	0,727	
VM4	I know the Mixue Ice Cream & Tea through recommendations from friends	0,713	
VM3	I know the Mixue Ice Cream & Tea via social media	0,663	

Source: Researcher Data (2023)

Table 4 indicates the factor loadings and Cronbach's alpha values for the perceived price variable. Based on validity testing, it shows that all question items have factor loadings > 0,40 so there are no question items that need to be removed. Apart from that, for the reliability test, the Cronbach's alpha value shows 0,899 > 0,70. Therefore, it can be said that the results of all question items for the perceived price variable are valid and reliable.

Table 4 Perceived Price Validity and Reliability Test Results

Item	Statement	Factor Loadings	Cronbach's Alpha
PP4	Prices for Mixue Ice Cream & The tea offered is in accordance with the purchasing power of the Indonesian people	0,836	
PP6	Prices for Mixue Ice Cream & The tea offered is in accordance with the quality of the product	0,832	
PP3	Prices for Mixue Ice Cream & Tea is very affordable	0,831	0,899
PP1	In my opinion, the price offered for the Mixue Ice Cream & Tea is worth buying	0,809	
PP5	The prices offered by Mixue Ice Cream & Tea is acceptable compared to other brands	0,796	
PP2	Mixue Ice Cream & Tea provides more benefits than its price suggests	0,788	

Source: Researcher Data (2023)

Table 5 indicates the factor loadings and Cronbach's alpha values for the customer satisfaction variable. Based on validity testing, it shows that all question items have factor loadings > 0,40 so there are no question items that need to be removed. Apart from that, for the reliability test, the Cronbach's alpha value shows 0,894 > 0,70. Therefore, it can be said that all question items for the customer satisfaction variable are valid and reliable.

Table 5 Customer Satisfaction Validity and Reliability Test Results

Item	Statement	Factor Loadings	Cronbach's Alpha
CS6	Mixue Ice Cream Shop & Tea did her best to satisfy my needs	0,809	
CS7	Mixue Ice Cream Shop & Tea meets my needs	0,799	
CS8	The experience I have with the Mixue Ice Cream & Tea is very satisfying	0,791	
CS4	I am satisfied with the quality of Mixue Ice Cream & Tea	0,780	
CS1	I am satisfied with the price offered by Mixue Ice Cream & Tea	0,775	0,894
CS5	Compared to ice cream shops & other teas, I am happy with the Mixue Ice Cream & Tea	0,763	
CS3	I invite other people to visit the Mixue Ice Cream & Te	0,701	
CS2	It's easy for me to choose flavor variants at the Mixue Ice Cream & Tea	0,655	

Source: Researcher Data (2023)

Table 6 indicates the factor loadings and Cronbach's alpha values for the repurchase intention variable. Based on validity testing, it shows that all question items have factor loadings > 0,40 so there are no question items that need to be removed. Apart from that, for the

reliability test, the Cronbach's alpha value shows 0,921 > 0,70. Therefore, it can be said that all question items for the repurchase intention variable are valid and reliable.

Table 6 Repurchase Intention Validity and Reliability Test Results

Item	Statement	Factor Loadings	Cronbach's Alpha
RI7	I would recommend Mixue Ice Cream & Tea to people around me	0,862	
RI8	I will be a loyal customer of Mixue Ice Cream & Tea	0,829	
RI2	I will recommend friends and relatives to buy Mixue Ice Cream & Te	0,816	
RI6	I will shop more at Mixue Ice Cream & Tea in the future	0,795	
RI1	I would recommend Mixue Ice Cream & Tea to those who ask for recommendations for ice cream & Tea	0,790	0,921
RI3	I will consider Mixue Ice Cream & Tea as the first choice for buying ice cream & te	0,789	
RI5	Chances are, I will revisit the Mixue Ice Cream & Tea in the future	0,768	
RI4	I intend to buy at Kedai Mixue Ice Cream & More tea in the future	0,767	

Source: Researcher Data (2023)

Model Feasibility Test (CFA)

The next step is to test the feasibility or suitability of the model using the help of the Amos version 23 application. Testing is carried out in stages with the aim of achieving a model that meets the established standards, namely in the form of goodness of fit index criteria. The model used includes Chi-square, Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI. If the model being tested does not meet the requirements of these criteria, modifications need to be made to the model so that it conforms to the suitability criteria that have been determined. As presented in Figure 2 below.
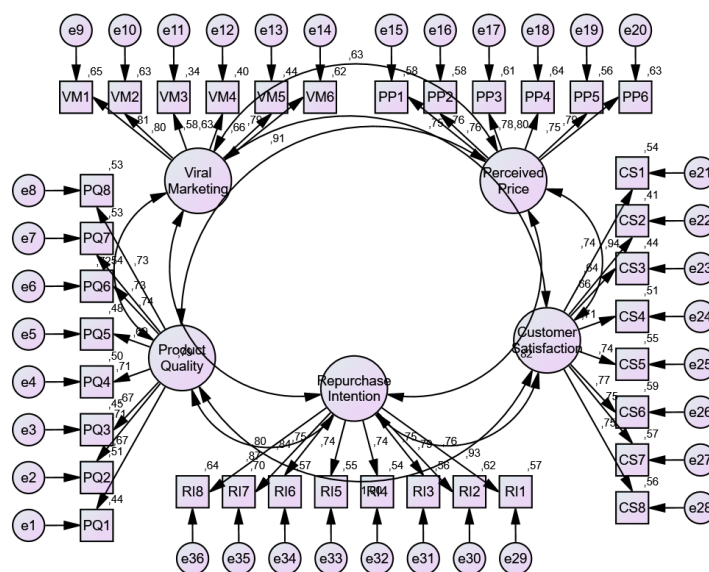

Figure 2 Model Before Modification
Source: Researcher Data (2023)

Based on the presentation in Table 7 below, it shows that most of the goodness of fit criteria do not comply with the cut of value. It can be said that the model does not include a good latent construct. So, researchers need to modify the model construct by eliminating several indicator items that have high error correlation values and the indicator items that appear most frequently by adjusting the reference to goodness of fit and modification indices.

Table 7 Goodness of Fit Before Model Modification

Goodness of Fit Indices	Cut of Value	Analysis Results	Information
Chi-Square statistics	Expected to be small	1,108,555	Not appropriate
Probability	$\geq 0,05$	0,000	Not appropriate
RMSEA	$\leq 0,08$	0,054	Good Fit
GFI	$\geq 0,90$	0,813	Not appropriate
*Standardized*RMR	$\leq 0,05$	0,044	Good Fit
AGFI	$\geq 0,90$	0,787	Not appropriate
CMIN/DF	$< 2,00$	1,898	Good Fit
TLI	$\geq 0,90$	0,922	Good Fit
CFI	$\geq 0,90$	0,928	Good Fit

Source: Researcher Data (2023)

Figure 3 below, is the result of modifying the previous latent construct. For the product quality variable, there are six indicator items PQ1, PQ3, PQ5, PQ6, PQ7, and PQ8, while the viral marketing variable leaves three indicators, namely VM3, VM4, and VM5. Next, the perceived price variable leaves five indicator items, namely PP1, PP2, PP4, PP5, and PP6. The customer satisfaction variable leaves five indicator items CS4, CS5, CS6, CS7, and CS8. The repurchase intention variable leaves four indicator items, namely RI2, RI3, RI7, and RI8.
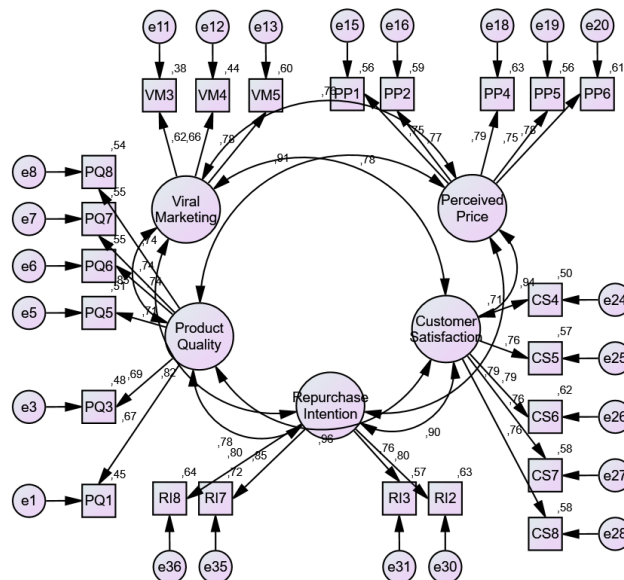

Figure 3 Model After Modification
Source: Researcher Data (2023)

In Table 8 below, it shows that all the values of the goodness of fit criteria can be said to be a fit or appropriate model. Therefore, this model can be said to be a latent construct and hypothesis testing can be carried out.

Table 8 Goodness of Fit Indices After Model Modification

Goodness of Fit Indices	Cut of Value	Analysis Results	Information
Chi-Square statistics	Expected to be small	246,452	Good Fit
Probability	≥ 0,05	0,107	Good Fit
RMSEA	≤ 0,08	0,020	Good Fit
GFI	≥ 0,90	0,936	Good Fit
Standardized RMR	≤ 0,05	0,020	Good Fit
AGFI	≥ 0,90	0,920	Good Fit
CMIN/DF	< 2,00	1,120	Good Fit
TLI	≥ 0,90	0,993	Good Fit
CFI	≥ 0,90	0,994	Good Fit

Source: Researcher Data (2023)

Hypothesis Testing

In Figure 4 below, the structural model of the theoretical framework used in hypothesis testing with the Structural Equation Model (SEM) is presented with the help of the Amos version 23 application.
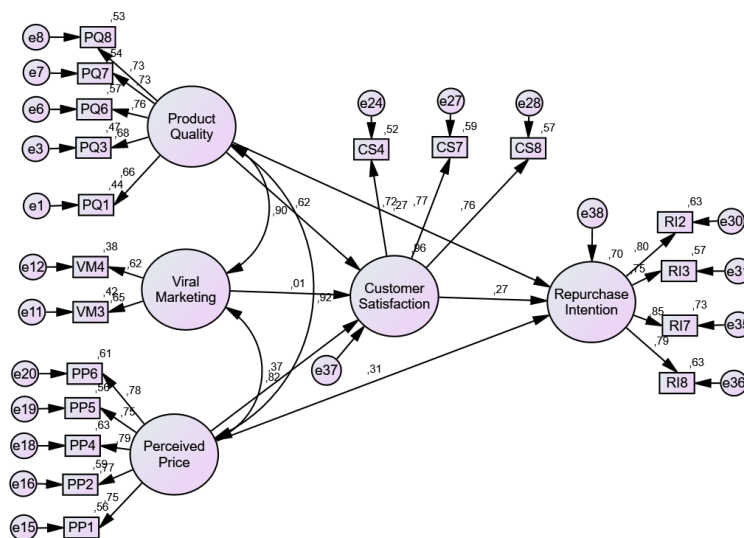

Figure 4 Hyopthesis Testing Structural Model
Source: Researcher Data (2023)

Based on the hypothesis test results presented in Table 9 below. Of the six hypotheses that have been tested, there is one hypothesis whose results are **rejected**, namely H3. This is because this hypothesis has a Critical Ratio (CR) value of 0,050 < 1,96 and p-value 0,960 > 0,05. For the other five hypotheses, namely H1, H2, H4, H5 and H6 the results are **accepted**, because they have a Critical Ratio (CR) value > 1,96 and p-value < 0,05.

Table 9 AMOS Data Processing Estimation Results

Hypothesis	Independent Variable	Dependent variable	C.R.	P	Results
H_1	Product Quality	→ Repurchase Intention	13,987	***	Accepted
H_2	Product Quality	→ Customer Satisfaction	2,114	0,035	Accepted
H_3	Viral Marketing	→ Customer Satisfaction	0,050	0,960	Rejected
H_4	Perceived Price	→ Customer Satisfaction	2,272	0,023	Accepted
H_5	Perceived Price	→ Repurchase Intention	13,987	***	Accepted
H_6	Customer Satisfaction	→ Repurchase Intention	13,987	***	Accepted

Source: Researcher Data (2023)

DISCUSSION

Product Qualityon on Repurchase Intention

Based on the first hypothesis (H_1), it states that product quality has a positive and significant influence on repurchase intention. The test results show a Critical Ratio (CR) value of $13,987 > 1,96$ and p-value $*** < 0,05$. These findings indicate that product quality has a positive and significant influence on the repurchase intention of Mixue Ice Cream & Tea. So, the test decision results from H_1 are **accepted**. This finding is in line with research conducted by Widiartha and Suparna (2021) who conducted research on the influence of product quality on repurchase intention. In this research, the product quality variable had a positive and significant influence on the repurchase intention of consumers at Mina's stalls in the city of Denpasar. Apart from that, this research is also in line with research conducted by Mahendrayati and Wardana (2021) and Mandili et al (2022) which shows that product quality has a positive and significant influence on repurchase intention.

Product Quality on Customer Satisfaction

Based on testing the second hypothesis (H_2), it states that product quality has a positive and significant influence on customer satisfaction. The test results found that the Critical Ratio (CR) value was $2,114 > 1,96$ and p-value $0,035 < 0,05$. These findings indicate that product quality has a positive and significant influence on customer satisfaction for Mixue Ice Cream & Tea. So, the test decision results from H_2 are **accepted**. These results are supported by previous research, namely Diputra and Yasa (2021). The research shows that the better the product quality, the higher the level of satisfaction with Samsung smartphone products in Denpasar City. Apart from that, this research is also in line with several studies conducted by Gani and Oroh (2021) and Hakim (2021) which shows that product quality has a positive and significant influence on customer satisfaction.

Viral Marketing on Customer Satisfaction

Based on testing the third hypothesis (H_3) which states that viral marketing has a positive and significant influence on customer satisfaction. Test results Critical Ratio (CR) value $0,050 < 1,96$ and p-value $0,960 > 0,05$. These findings indicate that viral marketing does not have a significant influence on customer satisfaction among Mixue Ice Cream & Tea. So, the test decision result from H_3 is **rejected.** This statement is not supported by previous research conducted by Liow et al (2023) regarding the influence of the viral marketing dimension which has a positive and significant influence on customer satisfaction at the Burger King fast food restaurant in Manado. This research shows that the dissemination of information as a dimension of viral marketing influences purchase intentions indirectly. Dissemination of information plays an important role in increasing consumer satisfaction at Burger King restaurants.

Perceived Price on Customer Satisfaction

Based on the fourth hypothesis (H_4) which states that perceived price has a positive and significant influence on customer satisfaction. The test results found a Critical Ratio (CR) value of 2,272 > 1,96 and p-value 0,023 < 0,05. These findings indicate that perceived price has a positive and significant influence on customer satisfaction of Mixue Ice Cream & Tea. So, the test decision results from H_4 are **accepted**. Supported by research conducted by Rezha and Suroso (2018) regarding customers who have visited food & beverage Level Up in Purwokerto. Based on the results of research that has been carried out, it shows that perceived price has a positive and significant effect on customer satisfaction. In line with research conducted by Witama (2020) and Mandira et al (2018) that the results of their research show that perceived price has a positive and significant effect on customer satisfaction.

Perceived Priceon Repurchase Intention

Based on testing the fifth hypothesis (H_5) which states that perceived price has a positive and significant influence on repurchase intention. The test results found a Critical Ration (CR) value of 13,987 > 1,96 and p-value *** < 0,05. These findings indicate that perceived price has a positive and significant influence on repurchase intention among Mixue Ice Cream & Tea. So, the test decision results from H_5 are **accepted**. This research was supported by Mahendrayanti and Wardana (2021) which shows that perceived price is very important in increasing the repurchase intention of customers of the Kober Mie Satan restaurant in the city of Bali. Apart from that, in line with research conducted by Ayu et al (2022) perceived price triggers consumers' repurchase intentions, where perceived price is influenced by selective memory, where someone will store important information to support their beliefs. This is also supported by several Hudaya studies (2022), Yasri et al (2020), and Konuk (2019) that perceived price has a positive and significant effect on repurchase intention.

Customer Satisfactionon Repurchase Intention

Based on testing the sixth hypothesis (H_6) which states that customer satisfaction has a positive and significant influence on repurchase intention. The test results found a Critical Ratio (CR) value of 13,987 > 1,96 and p-value *** < 0,05. These findings indicate that customer satisfaction has a positive and significant influence on repurchase intention among Mixue Ice Cream & Tea. So, the test decision results from H_6 are **accepted**. Supported by research conducted by Rezha and Suroso (2018) which shows that there is a strong influence between customer satisfaction at the Level Up restaurant in Purwokerto on repurchase intentions. Apart from that, it is in line with several studies, including Mudiantono and Andhike (2019), Soebandhi et al (2020), and Savitri and Wardana (2018) which also shows that customer satisfaction has a positive and significant effect on repurchase intention.

CONCLUSION

This research was conducted on 304 respondents who were at least 17 years old, domiciled in DKI Jakarta province and had previously purchased Mixue Ice Cream & Tea in the last three months. Based on the results of the six hypotheses tested, it can be concluded as follows:
a. The first hypothesis (H_1) is **accepted**, product quality has a positive and significant influence on repurchase intention among Mixue Ice Cream & Tea.
b. The second hypothesis (H_2) is **accepted**, product quality has a significant positive effect on customer satisfaction for Mixue Ice Cream & Tea.
c. The third hypothesis (H_3) is **rejected**, viral marketing does not have a positive and significant influence on customer satisfaction for Mixue Ice Cream & Tea.

d. The fourth hypothesis (H₄) is **accepted**, perceived price has a positive and significant effect on customer satisfaction for Mixue Ice Cream & Tea.

e. The fifth hypothesis (H₅) is **accepted**, perceived price has a positive and significant effect on repurchase intention among Mixue Ice Cream & Tea.

f. The sixth hypothesis (H₆) is **accepted**, customer satisfaction has a positive and significant effect on repurchase intention among Mixue Ice Cream & Tea.

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