The Effect of Price, Taste Experience, Viral Marketing Activity, and E-Word of Mouth on Customer Satisfaction and Brand Loyalty on Mixue Products

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Abstract
This study aims to examine the influence of Price, Taste Experience, Viral Marketing Activity, and Electronic Word of Mouth (E-WoM) on Customer Satisfaction, as well as its subsequent impact on Brand Loyalty. The research was conducted on Mixue consumers in the Jabodetabek area, involving 149 respondents selected through purposive sampling, a type of non-probability sampling technique. The research model and its hypotheses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected via an online questionnaire distributed through Google Forms, consisting of 32 Likert-scale statements (1–5). The findings indicate that while Price has a positive but statistically insignificant effect on Customer Satisfaction, Taste Experience, Viral Marketing Activity, and E-WoM each have a positive and significant influence. Based on these results, it is recommended that Mixue enhance customer satisfaction by developing more localized and innovative taste offerings and conducting regular flavor testing to meet consumer preferences. Additionally, viral marketing efforts can be optimized by encouraging user-generated content and collaborating with micro-influencers to strengthen engagement and emotional connection with the brand.

Keywords: *Price; Taste Experience; Viral Marketing Activity; E-Word of Mouth; Customer Satisfaction; Brand Loyalty; Mixue*

INTRODUCTION

Businesses must be able to survive and thrive in the era of globalization and increasingly tight business competition, companies must understand the components that influence customer loyalty. Customer loyalty is an important factor for long-term business success because loyal customers not only buy products or services, but can also recommend others to buy the product or service. (Agustina et al., 2023). In the food and beverage industry, especially the ice cream and beverage sector, the Mixue brand is currently viral. Mixue products, a beverage brand from China that has been present in Indonesia since 2020, since covid Mixue has become a popular ice cream and has succeeded in building Mixue branches throughout Indonesia. However, in today's competitive market, maintaining customer loyalty is essential for long-term success (Rafid et al., 2022). This is a challenge in itself that requires an effective and innovative marketing strategy. (Sudarta & Mahyuni, 2024).

Consumer interest in Mixue products in the Jabodetabek area is very high. Based on the data obtained, until 2021, Mixue has had more than 300 outlets spread across the region, with average daily sales reaching thousands of units per outlet (Alvita et al., 2023). This high level of purchases shows that Mixue has not only succeeded in attracting new customers but has also been able to retain loyal customers. Customer satisfaction is an important factor driving the high number of purchases. An internal survey shows that more than 80% of consumers are satisfied with Mixue products, which includes aspects of price, taste, and service. This is an important foundation in building sustainable brand loyalty (Amelia et al., 2024).
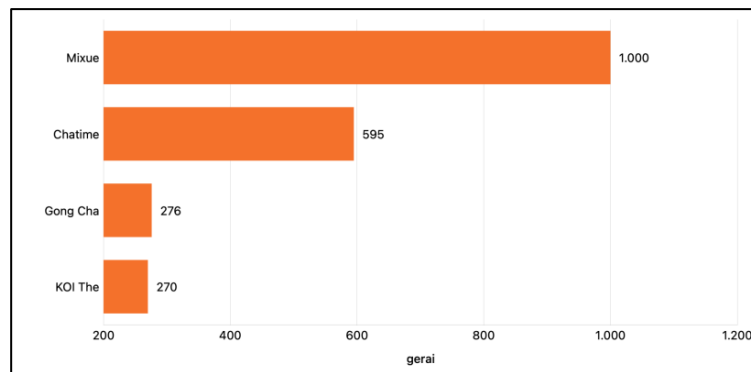
Figure 1: List of the most Boba outlets in Southeast Asia in 2021
Source: Pahlevi (2022)

Based on Figure 1 above, Mixue ranks first with the largest number of outlets in Southeast Asia, as shown by the bubble tea outlet graph according to Pahlevi (2022), which confirms that Mixue Ice Cream & Tea is one of the most popular drinks. The boba market in Indonesia is worth around USD 1.6 billion or equivalent to IDR 24 trillion. Most of the boba market in Southeast Asia is also located in Indonesia, with a market value of 43.7% of the total boba market in the region (Rachmawati et al., 2024). Interestingly, Mixue is not an ordinary ice cream company, but a company that focuses on the supply chain. Almost 90% of Mixue's revenue comes from selling raw materials and packaging to its franchisees. Mixue implements an extreme low price strategy, which can be achieved due to the use of an internal supply chain. This makes the cost of raw materials very cheap, so Mixue is able to offer affordable prices to its customers and franchisees. This strategy is what makes Mixue so popular in Indonesia (Azzahra et al., 2024).

Food pricing plays a vital role in the success of a business as it directly affects profit margins based on consumer choices (Hidayat, 2022). Based on the previous study, suggest that both social media engagement and pricing have a significant simultaneous effect on Mixue's purchase decisions. Regular and consistent brand promotion through social media platforms, such as TikTok, combined with an attractive and affordable pricing strategy, significantly enhances consumer interest. Social media marketing and pricing strategy, when aligned effectively, can create a powerful influence on consumers' purchase intentions, especially in the fast-food and beverage industry. This perception is not merely based on the nominal price but on the added value of larger portions and unique product offerings, which contribute to the perception of Mixue as a more economical choice (Zhang et al., 2021). Perceived value in food and beverage industries is increasingly shaped by the perceived benefit-value ratio rather than the actual price alone (Li & Wu, 2022).

Furthermore, the influence of viral content on platforms like TikTok plays a crucial role in building brand awareness and shaping consumer purchasing behavior. This highlights the importance of Viral Marketing Activity in fostering consumer engagement and stimulating purchase decisions. Short-form viral video content has proven to significantly influence young consumers' emotional connection to a brand, leading to increased brand loyalty and purchase intention (Wang & Gao, 2023).

Therefore, when Mixue effectively combines competitive pricing with continuous, engaging content on social media, it not only boosts consumer satisfaction but also increases the likelihood of repeat purchases, contributing positively to sales and overall business performance. However, price alone is not a determinant in competition, especially as current economic developments are highly dependent on digital progress and information management, with the internet network playing an important role in facilitating interactions between consumers and business actors. Various activities, such as searching for information to managing a business can be done easily, including efforts to encourage loyal buyers to the brand (Najah et al., 2024). Mixue is an ice cream and beverage shop that has the advantage of a strategic location and provides quality ice cream flavors at competitive prices for ice cream and drinks (Margiantoro et al., 2024).

In addition, viral marketing is one of the strategies used by marketers to spread information from one consumer to another through digital media, such as photos or videos uploaded on personal social media, then distributed to various other platforms (Maulida et al., 2022). The viral marketing challenge faced by Mixue is getting public attention to help spread information to those closest to them. plays an equally important role in building brand loyalty. Positive reviews spread through social media

and online review platforms have a significant influence on consumer purchasing decisions (Nedumkallel, 2020). Based on data from consumer review platforms, more than 70% of consumers stated that they were interested in trying Mixue because of recommendations from friends or family (Rosdillah, 2024)(Kharimah & Permana, 2024). However, negative reviews that arise can be a serious challenge if not managed properly, so Mixue needs to have an effective reputation risk mitigation strategy (Lin et al., 2022).

Customer satisfaction plays an important role in strengthening the relationship between factors such as price, taste experience, viral marketing, e-WOM, and brand trust on Mixue brand loyalty (Akmal et al., 2023). Satisfied consumers are not only more likely to make repeat purchases but also to recommend others, which in turn can expand Mixue's market. Therefore, understanding how these factors interact with customer satisfaction is crucial for developing more effective strategies (A. Hamid, Natsir, et al., 2022).

This study reflects the complex yet interrelated dynamics in shaping Mixue brand loyalty. Affordable prices are the main attraction that can enhance the taste experience, because consumers feel they are getting more value for their money. Viral marketing activities strengthen brand exposure widely, encouraging more consumers to try Mixue products (Nadeak & Sukarno, 2024). At the same time, e-WOM (electronic word-of-mouth) has a significant influence in building brand trust, which is the main foundation for long-term brand loyalty (Palma et al., 2021). All of these factors are influenced by customer satisfaction, which acts as a strengthening of the relationship between independent variables and brand loyalty (Agustina et al., 2022). When customers are satisfied, they tend not only to make repeat purchases but also to recommend the product to others, thereby increasing Mixue's competitiveness and position in the market (Adela & Tuti, 2024).

Based on the identified problems and the support of relevant theories, this study aims to measure the extent of influence of Price, Taste Experience, Viral Marketing Activity, and e-WOM on Customer Satisfaction. Then Customer Satisfaction on Brand Loyalty on Mixue products in the Jabodetabek area. As the largest metropolitan area in Indonesia, Jabodetabek offers a very potential market opportunity with a large population and complex consumer preferences, where affordable prices, satisfying taste experiences, and brand trust are important factors. Mixue, with a competitive pricing strategy and creative marketing activities, has the opportunity to meet consumer expectations while strengthening its position in the market (Adela & Tuti, 2024).

This study stands out by simultaneously examining five key variables (Price, Taste Experience, Viral Marketing Activity, e-WOM, and Customer Satisfaction) to determine their influence on Brand Loyalty, offering a more comprehensive understanding of consumer behavior in the food and beverage industry. Unlike previous research that typically focused on limited variables, this study employs the advanced PLS-SEM method to analyze complex relationships and mediating effects with greater accuracy. Its uniqueness is further emphasized by its focus on Mixue, a rapidly growing yet underexplored brand in Indonesia, particularly in the highly competitive Jabodetabek market. By integrating digital marketing trends such as TikTok and viral content, the research aligns with post-pandemic consumer behavior, making it both academically relevant and practically valuable for developing effective customer loyalty strategies in the digital era. This study is expected to provide a deeper understanding of the relationship between these variables, as well as a guide for Mixue in designing more effective strategies to increase customer loyalty. With comprehensive insights into these key factors, Mixue can drive sustainable growth while strengthening its competitiveness in the increasingly competitive food and beverage market. The research model used is as follows:
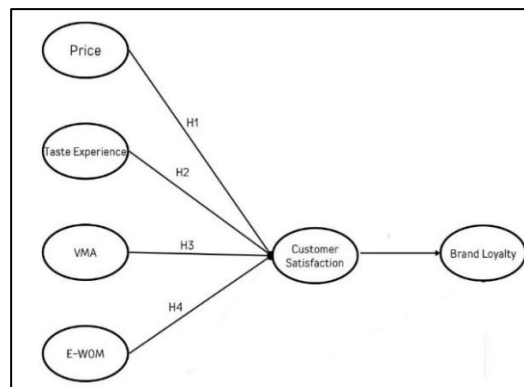
Figure 2: Research Model

RESEARCH METHODS

This study uses a quantitative approach with a cross-sectional approach. This study was conducted on Mixue customers in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) in 2024. This study uses primary data from a survey involving participants who interacted with the Mixue studied. Non-probability sampling was used, with respondents selected based on certain criteria (purposive sampling) of 149 respondents. The criteria is responden must be consumer of mixue and live at jabodetabek. The variables measure with likert scale measurement. Furthermore, path analysis and multiple linear regression were used to identify the relationship between the variables studied.

This study also uses a variant-based structural equation modeling (SEM) approach using Smart PLS (Partial Least Square) software to analyze the relationship between the variables studied. SEM allows researchers to analyze the relationship between the variables studied simultaneously and understand how these variables affect Brand Loyalty. Thus, this study can help understand how Price, Taste Experience, Viral Marketing Activity, and e-WOM affect Customer Satisfaction and its impact on Brand Loyalty. PLS-SEM is chosen for this study due to its ability to handle complex models involving multiple latent variables and mediating effects, which aligns with the study's aim to explore the influence of Price, Taste Experience, Viral Marketing Activity, and e-WOM on Customer Satisfaction and Brand Loyalty. Additionally, PLS-SEM is suitable for exploratory research with non-probability sampling and does not require normally distributed data, making it ideal for analyzing post-pandemic consumer behavior in the digital marketing context (Hair et al., 2021)(Sarstedt et al., 2022).

RESULTS and DISCUSSION
Results
Measurement Model Analysis (Outer Model)

The Outer Model test aims to test and evaluate the relationship between reflective indicators and latent variables (constructs) being measured, while the inner model test is to test the influence and strength of the relationship between latent variables (constructs) (Nurhalizah et al., 2024). The following are the results of the SEM analysis using SmartPLS 4.0 software, namely:
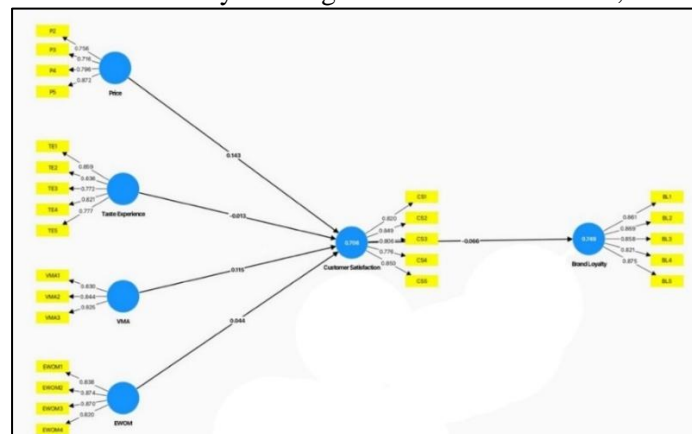

Figure 3: Outer Model Results
Source : PLS-SEM processed results, 2025

Validity of Actual Test

Table 1. Results of Average Variance Extracted Actual Test

Variable	Indicator	AVE	Outer loading	Remark
Price	P1	0.614	0.695	Valid
	P2		0.789	Valid
	P3		0.771	Valid
	P4		0.803	Valid
	P5		0.853	Valid
Taste Experience	TE1	0.586	0.833	Valid
	TE2		0.634	Valid
	TE3		0.747	Valid
	TE4		0.794	Valid
	TE5		0.804	Valid
Viral Marketing Activity	VMA1	0.686	0.753	Valid
	VMA2		0.831	Valid
	VMA3		0.895	Valid
E-WOM	EWOM1	0.740	0.862	Valid
	EWOM2		0.881	Valid
	EWOM3		0.847	Valid
	EWOM4		0.851	Valid
Customer Satisfaction	CS1	0.658	0.796	Valid
	CS2		0.822	Valid
	CS3		0.782	Valid
	CS4		0.797	Valid
	CS5		0.857	Valid
Breand Loyalty	BL1	0.694	0.819	Valid
	BL2		0.859	Valid
	BL3		0.861	Valid
	BL4		0.769	Valid
	BL5		0.855	Valid

Source: Results of PLS-SEM data processing research, 2025

All indicators of this study are declared valid, as shown in table 1, because the outer loading value of each indicator is more than 0.5 and the AVE value is more than 0.5. The results of the outer loading test on the SmartPLS 4 application are also shown in figure 3.

Realibilitas Actual Test

Table 2. Actual Test Reliability Results

	Crobach's Alpha (>0.70)	Composite reliability (rho_A) (>0.70)	Composite reliability (>0.70)	Result
Brand Loyalty	0.889	0.892	0.919	Valid
Customer Satisfaction	0.871	0.884	0.906	Valid
EWOM	0.884	0.893	0.919	Valid
Price	0.847	0.866	0.888	Valid
Taste Experience	0.821	0.832	0.875	Valid
Viral Marketing Activity	0.779	0.862	0.867	Valid

Source: Results of PLS-SEM data processing research, 2025

The actual test results were carried out thoroughly, the researcher managed to obtain reliability on all research variables. In table 2, the Cronbach's alpha of this study starts from the lowest, namely the Viral Marketing Activity variable with a value of 0.779.

The highest value of Cronbach's alpha in this study comes from the Brand Loyalty variable with a value of 0.889. The highest value of composite reliability is in the Brand Loyalty and e-WOM variables with a value of 0.919, and the lowest Composite reliability value is represented by the Viral Marketing Activity variable with a value of 0.867. Therefore, it can be concluded that this study is reliable and shows consistency in research measurements.

Discriminant Validity of Actual Test

Table 3. Results of the Actual Discriminant Validity Test (HTMT)

	Brand Loyalty	Customer Satisfaction	EWOM	Price	TE	VMA
Brand Loyalty						
Customer Satisfaction	0.634					
EWOM	0.554	0.455				
Price	0.472	0.416	0.413			
Taste Experience	0.647	0.568	0.546	0.727		
VMA	0.565	0.475	0.477	0.331	0.495	

Source: Results of PLS-SEM data processing research, 2025

The results of the discriminant validity test show that the HTMT value obtained is less than 0.90. Thus, it can be concluded that all research data are valid. Based on table 3 above, the highest value in this test is brand loyalty and trust. brand with a value of 0.733.

Structural Model Analysis (Inner Model)
Coefficient of Determination (R^2)

An R^2 value of 0.75 indicates that the model can be said to be strong, 0.50 indicates that the model is moderate and 0.25 indicates that the model can be said to be weak (Hair et al., 2022).

Table 4. R2 Values from Actual Tests

Variable	R Square	R Square Adjusted
Brand Loyalty	0.479	0.472
Customer Satisfaction	0.441	0.422

Source: Results of PLS-SEM data processing research, 2025

Based on the table above, the Brand Loyalty variable is at 0.479 and Customer Satisfaction is at 0.441, which means it is in the weak category.

Effect Size (F^2)

The F-Square model value is used to determine the magnitude of the effect size of the endogenous latent variable on the exogenous latent variable. If the value of $f^2 = 0.35$ has a large/good effect, $f^2 = 0.15$ has a moderate effect, and $f^2 = 0.02$ has a weak/small effect (Yustiva et al., 2023).

Table 5. Actual F Square Test Results

Variable	F-Square	Result
Price -> Customer Satisfaction	0.005	No Significant Impact
Taste Experience -> Customer Satisfaction	0.024	Weak Prediction/Small Effect
Viral Marketing Activity -> Customer Satisfaction	0.022	Weak Prediction/Small Effect
E-WOM -> Customer Satisfaction	0.010	No Significant Impact
Customer Satisfaction -> Brand Loyalty	0.101	Weak Prediction/Small Effect

Source: Results of PLS-SEM data processing research, 2025

Based on table 5, it can be seen that the Price variable on Customer Satisfaction has an F2 value of 0.05 and e-WOM on Customer Satisfaction has an F2 value of 0.010 and is included in the variables that do not have a significant influence. Then for the rest of the relationship of other variables, the F2 value of the effect is weak because it is between 0.14 and 0.02.

Predicted Value of Q^2

The Q-square (Q^2) value is used to test the predictive ability of a research model when data parameters change. The higher the Q^2 value, the more accurate the ability of a variable to predict research results. The meaning of relevant prediction in the structural model, the Q^2 value must be greater than 0. In the analysis, if the Q^2 value is in the range of 0-0.25, then the level of predictive relevance is considered low. If the Q^2 value ranges from 0.25-0.5, then the predictive relevance is considered moderate, and if the Q^2 value> 0.5, then the predictive relevance is considered high (Hair et al., 2022).

Table 6. Q2 Values from Actual Test

Variable	Q Square
Brand Loyalty	0.451
Customer Satisfaction	0.394

Source: PLS-SEM processed results, 2025

Based on the data presented in Table 6, it can be seen that the Brand Loyalty variable has a Q2 value ranging from 0.25-0.5, namely 0.451, meaning that the Brand Loyalty variable has moderate predictive relevance.

Testing the Direct Effect Hypothesis

The direct effect hypothesis test will be made using the SmartPLS application. In the SmartPLS application, the direct effect hypothesis test can be seen in the direct effect table, this table will show the one-way path coefficient that occurs between two constructs connected by an arrow line. The following are the results of the Path Coefficient Bootstrapping (Direct effect) test in table 7 below.

Table 7. Results of the Bootstrapping Path Coefficient Test (Direct Effect)

Hypothesis	Original Sample (O)	T-statistics (>1.645)	P-value (<0.05)	Conclusion
H1: Price > Customer Satisfaction	0.066	0.948	0.172	Negative and insignificant effect
H2: Taste Experience > Customer Satisfaction	0.163	2.000	0.023	Positive and significant effect
H3: Viral Marketing Activity > Customer Satisfaction	0.130	2.123	0.017	Positive and significant effect
H4: E-WOM > Customer Satisfaction	0.092	1.765	0.039	Positive and significant effect
H5: Customer Satisfaction > Brand Loyalty	0.286	2.937	0.002	Positive and significant effect

Source: PLS-SEM processed results, 2025

According to the results given in table 8, the test results show that the first hypothesis is "not supported" with a T-statistics value <1.645 and P-value> 0.05. And the second-seventh hypothesis is supported because the T-statistics value> 1.645 and P-value <0.05.

Importance Performance Map Analysis

Importance Performance Map Analysis (IPMA) is an analysis method in Partial least squares structural equation modeling (PLS-SEM) that provides deeper insights by combining the results of the analysis of the importance and performance of the constructs in the model. IPMA helps identify areas that require further attention by mapping the total influence (importance) of each construct on the dependent variable, then comparing it with the actual performance of the construct (Setiabudhi et al., 2025). IPMA is used to determine the priority of each construct and indicator in the study, so that managerial decisions can be made that aim to improve the performance of indicators in talent management towards intention to stay based on identified priorities. IPMA assesses two aspects: importance, and performance (Hair et al., 2022). The table below is the value of the Importance Performance Map Analysis (IPMA) generated by SmartPLS software to form a quadrant line in IPMA. In the IPMA analysis calculation process on SmartPLS 4.1.0.9 in this study, the target construct selected was intention to stay (IS), and the IPMA results selected were all predecessors of the selected target construct. The graphic output of the IPMA calculation process can be seen in Figure 4.
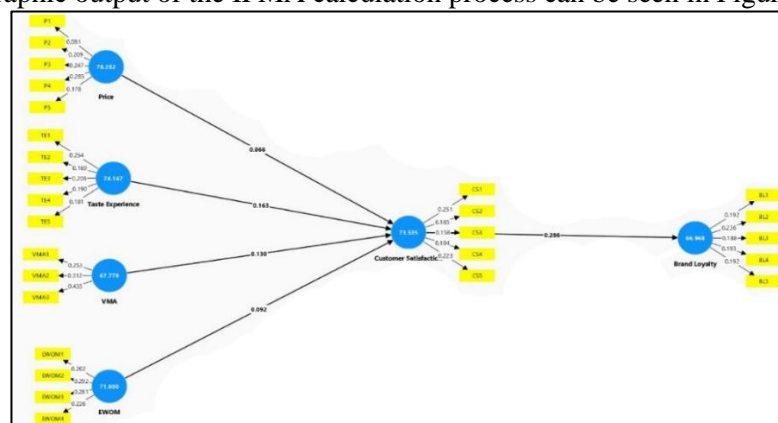

Figure 4: Graphic output from the results of the IPMA calculation process
Source : PLS-SEM processed results, 2025

The following are the IPMA results for the constructs in this study.

Table 8. IPMA Actual Test Results

Variable	Construct Importance Brand Loyalty	Construct Performance Brand Loyalty
Customer Satisfaction	0.286	73.535
EWOM	0.026	71.600
Price	0.019	78.282
Taste Experience	0.047	74.147
VMA	0.037	67.779
Mean	0.169	73.202

Source: : PLS-SEM processed results, 2025

Based on table 8, it can be seen that the average level of importance of each construct to Brand Loyalty in this study is 0.169, while the average for each construct is 73.202. These two values can be used as a reference to categorize constructs that are considered important or not, and those that have met the standards or not. With this information, horizontal and vertical lines can be made on the IPMA map that will show the priority of each construct studied. The following is an illustration of the IPMA map for each construct analyzed:
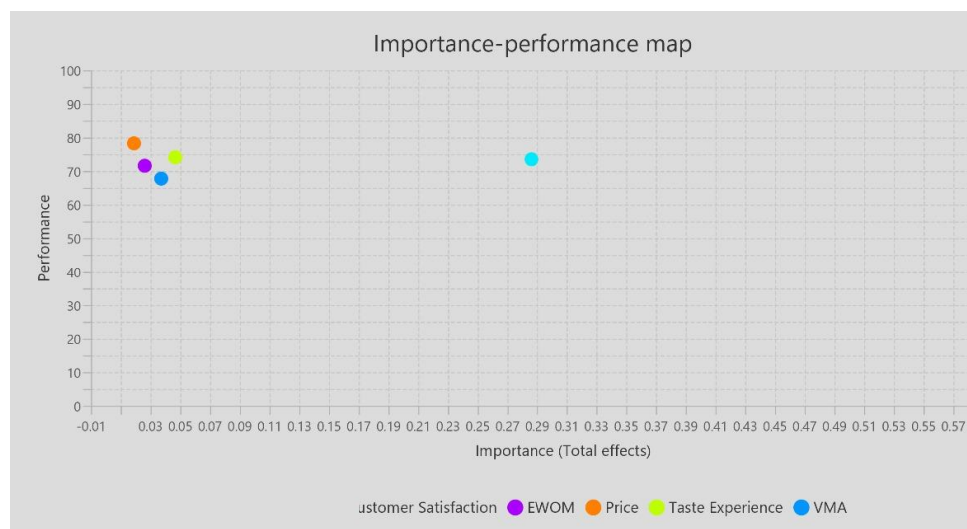

Figure 5: IPMA Actual Test Results (constructs)
Source : PLS-SEM processed results, 2025

There are 4 quadrants of construct grouping to facilitate explanation with 4 names, namely:

Quadrant I (keep up the good work): there are no variables in quadrant II. Quadrant III (low priority): For Viral Marketing Activity, it is still lacking in terms of performance and is still considered less important to customers. Quadrant IV (possible overkill): In this quadrant there are Price, e-WOM, and Taste Experience, the performance is quite good but it is important to improve its implementation and provide an understanding of the importance of Price, e-WOM, and Taste Experience so that it is considered more important by customers.

After analyzing the IPMA on the constructs in this study, the next step is to analyze the IPMA results for each indicator involved. The following is a table showing the results of the analysis for each indicator in this study.

Table 9. IPMA Actual Test Results for research indicators

Variablle	Indicator	Construct Importance Brand Loyalty	Construct Performance Brand Loyalty
Customer Satisfaction	CS1	0.088	68.680
	CS2	0.062	76.846
	CS3	0.055	76.510
	CS4	0.068	73.322
	CS5	0.078	74.329
EWOM	EWOM1	0.006	71.980
	EWOM2	0.009	70.973
	EWOM3	0.008	72.483
	EWOM4	0.007	70.973

Variablle	Indicator	Construct Importance Brand Loyalty	Construct Performance Brand Loyalty
Price	P1	0.002	77.013
	P2	0.005	80.034
	P3	0.006	78.188
	P4	0.006	78.020
	P5	0.004	77.349
Taste Experience	TE1	0.047	74.147
	TE2	0.011	78.188
	TE3	0..012	73.993
	TE4	0.011	75.168
	TE5	0..012	72.987
Viral Marketing Activity	VMA1	0.011	66.107
	VMA2	0.013	67.953
	VMA3	0.020	68.624

Source: : PLS-SEM processed results, 2025

From table 9 it is found that the average level of importance of each indicator is 0.046, and the average performance of each indicator is 73,730. With these two numbers, a quadrant image can be formed on the IPMA indicator to determine the priority of the indicator. In the upper right quadrant, namely quadrant I (keep up good work) in order to maintain the ongoing achievements, namely indicators CS2, CS3, CS4, CS5. In the lower right quadrant, namely quadrant II (top priority), namely CS1 because it is considered important for respondents but the performance produced is low, and this needs to be fixed immediately. For lower priorities, namely in quadrant III (low priority) on the lower left VMA1, VMA2, VMA3 for further improvement. In quadrant IV on the top left (possible overkill): P1, P2, P3, P4, P5, TE1, TE2, TE3, TE4, TE5, EWOM1, EWOM2, EWOM3, EWOM4, performance is already high but from the respondents' perspective, it is considered less important compared to other quadrants.

Discussion
The Influence of Price on Customer Satisfaction
The results of the study show that Price has an insignificant or negative effect on Customer Satisfaction. This is not in line with the theory of Zeithaml (1988), which explains that affordable prices and in accordance with the value received by consumers can increase customer satisfaction, which ultimately does not encourage brand loyalty (Wicaksono & Untoro, 2015). In the context of Mixue, competitive product prices compared to other brands are factors that do not encourage consumers to be satisfied. Prasetya dan Prabowo (2023) also revealed that positive price perceptions, such as the suitability of price to product quality, have a significant impact on customer satisfaction. Thus, the price offered by Mixue is not enough to make consumers satisfied and loyal, one of the reasons is because many competitors offer the same price or even cheaper (Rahmat & Kurniawati, 2022). So in this study, the effect of price on customer satisfaction, as indicated by the P-value (0.172) which is not supported.

It can be concluded that Price has proven to have no positive but insignificant effect on Customer Satisfaction. The view on price is relative to consumers. The relationship between Price and Customer Satisfaction at Mixue in Jabodetabek can be influenced by customer perceptions of a brand and based on internal customer factors. If Price does not have a significant impact on Customer Satisfaction, this could mean that consumers do not only see price as their satisfaction. Even though Mixue's price is relatively cheap, consumers may still choose products from competitors that offer greater value or other factors that affect customer satisfaction.

The reason why price does not significantly impact customer satisfaction in the case of Mixue can be attributed to several interrelated factors. First, consumers likely perceive Mixue's pricing as reasonable, considering the value they receive in terms of product quality, particularly within the context of low-involvement purchases where emotional connection and overall experience take precedence over price sensitivity (Zeithaml, 1988)(Kotler & Keller, 2020). In this regard, factors such as taste experience, viral marketing activities, and electronic word-of-mouth (e-WOM) emerge as dominant drivers of consumer satisfaction, as these elements play a central role in shaping perceptions and influencing purchase decisions. Moreover, perceived quality can moderate the relationship between price and satisfaction; for example, consumers may feel more satisfied with low-priced products if they perceive

the quality to be high (Chen et al., 2021). Furthermore, customer involvement and brand trust also serve as moderating variables, where consumers who are emotionally invested in the brand may place less emphasis on price and instead focus on the overall brand experience, consistency, and quality (Hamid et al., 2022). Therefore, in Mixue's case, customer satisfaction is influenced more by these experiential factors and emotional connections rather than the price alone.

lthough the price does not significantly affect customer satisfaction in Mixue, maintaining competitive pricing is essential. However, Mixue should focus more on enhancing the overall product experience, especially taste and quality, rather than relying solely on pricing. Mixue should consider introducing premium products or diversifying their offerings with flavors that provide added value to consumers. Investing in research and development (R&D) to innovate and improve product quality will further differentiate Mixue from its competitors. Additionally, Mixue should enhance the overall brand experience through consistent taste and quality to ensure customer satisfaction beyond price (Kotler et al., 2023).

The Influence of Taste Experience on Customer Satisfaction

The results of the study show that Taste Experience has a significant influence on Customer Satisfaction. This is in line with Oliver's theory (1997), which emphasizes that a satisfying taste experience is one of the main factors influencing customer satisfaction and loyalty (L. Giovanni & Winarto, 2023). In the case of Mixue, consumers prioritize a delicious taste experience. The variety of flavors offered by Mixue may be interesting or relevant enough to create customer satisfaction. This can also be caused by the homogeneity of consumer preferences for Mixue products, so that taste is considered a dominant factor (Sayekti et al., 2024). The P-value (0.023) is supported, meaning that taste experience is important to make customers satisfied with Mixue products. It can be concluded that Taste Experience has a positive and significant effect on Customer Satisfaction. The results of this study prove that the greater the impact of Taste Experience, the stronger the Customer Satisfaction. Mixue in this case is able to provide a delicious taste so that consumers are satisfied with Mixue products.

Taste experience plays a dominant role in driving customer satisfaction. Mixue's success in creating a satisfying taste experience has contributed significantly to customer satisfaction in Jabodetabek. Mixue should continue to innovate by introducing new and seasonal flavors that cater to local tastes and preferences. Regular product sampling campaigns or limited-time promotions could further engage customers and keep them interested in new offerings. Ensuring that every customer experience meets high taste standards is crucial for maintaining satisfaction (Giovanni & Winarto, 2023).

The Influence of Viral Marketing Activity on Customer Satisfaction

The third hypothesis (H3), shows that Viral Marketing Activity has a positive effect on Customer Satisfaction. This finding is in line with the research of Nedumkallel et al. (2020), which states that effective viral marketing activities can increase consumer engagement, satisfaction, and loyalty. In the context of Mixue, although viral marketing strategies such as social media promotions and influencer involvement attract attention, their impact on customer satisfaction and loyalty seems to be successful. Mixue consumers mostly use social media and pay attention to promotions and marketing campaigns carried out by Mixue. Thus, the level of consumer involvement in Mixue's viral marketing activities may be enough to create a significant impact. The P-value (0.017) indicates that the marketing strategy is good and focuses on building long-term relationships. It can be concluded that Viral Marketing Activity has a positive and significant effect on Customer Satisfaction. Mixue's viral marketing strategy has a significant impact on Customer Satisfaction, both from product information, promotions, and satisfying consumer needs. The right Viral Marketing Activity strategy by Mixue in Jabodetabek is able to strengthen its customers' Customer Satisfaction.

Viral marketing strategies have shown a significant impact on customer satisfaction, especially in the highly engaged social media space. Mixue's use of social media promotions and influencer partnerships has been effective in increasing consumer involvement. Mixue should continue leveraging popular platforms like TikTok and Instagram, focusing on viral campaigns and influencer partnerships that resonate with their target demographic. Regularly engaging in influencer marketing and user-generated content can increase brand visibility and build stronger customer relationships (Nedumkallel,

2020). Additionally, Mixue can incorporate interactive online challenges or events to further strengthen customer involvement.

The Influence of E-Word of Mouth on Customer Satisfaction

The fourth hypothesis (H4), the results of the study show that e-WOM has a positive effect on Customer Satisfaction with a P-value (0.039). Kotler et al. (2022), which emphasizes that online reviews and recommendations from other consumers can affect customer satisfaction and loyalty. In the case of Mixue, e-WOM such as reviews on social media or recommendations from friends are often important sources of information, their impact on customer satisfaction and brand loyalty appears to have a positive effect. This is the decision to buy Mixue because of consumer trust in online reviews, especially if the reviews are supported by strong personal experiences (K. M. P. Pramana & Mayasari, 2023). In addition, existing e-WOM may be more informative than persuasive, so it can deeply influence satisfaction. It can be concluded that E-Word of Mouth has a positive and significant effect on Customer Satisfaction. Comments, reviews, and word of mouth on social media about Mixue products affect customer satisfaction.

Viral marketing strategies have shown a significant impact on customer satisfaction, especially in the highly engaged social media space. Mixue's use of social media promotions and influencer partnerships has been effective in increasing consumer involvement. Mixue should continue leveraging popular platforms like TikTok and Instagram, focusing on viral campaigns and influencer partnerships that resonate with their target demographic. Regularly engaging in influencer marketing and user-generated content can increase brand visibility and build stronger customer relationships. Additionally, Mixue can incorporate interactive online challenges or events to further strengthen customer involvement.

The impact of e-WOM on customer satisfaction is evident, with online reviews and recommendations from other consumers significantly influencing customer decisions. Mixue should harness this factor to its advantage by encouraging positive online word-of-mouth. Mixue should implement a referral program that rewards customers for sharing positive reviews or referring new customers to the brand. Additionally, Mixue can actively monitor and respond to online reviews, ensuring that customers feel heard and valued. Engaging with both positive and negative feedback can foster trust and improve customer satisfaction (Pramana & Mayasari, 2023).

The Influence of Customer Satisfaction on Brand Loyalty

The fifth hypothesis (H5) in this study shows that Customer Satisfaction has a positive and significant influence on Brand Loyalty. In the context of Mixue, customers who are satisfied with the taste experience, marketing activities, word of mouth communication through social media have a higher level of loyalty. In accordance with previous research by supports that strong satisfaction tends to strengthen customer loyalty, especially when the experience provided is in line with or even exceeds their expectations (E. R. Safitri & Siagian, 2024). In addition, a positive experience in using a product can increase customer satisfaction, which ultimately strengthens consumer loyalty to a particular brand (Kotler et al., 2022). The P-value (0.002) shows that things that indirectly support, namely taste experience, promotional activities, and electronic word of mouth, make Mixue consumers satisfied and tend to be loyal to Mixue. It can be concluded that Customer Satisfaction has a positive and significant effect on Brand Loyalty. This means that when customers are satisfied, they will be loyal.

Customer satisfaction has a strong positive influence on brand loyalty. To retain customers, Mixue must continue to prioritize customer satisfaction, as loyal customers are more likely to return and recommend the brand. Mixue should develop a loyalty program that rewards returning customers with exclusive benefits, such as discounts or free products. This will encourage repeat purchases and reinforce brand loyalty. Mixue can also focus on delivering personalized experiences to make customers feel special and more connected to the brand, fostering long-term loyalty (A. Safitri & Siagian, 2024) (Safitri & Siagian, 2024).

This study was limited by its focus on the Jabodetabek area and specific Mixue products, which may not fully represent the broader market. Future research should expand to different regions and include a more diverse range of products to provide a comprehensive understanding of customer behavior. Recommendation for Future Research: Future studies could explore additional psychological and social factors influencing customer satisfaction and loyalty. Research could also investigate how

different marketing strategies, such as experiential marketing or personalized customer service, can impact consumer behavior across various regions and demographics (Hamid et al., 2022).

CONCLUSION

The findings of this study offer several key managerial implications for Mixue, providing guidance on how to enhance customer satisfaction and brand loyalty in the Jabodetabek area. The relatively insignificant effect of price on customer satisfaction suggests that while Mixue's competitive pricing is an advantage, it is not the primary driver of consumer satisfaction. Therefore, Mixue should not place excessive focus on price reductions but rather emphasize other factors that impact customer satisfaction, such as the overall product experience. Given that taste experience emerged as a significant factor, Mixue should prioritize improving product quality, introducing new and unique flavors, and maintaining consistency in taste. These efforts can enhance the consumer's overall experience and strengthen satisfaction. Furthermore, the positive impact of Viral Marketing Activity and E-Word of Mouth on customer satisfaction highlights the importance of robust digital marketing strategies. Mixue should continue to leverage social media platforms like TikTok and Instagram to engage with its target audience. By creating viral campaigns and collaborating with influencers, Mixue can increase brand visibility and customer engagement. In addition, encouraging customer reviews and sharing positive experiences through word-of-mouth will build trust and enhance satisfaction, further reinforcing customer loyalty.

Based on these findings, several specific and measurable recommendations can be made for Mixue. First, to enhance customer satisfaction, Mixue should focus on expanding its product offerings by introducing new, exciting flavors and limited-edition products to appeal to diverse tastes. Additionally, optimizing viral marketing campaigns on platforms such as TikTok and Instagram could attract more attention from younger, tech-savvy consumers. Mixue should also consider implementing a formal referral program to reward customers for posting reviews and recommending the brand to others. Engaging with online communities and responding to customer feedback on social media would foster a strong online presence and enhance consumer trust. Another important recommendation is for Mixue to improve the overall in-store experience by providing excellent customer service and introducing loyalty programs that can create stronger emotional connections with customers, further increasing brand loyalty.

For future research, it is suggested that studies explore alternative methodologies, such as experimental or longitudinal research, to gain a deeper understanding of the causal relationships between the variables studied. An experimental approach could involve manipulating various marketing tactics, like pricing and promotions, to assess their direct impact on customer satisfaction and loyalty. Additionally, a longitudinal study could track the effects of viral marketing and e-WOM over a longer period, providing insights into the lasting impact of these factors on consumer behavior. Future research could also explore other variables, such as customer involvement and emotional attachment to the brand, to offer a more comprehensive view of the factors that contribute to brand loyalty in the food and beverage industry. By integrating these additional insights, Mixue can further refine its strategies to drive long-term customer satisfaction and loyalty. In summary, the results of this study provide valuable insights for Mixue to enhance its marketing strategies and customer satisfaction initiatives. By focusing on product quality, effective digital marketing, and fostering positive e-WOM, Mixue can strengthen its position in the highly competitive market and foster brand loyalty.

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