

The Influence Of Customer Experience, Promotions On Social Media, And Prices On Consumer Loyalty With Customer Satisfaction As A Mediation Variable (Study Case: Mixue In Lampung Province)

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Abstract:

Indonesia is the country with the largest market share for ice cream and boba drinks in Southeast Asia with a turnover of up to 1.6 billion US dollars or the equivalent of Rp. 23.74 trillion rupiah in 2022. With large market potential in Indonesia, many ice cream and tea brands have emerged. One of the viral ones is Mixue. Mixue is a trademark from China and first entered Indonesia in 2020. Until now, Mixue's growth has been very rapid, with 300 branches throughout Indonesia with a total of 16 branches in Lampung Province. This phenomenon of rapid growth is called "Mixue-isasi" in society.

This research aims to determine the factors that cause the rapid growth of the emergence of Mixue outlets in Lampung Province looking at consumer loyalty which is influenced by consumer experience, promotion on social media and price, through the mediating variable consumer satisfaction. This research is quantitative with data collection via online questionnaires, sampling using purposive sampling technique with a total of 272 samples. Data analysis using SEM with AMOS 24 software.

The research findings show that the overall hypothesis proposed has positive and significant results. The consumer satisfaction variable is proven to have a mediating role between the independent variable and the dependent variable. The biggest factors that influence loyalty sequentially are price, consumer experience and promotions on social media. Mixue consumers in Lampung Province still prioritize the price factor of a product, then the consumer service provided, the taste of the product, this is called the consumer's perceived experience. Social media variables are the lowest factor when influencing consumer loyalty.

Key Word: *Customer Experience, Social Media Promotion, Price, Customer Satisfaction, Consumer Loyalty*

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I. Introduction

As we all know, Indonesia is a country that has a tropical climate, sometimes the weather can be very hot and sometimes it rains endlessly. Indonesia's tropical climate has an influence on the consumption habits of the Indonesian people. Processed ice cream products and sweet drinks are one of the foods that are widely consumed by Indonesians, especially in the summer. In addition to favorable weather, increasing trends and product innovations in ice cream and sweetened beverage businesses also support increased consumption by the public. This allows the market for ice cream and sweetened beverages to continue to grow with great potential in Indonesia.

Based on Goodstats (2021), Indonesia is the largest market for ice cream and boba drinks in Southeast Asia, with revenues in 2022 will reach US\$ 1.6 billion or equivalent to Rp 23.74 trillion and will continue to increase This figure is predicted to continue to increase until it reaches 1.4 billion liters in 2025. Indonesia holds the largest market share for ice cream and boba drinks in Southeast Asia, with Mixue as the leading player in the industry, capturing a substantial portion of the market.

Currently, Mixue has more than 21,000 outlets worldwide and more than 300 branches in Indonesia [1]. Currently, Mixue has more than 21,000 stores worldwide and more than 300 branches in Indonesia [1]. More specifically, Mixue is a franchise company based in China that sells a variety of ice cream and soft drink products to private label stores. Mixue not only sells a variety of ice cream flavors, but also provides pearl milk tea and delicious tea drinks.

The rapid growth of the Mixue franchise business shows the satisfaction of Indonesian consumers with the Mixue ice cream store, which eventually becomes a reason for them to return to eat and loyal to the store. This is in line with the view of Anderson et al (1994) that satisfaction is an overall evaluation of the product or service purchased based on past experience. The Mixue brand is one of the best-selling products with a growing

number of stores throughout Indonesia. Lampung Province is one of the places that has a Mixue Market. There are 16 Mixue stores in Lampung Province and this number is likely to increase in the future as many people across Indonesia including Lampung are interested in doing business with the Mixue brand, making this research worthwhile.

This study examines several factors in the marketing management system that are believed to influence customer satisfaction and loyalty at Mixue in Lampung Province. This is because communication and information technologies, such as social media and the Internet, are no longer used only to support communication processes, but are also developing in the economic sphere of society, such as running online advertisements. The popularity of Mixue, which has grown rapidly in Indonesia in just two years, is inseparable from the company's marketing role through social media.

The research article provides an in-depth analysis of the impact of social media promotion and customer experience on consumer satisfaction and loyalty, focusing on the case of Mixue Ice Cream & Tea in Indonesia. It delves into the significance of social media as a marketing tool in the current digital landscape, highlighting its potential for wider reach, rapid information dissemination, low promotional costs, and easy consumer access. Additionally, the article explores the role of customer experience in shaping satisfaction and loyalty, emphasizing the subjective nature of consumer perceptions and responses to products and services. The study aims to investigate the influence of social media promotion and customer experience on consumer satisfaction, considering the unique market dynamics and competitive landscape in Indonesia's ice cream and beverage industry. Furthermore, it provides insights into the growing market for ice cream and boba beverages in Indonesia, positioning Mixue as a prominent player in the industry.

II. Literature Review

Customer Experience

The definition of consumer experience is explained by [2] as a consumer's knowledge formed from interactions with products or brands. A positive experience felt by consumers is an important thing that every company pays attention to. According to research by [3], [4] the experience of buying or consuming products in the past affects consumer satisfaction. This is because experience provides encouragement and internal responses to consumers that can generate a sense of pleasure and satisfaction after consuming the product.

Social Media Promotion

The definition of promotion in research by [5] is various ways to inform, persuade and remind consumers of the products being sold. Promotion on social media is defined as a company strategy to market products through social media [6]. The promotion strategy on social media is carried out in addition to the proliferation of internet and social media users and is also driven by the advantages offered by social media for promotion compared to direct promotion. Research by [7] found that social media marketing affects customer satisfaction. The same thing was also found in research by [8] regarding online distribution also found that promotion through social media has a significant positive effect on customer satisfaction.

Price

According to [9] Price is the sum of all the values that customers provide to get the benefits of owning or using a product or service. Research by [10] in the restaurant business found that the price factor has a significant effect on customer satisfaction. The same thing was found in research by [11] that price has a positive effect on customer satisfaction.

Customer Satisfaction

Customer satisfaction can be defined as the level of a person's feelings of pleasure after comparing the performance of the product purchased or used with their expectations [12]. In another study by [9], satisfaction is a feeling of pleasure that arises after comparing the performance of a product with consumer expectations. This means that satisfaction can be felt and measured after consumers make purchases and consume Mixue products. In addition, in other research on hospitality conducted by [13] also found that satisfaction has a very strong effect on increasing consumer loyalty. The same thing is also found in research on the banking industry where customer satisfaction greatly affects the level of consumer loyalty [14].

Consumer Loyalty

Loyalty according to [15] is the behavior of consumers who purchase or reuse a product or service for a particular brand. Loyalty can occur due to the benefits and pleasure that consumers get from certain brands. Therefore, consumer loyalty occurs due to internal encouragement or the willingness of consumers to personally buy certain products many times [16]. The Loyalty variable is one of the main goals that businesses

like Mixue want to achieve. For this reason, every strategy such as product quality, service, and marketing strategy that is built has the same goal, namely to increase consumer loyalty.

Research Hypothesis:

- H1: Customer experience has a significant positive effect on Mixue customer satisfaction in Lampung Province
- H2: Social media promotion has a significant positive effect on Mixue customer satisfaction in Lampung Province
- H3: Price has a significant positive effect on Mixue customer satisfaction in Lampung Province
- H4: Satisfaction has a significant positive effect on Mixue consumer loyalty in Lampung Province
- H5: Customer experience has a significant positive effect on Mixue consumer loyalty in Lampung Province
- H6: Social media promotion has a significant positive effect on Mixue consumer loyalty in Lampung Province
- H7: Price has a significant positive effect on Mixue consumer loyalty in Lampung Province
- H8a: Consumer satisfaction mediates the effect of customer experience on Mixue consumer loyalty in Lampung Province
- H8b: Customer satisfaction mediates the effect of social media promotion on Mixue consumer loyalty in Lampung Province
- H8c: Customer satisfaction mediates the effect of price on Mixue consumer loyalty in Lampung Province

III. Material And Methods

This prospective comparative study was carried out on Mixue Consumers in Lampung Province from November 2023 to December 2023. A total 272 subjects (both male and females) were for in this study.

Study Design: Quantitative research uses survey method by online questionnaire

Study Location: This study based on Lampung Province

Study Duration: November 2023 to December 2023.

Sample size: 272 Mixue Consumers

Sample size calculation: The target of our sample was considered 272. We assumed that the confidence interval of 10% and confidence level of 95%. The sample size actually obtained for this study was 272 Mixue Consumers in Lampung Province

Subjects & selection method: The study population is Mixue Consumers in Lampung Province that have ever buying/ consuming Mixue Product.

Inclusion criteria:

1. Have ever buy Mixue at the Offline Store in Lampung Province
2. Have seen the Mixue online advertising in social media

Procedure Methodology

This study uses survey methods to gather data from respondents. We used google-forms to gather the respondents from Lampung Province. Our questionnaire includes Five variables including Customer experience (X1), Social media promotion (X2), price (X3), customer experience (Z), loyalty (Y). We used a 5-point Likert scale to measure each item (1=strongly disagree, 5=strongly agree). We distributed the questionnaire through social media every day. Our samples are Mixue consumers who have ever purchased products. We also gave the specific questions to ensure the suitability of a potential responden tasking if they ever buys the mixue product and seen the mixue advertising in social media.

Statistical Analysis

This research uses Structural Equation Model (SEM) with AMOS 24 software. SEM is a statistical model used to find relationships between variables. SEM will analyze the interconnection structure expressed in a set of equations that resemble multiple regression equations. All relationships between constructs (dependent and independent variables) in the research are shown in the analysis

Table 1 Demographic Respondent (n=272)

Items	Category	Frequency	Percentage
Gender	Male	110	40.4
	Female	162	59.6
Age	15-20 years	81	29.8
	21 -25 years	103	37.9
	26-30 years	51	18.8
	31-35 years	24	8.8
	>35 years	13	4.8
Occupation	Student	126	46
	Civil Servants	48	18

Items	Category	Frequency	Percentage
	Housewife	38	14
	Private Employee	33	12
	Self-employed/Businessman	11	4
	Others	16	6
Income	< Rp 1.000.000	45	17
	Rp 1.000.001 - Rp 3.000.000	94	35
	Rp 3.000.001 - Rp 6.000.000	81	30
	Rp 6.000.001 - Rp 10.000.000	44	16
	>Rp 10.000.000	8	3
Purchase Frequency (One week)	<3	144	53
	4-5	97	36
	>6	31	11
Actively used social media	Instagram	169	62
	Tiktok	82	30
	Twitter	16	6
	Facebook	5	2

Table 1 describes the characteristics of the respondents in the study. The majority of respondents in this study were women with a total of 162 (59.6%). The millennial generation with the age of 21-25 years old who are students are the most as research respondents who are Mixue consumers. The majority of respondents have incomes in the range of 1-3 million with a frequency of purchasing Mixue 1-3 times a week. In terms of social media usage, they still massively use Instagram compared to other social media.

Measurement Items

Table 2 Measurement Items

No	Variable	References	Items
1	Customer Experience	[17] dan (Chandra, 2014)	<ol style="list-style-type: none"> 1. The Mixue brand has a strong impression in my mind 2. Buying Mixue product variants is interesting to me 3. I feel happy buying Mixue products 4. I am very satisfied with the taste of Mixue product variants 5. I am very happy with the service of Mixue outlet 6. Buying Mixue products can improve my social status 7. Buying Mixue products can support my relationship with relatives
2	Social Media Promotion	[19]	<ol style="list-style-type: none"> 1. Mixue's instagram, facebook, and twitter content is interesting to me 2. Mixue's content on social media is fun and entertaining 3. Mixue's social media is designed to serve the information needs of consumers 4. I am willing to spread information about the content on Mixue's social media to my friends
3	Price	[9] & [20]	<ol style="list-style-type: none"> 1. The price I pay is in accordance with the quality of Mixue's products 2. Mixue's price is still affordable 3. The price of Mixue products offered is in accordance with the information informed 4. The price of Mixue products is cheaper than competitors
4	Customer Satisfaction	[21]	<ol style="list-style-type: none"> 1. I am satisfied with the taste quality of Mixue products 2. I am satisfied with the service at every Mixue outlet in Lampung Province. 3. The quality of Mixue products is very good in fulfilling my wants and needs. 4. I am happy with the Mixue brand 5. I believe buying Mixue ice cream and drinks is a satisfying experience 6. I am addicted to buying Mixue products
5	Consumer Loyalty	[4]	<ol style="list-style-type: none"> 1. I am willing to buy Mixue products repeatedly 2. I am willing to buy the new variant of Mixue products offered 3. I am willing to recommend the Mixue brand to others 4. I am willing to promote Mixue to others 5. I am willing to introduce Mixue brand to others 6. I am not interested in buying ice cream or tea variant drinks at places other than Mixue 7. I trust Mixue ice cream products more than other brands

IV. Result And Discussion

Validity and Reliability

The latent variables of this research are customer experience, social media Promotion, price, Customer satisfaction and loyalty. The result is shown in table 3, the indicator is valid when the loading factors is ≥ 0.50 . The indicators are reliable when the value of construct reliability (CR) value ≥ 0.70 and the average variance extracted (AVE) ≥ 0.50 . As shown in table 3, all the indicators are valid and reliable.

Table 3 Validity and Reliability Result (n=272)

Variabel	Indikator	Estimate	AVE	CR	Keterangan
Customer Experience (X1)	X1_1	0.749	0.61	0.918	Valid & Reliable
	X1_2	0.722			Valid & Reliable
	X1_3	0.734			Valid & Reliable
	X1_4	0.762			Valid & Reliable
	X1_5	0.657			Valid & Reliable
	X1_6	0.766			Valid & Reliable
	X1_7	0.664			Valid & Reliable
Scoal Media Promotion (X2)	X2_1	0.841	0.69	0.914	Valid & Reliable
	X2_2	0.825			Valid & Reliable
	X2_3	0.779			Valid & Reliable
	X2_4	0.865			Valid & Reliable
Price (X3)	X3_1	0.777	0.57	0.898	Valid & Reliable
	X3_2	0.725			Valid & Reliable
	X3_3	0.76			Valid & Reliable
	X3_4	0.761			Valid & Reliable
Customer Satisfaction (Z)	Z1	0.633	0.51	0.886	Valid & Reliable
	Z2	0.644			Valid & Reliable
	Z3	0.680			Valid & Reliable
	Z4	0.702			Valid & Reliable
	Z5	0.612			Valid & Reliable
	Z6	0.652			Valid & Reliable
Customer Loyalty (Y)	Y1	0.679	0.56	0.915	Valid & Reliable
	Y2	0.689			Valid & Reliable
	Y3	0.626			Valid & Reliable
	Y4	0.672			Valid & Reliable
	Y5	0.747			Valid & Reliable
	Y6	0.699			Valid & Reliable
	Y7	0.739			Valid & Reliable

Model Fit

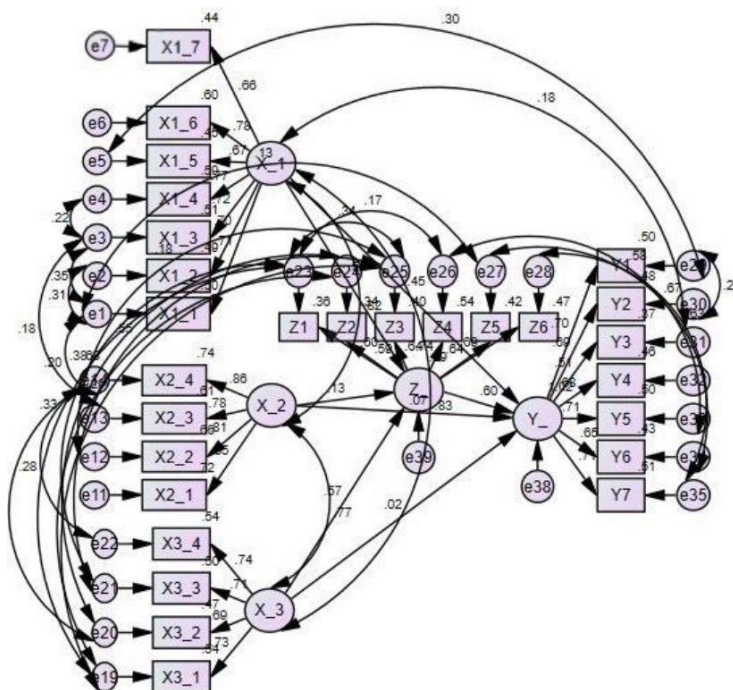
Table 4 shows the result of goodness-fit-measurement. This research measures the value of RMR, RMSEA, GFI, NFI, CFI, TLI, RFI, and AGFI. The result shows that RMR meets the criteria (0.035) or good fit with the criteria good fit value ≤ 0.05 or ≤ 0.01 and the RMSEA also reaches the good fit (0.069) with the criteria good vit value < 0.08 . Meanwhile the other indexes of goodness-fit-measurement meet the criteria (NFI, TLI, CFI, RFI, GFI, AGFI). From the result, the model of this research represented the relationship between latent variables.

Table 4 Model Fit

Indeks	Goodness Of Fit	Cut Off Value	Keterangan
GFI	0.944	≥ 0.9	Good fit
RMR	0.035	≤ 0.5	Good fit
RMSEA	0.069	≤ 0.08	Good fit
TLI	0.912	≥ 0.9	Good fit
NFI	0.901	≥ 0.9	Good fit
AGFI	0.900	≥ 0.9	Good fit

Indeks	Goodness Of Fit	Cut Off Value	Keterangan
RFI	0.904	≥ 0.9	Good fit
CFI	0.926	≥ 0.9	Good fit

Structural Model



V. Discussion

Table 5. Hypothesis Result

Hypothesis	Path	Standardized Coefficients	SE	P value	Result
H1	Customer Experience → Customer Satisfaction	0.502	0.066	0.000	Accepted
H2	Social Media Promotion → Customer Satisfaction	0.299	0.053	0.000	Accepted
H3	Price → Customer Satisfaction	0.886	0.082	0.000	Accepted
H4	Customer Satisfaction → Customer Loyalty	0.520	0.282	0.043	Accepted
H5	Customer Experience → Customer Loyalty	0.243	0.153	0.000	Accepted
H6	Social Media Promotion → Customer Loyalty	0.404	0.076	0.000	Accepted
H7	Price → Customer Loyalty	0.706	0.185	0.000	Accepted
H8a	Customer Experience → Customer Satisfaction → Customer Loyalty	0.262	0.460	0.036	Accepted
H8b	Social Media Promotion → Customer Satisfaction → Customer Loyalty	0.155	0.183	0.016	Accepted
H8c	Price → Customer Satisfaction → Customer Loyalty	0.461	0.596	0.029	Accepted

The Effect of Consumer Experience on Satisfaction

From testing the first hypothesis, it was found that the experience felt by Mixue consumers has a positive and significant influence on customer satisfaction. [22] indicates that positive experiences from service have a positive effect on satisfaction, eWOM creation and company reputation.

[23] says that experience is divided into three, namely, sensory experience, emotional experience and social experience. When associated with the analysis of Mixue respondents' responses to the perceived experience, the top three highest respondents' responses have fulfilled the emotional experience felt by customers. 75% strongly agree that the service provided by Mixue is good. While the highest response lies in the social experience with the findings 76% strongly agree that through Mixue customers are helped to improve

relationships with friends, colleagues, relatives and family. Sensory experience in relation to this research can relate to the taste of variants of Mixue products.

The Effect of Social Media Promotion on Consumer Satisfaction

From testing the second hypothesis, it is found that the promotion carried out by Mixue on social media has a positive and significant influence on the satisfaction felt by customers. This is supported by [7] who found that social media marketing has an effect on customer satisfaction.

According to the We Are Social report in [24] the number of active social media users in Indonesia is currently 167 million people in 2023. This number is equivalent to 60.4% of the population in the country. Of the many social media, WhatsApp, Instagram and Facebook occupy the top three positions most used by Indonesians throughout 2023.

Through promotions carried out through social media, many advantages are obtained including wider reach, faster information dissemination, low promotional costs, and easy consumer access [25].

The Effect of Price on Consumer Satisfaction

From testing the third hypothesis, it was found that the price of mixue products has a positive and significant effect on customer satisfaction.

[10] in the restaurant business found that the price factor has a significant effect on customer satisfaction. The same thing was found in research by [11] that price has a positive effect on customer satisfaction.

From the results of the analysis, the majority of customers strongly agree with the prices offered by Mixue and are fairly cheaper than competitors. In addition, judging from the characteristics of mixue customer respondents, almost 90% are aged 15-25 years and are in the category of students who are not yet working or have an income below the average worker.

The Effect of Consumer Satisfaction on Loyalty

From testing the fourth hypothesis, it is proven that satisfaction felt by consumers has a positive and significant influence on Mixue consumer loyalty in Lampung Province. [26], [27] say that satisfaction is one of the factors that can influence the increase in consumer loyalty. [28] also said that customer loyalty can be formed through quality of experience, customer perceived value, and customer satisfaction.

Based on the results of the analysis, it can be concluded that the majority of customers or those who buy Mixue are loyal consumers. As many as 69% of respondents strongly agreed that they felt satisfaction from purchasing mixue products and 66% strongly agreed that they would make repeated purchases of mixue products.

The Effect of Consumer Experience on Loyalty

Consumer experience when shopping online in e-commerce produces findings that experience can have an impact on the level of consumer loyalty, so that consumers will make repeat purchases at the online store [29]. However, [30] actually found that consumer experience cannot directly affect consumer loyalty. The study found that it takes customer equity as a mediating variable for consumer experience to influence consumer loyalty. Or it can be concluded that the relationship between experience and loyalty is indirect or must have an intermediary variable. The difference in the results of previous research can be caused by several factors, there are differences in respondents and research objects.

In the case of this research, namely Mixue, the majority of consumers are 15-25 years old who are classified as a younger generation who are familiar with social media, the results of respondents' responses say that with the experience of consuming mixue they feel they can improve their social status and they can post on social media or "Join The trend". After that, they will decide whether mixue is "Worth the hype" with its virality or not. It turns out that it is proven by the increase in mixue outlets that many consumers continue to make repeat purchases or in the loyalty pyramid can be categorized as satisfied buyers (Satisfied buyer) and buyers who like the mixue brand (likes the brand).

The Effect of Promotion on Social Media on Loyalty

From testing the sixth hypothesis, it provides findings that promotion on social media is proven to have a positive and significant influence on consumer loyalty. [31] found that promotions on social media influence the loyalty of minimarket consumers in Bali. [32] found that promotion on social media has an effect on minimarket consumer loyalty in Bali. [33] also found that marketing on Instagram can have a positive effect on brand loyalty.

Mixue itself has several active social media such as Instagram and Facebook which can be used as a base for information regarding the latest promotions, new menus / variants, etc. This is proven to have been

carried out by mixue, according to the results of respondents' responses in the social media promotion variable, consumers strongly agree that mixue's social media makes it easier to provide information and they can also spread the information to others.

The Effect of Price on Loyalty

From testing the seventh hypothesis, it is found that price is proven to have a positive and significant effect on consumer loyalty. [34] found that the cheap and affordable cost of airplane tickets can affect consumer loyalty.

This research illustrates the role of price on loyalty from the food and beverages industry. The results of respondent characteristics include several competitors owned by mixue, one of the largest is momoyo. Momoyo is a similar line of business and has some of the same menus as mixue, but the majority of respondents strongly agreed that mixue has a lower price than its competitors.

The Effect of Customer Satisfaction as a Mediating Variable

From testing the eighth hypothesis, it is found that customer satisfaction is proven to partially mediate the effect of the three independent variables (Experience, Promotion and Price) on customer loyalty. These findings are supported by several previous studies which determine that brand experience affects customer loyalty directly and indirectly through customer satisfaction [35]. Astarini & Fachrodji (2023) stated that the relationship between promotion and loyalty is strengthened by the presence of customer satisfaction as a mediating variable. Han & Ryu (2009) support previous findings that customer satisfaction acts as a partial mediator in the relationship between price perception and loyalty.

Customer satisfaction is one of the goals that all businesses want to achieve in selling their products or services to consumers. Likewise, Mixue, which offers a variety of sweet food products in the form of ice cream and drinks, of course, must ensure that the products served can satisfy its consumers.

VI. Conclusion

This research examines the influence of customer experience variables, promotions on social media and price on consumer loyalty both directly and through the mediating variable, namely customer satisfaction. Based on the results of the analysis test, it was proven that all 8 hypotheses proposed in the research were accepted and proven. The variables customer experience, promotions on social media and prices are proven to have a positive and significant influence on consumer satisfaction and loyalty. The relationship between these variables is proven to have an influence both directly and partially mediated by customer satisfaction variables.

The use of social media for promotion has been a key strategy for Mixue, leveraging the high number of internet and social media users in Indonesia to reach a wider audience and promote its products effectively. Customer satisfaction and loyalty are influenced by factors such as promotional activities on social media and the pleasant experiences customers have when purchasing Mixue products, as observed from customer reviews on social media. Since Mixue products are products that can be consumed by all demographics, marketing through social media is easy to influence many consumers without any special restrictions. Therefore, at Mixue, social media advertising strategy is the first factor that influences consumer satisfaction and loyalty

Suggestion

- Price has the biggest influence in influencing the satisfaction and loyalty of Mixue consumers in Lampung Province. Therefore, with existing competitors, Mixue must maintain prices with current quality while continuing to carry out innovation and research related to today's consumer tastes. For example, by implementing a product personalization strategy which is currently being widely discussed.
- Social media has undoubtedly changed the way of doing business in recent years and has become an important variable in a product's marketing strategy. From the analysis results, the social media promotional content carried out by Mixue is less interesting. Therefore, Mixue can do several things, such as creating an official Mixue website, completing content using interesting infographics, and inviting collaborations with influencers or celebrities.
- Customer experience, seen in terms of service quality, is not yet consistent between branches, and needs to be improved. For marketers, especially in the culinary industry, to always focus on overall service so that they can provide a good quality experience in order to have high customer loyalty.

Limitation of research

The results of this study are expected to be used as material consideration and information to address issues related to the quality of customer experience, perceived value, and customer satisfaction as determinants of customer loyalty. The variables in the study are limited, it is hoped that further research will examine other variables outside the study that can influence and maintain consumer loyalty. This research is limited to one

province in Indonesia, due to limited access and time. Future research is expected to expand the object of research both throughout Indonesia and mixue abroad.

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