Influence of Product Quality, Store Atmosphere, and Price Fairness on Repurchase Intention among Mixue Progo Customers in Pekalongan City

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ABSTRACT

This research is motivated by a noticeable decline in sales at Mixue Progo, which is presumed to stem from a reduced intention among customers to repurchase. The purpose of this study is to analyze the impact of product quality, store atmosphere, and fair pricing on the repurchase intention of Mixue Progo consumers in Pekalongan City. A quantitative research method was adopted through a survey approach, involving 175 respondents selected via purposive sampling. Out of the total, 160 valid responses were processed and analyzed using multiple linear regression with the help of SPSS version 23. The findings reveal that product quality, store ambiance, and price fairness each exert a significant and positive influence—both separately and collectively—on repurchase intention. These outcomes suggest that enhancing product standards, maintaining an inviting store environment, and ensuring fair pricing strategies are key to encouraging repeat purchases. Moreover, the study reinforces the Expectation Confirmation Theory (ECT), which posits that repurchase intentions emerge when consumers perceive that the performance of a product or service meets or surpasses their initial expectations.

Keywords: Product Quality, Store Atmosphere, Price Fairness, Repurchase Intention, Expectation Confirmation Theory

Pengaruh Product Quality, Store Atmosphere, dan Price Fairness terhadap Repurchase Intention pada Pelanggan Mixue Progo Kota Pekalongan

Abstrak

Penelitian ini dilatarbelakangi oleh adanya penurunan penjualan yang cukup signifikan di Mixue Progo, yang diduga disebabkan oleh menurunnya niat pelanggan untuk melakukan pembelian ulang. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas produk, suasana toko, dan keadilan harga terhadap niat pembelian ulang konsumen Mixue Progo di Kota Pekalongan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei, melibatkan 175 responden yang dipilih melalui teknik purposive sampling. Dari jumlah tersebut, 160 respons yang valid diolah dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS versi 23. Hasil penelitian menunjukkan bahwa kualitas produk, suasana toko, dan keadilan harga masing-masing memiliki pengaruh yang signifikan dan positif—baik secara parsial maupun simultanterhadap niat pembelian ulang. Temuan ini mengindikasikan bahwa peningkatan standar produk, pemeliharaan suasana toko yang menarik, serta penerapan strategi harga yang adil merupakan faktor penting dalam mendorong pelanggan untuk melakukan pembelian ulang.

Kata Kunci: Kualitas Produk, Suasa Toko, Keadilan Harga, Niat Pembelian Ulanag, Expectation Confirmation Theory

INTRODUCTION

The food and beverage (F&B) sector in Indonesia has seen remarkable expansion in recent years, fueled by population growth, evolving consumer lifestyles, and continuous innovations in product offerings and marketing approaches (BPS, 2024). Among the various sectors in the food and beverage industry, the ice cream sector is one of the categories that is growing rapidly and attracting the interest of local consumers (DataIndonesia.id, 2023). This growth trajectory is further reinforced by improved consumer purchasing power, the surge of digital promotional strategies, and heightened demand for frozen desserts and dairy-based indulgences (Databoks, 2023). Shifts in consumer tastes have also played a significant role, positioning ice cream as a preferred snack choice. In particular, the primary demographic for ice cream consumption in Indonesia is young people especially women who favor refreshing and budget-friendly treats, and who tend to place higher value on the in-store dining atmosphere compared to male consumers (GoodsStats, 2023).

The average per capita consumption of ice cream in Indonesia rose from 0.63 liters per year during the 2013–2018 period to 0.7 liters in 2019, and continued to increase to 0.73 liters in 2020 (Malkan Bakhrul Ilmi et al., 2023). This upward trend corresponds with the growing presence of ice cream retailers across the country, including the introduction of international chains that utilize modern, creative methods to draw in customers. A standout among these is Mixue Ice Cream & Tea, which made its debut in Indonesia amid the COVID-19 pandemic and quickly captured the public's attention. Founded by Zhang Hongchao in 1997 in China, Mixue is widely known for its affordable menu and aggressive growth strategy. These factors have made it especially appealing to younger audiences, particularly university students and young professionals (Oscmedcom.id, 2023). This group of consumers, predominantly millennials, is strongly engaged with technology and recognized as a key force behind innovation in digital- based businesses (Hindrawati et al., 2023). As a result, Mixue has rapidly expanded its reach throughout various Indonesian cities. Indonesia is now the country with the largest number of Mixue outlets in Southeast Asia (Databoks, 2022).

In the highly competitive F&B industry, repurchase intention serves as a crucial indicator for business sustainability (Wistedt, 2024). Key factors influencing consumers decision to repurchase include product quality, store atmosphere, and perceived price fairness (Triandewo & Indiarto, 2021). Product quality encompasses aspects such as taste, presentation consistency, and innovation. At the same time, a comfortable store environment and reasonable pricing contribute significantly to customer satisfaction and loyalty. Previous studies have yielded mixed findings. For example, Setiawan and Setiawan & Rastini (2021) found that product quality and store atmosphere significantly affect repurchase intention, whereas Dwini (2024) reported that store atmosphere had no significant impact. Similarly, price fairness was found to be influential by Hakim et al. (2020) yet Kevin & Tjokrosaputro (2021) observed no such effect. These inconsistencies highlight a research gap that warrants further investigation particularly within the context of Mixue's business model. Product quality is able to create customer satisfaction which subsequently encourages repurchase intention in the long term (Ramandha et al., 2023). Despite continuous efforts to enhance its marketing strategies, Mixue Progo in Pekalongan City has experienced a downturn in revenue, leading to the closure of several outlets due to a lack of strong customer loyalty. This situation highlights a significant discrepancy between the brand's market potential and its real-world performance, indicating the need for a more structured and research-based evaluation.

Figure 1. Monthly Revenue Trends of Mixue Progo in 2024
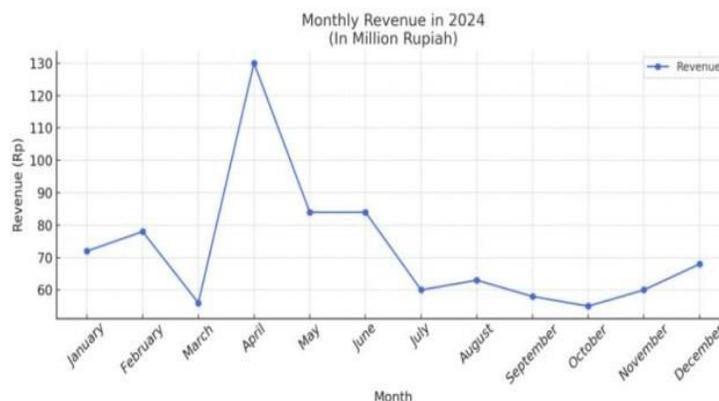
Source: Processed Secondary Data, 2025

The data shows considerable variations in monthly revenue. The peak income was achieved in April, amounting to IDR 132,228,000.00 (equivalent to 15% of the yearly total), but this figure fell drastically to IDR 55,521,000.00 (6%) by October. This 9% decrease over a span of six months reflects a significant decline in sales performance. If this issue is not addressed effectively, it could impact the company's ability to cover operating costs and potentially harm net income. This downward trend is believed to be caused by three main factors affecting sales results.

Given the previously identified issues and imbalances, further exploration of the key elements contributing to these issues is warranted. In this context, building a distinctive customer experience through product quality, store atmosphere, and fair pricing becomes essential to fostering brand loyalty. (Hermawan et al., 2021) emphasize that the spirit of creating inimitable products encourages entrepreneurs to become trendsetters and innovators, thereby increasing product attractiveness and enhancing consumer loyalty through unique and valuable experiences. This study aims to gain important insights into the expectation confirmation theory (ECT). The theory states that the desire to repurchase arises when customers receive goods or services that meet or even exceed their previous expectations (Oliver, 2010). Moreover, the outcomes of this study are intended to provide strategic guidance for enhancing the operational management of the Mixue outlet.

Literature Review
Expectation Confirmation Theory

Based on the Expectation Confirmation Theory, repurchase intention emerges following a cognitive assessment in which consumers determine if the actual performance of a product or service aligns with their initial expectations (Oliver, 2010). The outcome of this evaluation influences both affective and behavioral responses, including the willingness to make repeat purchases (Alshammari & Alshammari, 2024). Expectation Confirmation Theory identifies three distinct types of confirmation that result from evaluating the gap between what was initially expected and what is actually experienced (Bhattacherjee, 2001). Firstly, positive confirmation occurs when the real experience exceeds prior expectations, thereby increasing the tendency of consumers to make a repeat purchase. Second, when performance matches expectations, a neutral confirmation takes place, which can still support continued repurchase intention. Third, when performance falls below expectations, a negative confirmation may occur, potentially reducing trust and discouraging future purchases. Therefore, ECT recommends that repurchase decisions be heavily influenced by how well a product or service actually performs in

meeting or exceeding the customer initial expectations.

Repurchase Intention

The intention to repurchase is strongly influenced by how consumers perceive the value and benefits of a product or service. It indicates a person's propensity to buy again and their receptiveness to future marketing initiatives from the provider (Moslehpour et al., 2017). As noted by Ginting et al. (2023) this intention embodies the consumer's judgment regarding their probability of repurchasing, whether from the same provider or another, while factoring in present conditions and anticipated future needs. Typically, repurchase intention is shaped by the trust and perceived value a customer experiences during use, with prior purchase interactions playing a significant role in determining their willingness to buy again (Jasin & Firmansyah, 2023). Ginting et al. (2023) outline four primary dimensions of repurchase intention: transactional interest, referential interest, preferential interest, and explorative interest.

Product Quality

The quality of an item is related to how well the product performs its function, which includes durability, consistency, accuracy, ease of use, simplicity of maintenance, and the presence of extra features that add value to the item (Kotler&Keller, 2016). Astuti (2020) explains that product quality includes all components offered by the manufacturer to attract buyers, satisfy their preferences, and ensure the product is practical and consumable. Ensuring high product quality is essential, as consumers tend to favor goods they perceive to better address their needs and desires compared to competing options (Yufiansya, 2023). That product quality reflects a product's ability to meet consumer needs and has a positive influence on consumers' purchase intention (Lutfiana Kaja I.P, Winarto2, 2021). Consequently, superior

product quality not only meets customer expectations but also lays the groundwork for building trust and fostering brand loyalty through repeat purchases. According to Maharani et al. (2022) there are four primary indicators of product quality: freshness, appearance, flavor, and product innovation.
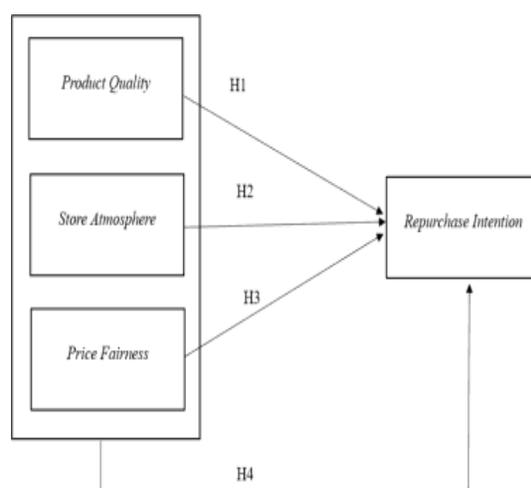
Store Atmosphere

Store atmosphere consists of both physical and sensory elements that influence consumer purchasing behavior (Francioni et al., 2018). A pleasant and well organized store environment through factors like lighting, layout, scent, and music enhances the shopping experience and encourages purchases (Baker et al., 2002; Kotler, 1973). Physical stores also offer direct interaction that online platforms cannot fully replicate, making store atmosphere crucial in fostering satisfaction and repurchase behavior (Zhang et al., 2022). (Solihin, 2021) identifies three key indicators: general interior, store layout, and interior display.

Price Fairness

Price fairness refers to how consumers perceive a price to be fair, usually by comparing it to existing prices, competing products or services, or their own price expectations (Xia et al., 2004). Price is also seen as a form of consumer sacrifice in exchange for value Konuk (2019) and fairness is judged by how appropriate the price feels (Pratiwi, Giantari, 2020). When prices are perceived as fair, customer satisfaction tends to increase, which can strengthen repurchase intention. According to Chubaka Mushagalusa et al. (2022) the main indicators of price fairness are flexible price, reasonable price, acceptable price, and superior price.

In accordance with the theoretical review and previous studies that have been explained, a conceptual structure has been created to describe the relationship between the variables analyzed in this study, as shown in Figure 2.

Figure 2. Theoretical Framework
Source: Processed from Literature, 2025

H1: *Product Quality* (PQ) has a significant effect on *Repurchase Intention* (RI)
H2: *Store Atmosphere* (SA) has a significant effect on *Repurchase Intention* (RI)
H3: *Price Fairness* (PF) has a significant effect on *Repurchase Intention* (RI)
H4: *Product Quality* (PQ), *Store Atmosphere* (SA), *Price Fairness* (PF) has a significant effect on *Repurchase Intention* (RI)

RESEARCH METHODS
Research Object
Sugiyono (2022) defines a research object as an attribute, trait, or value inherent in individuals, objects, or activities that contain variables to be studied and interpreted. In this research, the object is Mixue Progo located in Pekalongan City, an ice cream and beverage outlet selected as the data collection site. The study focuses on examining consumer perceptions of product quality, store atmosphere, and price fairness, as well as their influence on customer satisfaction and repurchase intention.

Research Design
This study adopts a quantitative method, utilizing both descriptive and correlational research designs. As Sugiyono (2022) explains, descriptive research aims to explain the value of an independent variable without examining its relationship to other variables. In this case, the descriptive approach is used to portray customer perceptions of product quality, store atmosphere, price fairness, customer satisfaction, and repurchase intention. Meanwhile, the associative approach explores the relationships and influences among two or more variables.

Multiple linear regression was applied in this research to analyze how the independent variables influence the dependent variable, both directly and indirectly is product quality (PQ), store atmosphere (SA), and price fairness (PF) on the dependent variable repurchase intention (RI). This technique facilitates the determination of the extent to which each independent variable contributes, both separately and collectively, to the dependent variable (Ghozali, 2021).

Population, Sample, and Sampling Technique
The population that is the focus of this research is all customers who come and shop at the Mixue Progo Store located in Pekalongan, with an estimated number of

customer visits per day ranging from 150 to 200 individuals. Sugiyono (2022) defines a population as a group of people or objects sharing certain characteristics specified by the researcher for study and analysis.

The sample size was determined using the formula by Hair Jr (2019), which recommends multiplying the number of research indicators by a factor between 5 and 10. With 16 indicators in this study, a total of 160 respondents were selected. Among the non-probability based sampling methods, targeted sampling is applied, which involves the purposeful selection of participants based on certain criteria (Etikan, 2016). The criteria included: (1) being at least 17 years old, (2) having made a purchase at Mixue Progo within the past month, and (3) having consumed the product via dine-in service. This approach ensures that research participants align with the study's objectives. Questionnaires were administered directly to eligible customers, and the collected responses were analyzed using SPSS version 23.

RESULTS AND DISCUSSIONS
Results
Instrument Validity and Reliability

Validity testing was conducted by assessing the significance level (Sig.) of each item in the questionnaire. If the Sig. value of an item is below 0.05, it is considered valid. The research findings showed that all items met this requirement for all four variables, indicating that they were worthy of further analysis (Ghozali, 2021).

Reliability testing was carried out using Cronbach's Alpha, where a value of more than 0.7 indicates a reasonable level of internal consistency (Ghozali, 2021). As shown in Table 1, all variables achieved alpha values exceeding this threshold, confirming that each construct is measured consistently and reliably.

Table 1. Validity and Reliability

Variable	Cronbach's Alpha	Category
Product Quality (PQ)	0,719	Reliable
Store Atmosphere (SA)	0,792	Reliable
Price Fairness (PF)	0,725	Reliable
Repurchase Intention (RI)	0,821	Reliable

Source: SPSS Output, 2025

Classical Assumption Test

Tests of the basic assumptions were conducted to ensure the validity of the regression model.

Normality Test

The normality test is conducted to assess whether the residuals in the regression model conform to a normal distribution. The obtained asymptotic significance value is 0.241, exceeding the threshold of 0.05. This suggests that the residuals are normally distributed, indicating that the regression model satisfies the assumption of normality (Ghozali, 2021).

Table 2. Kolmogorov-Smirnov Normality Test Results

Test	*Asymp.Sig*	Category
Kolmogorov- Smirnov	0,241	Normally Distributed

Source: SPSS Output, 2025

Multicollinearity Test

To assess multicollinearity, the study utilized Variance Inflation Factor (VIF) and tolerance metrics. As presented in Table 3, all independent variables demonstrated VIF scores under 10 and tolerance values exceeding 0.1, confirming the absence of multicollinearity in the regression model (Ghozali, 2021).

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality (PQ)	0,516	1,940
Store Atmosphere (SA)	0,500	2,001
Price Fairness (PF)	0,822	1,217

Source: SPSS Output, 2025

Heteroscedasticity and Linearity Test Results

The Glejser test results indicate that all independent variables have significance values greater than 0.05, suggesting the absence of heteroscedasticity. Furthermore, the linearity test confirms that each independent variable is linearly related to the dependent variable, as shown by linearity significance below 0.05 and deviation from linearity above 0.05. These outcomes validate that the regression model meets the assumptions of both homoscedasticity and linearity, making it suitable for further analysis (Ghozali, 2021).

Multiple Regression Model

Table 4. Results of Multiple Linear Regression Analysis

	β	Std.Error	Beta	t	Sig
(Constant)	5,267	4,117		1,279	0,203
Product Quality	0,342	0,087	0,314	3,909	0,000
Store Atmosphere	0,323	0,086	0,306	3,753	0,000
Price Fairness	0,237	0,068	0,222	3,490	0,001

Source: SPSS Output, 2025

The influence of PQ, SA, and PF on RI was studied using a multiple linear regression model. The regression formula obtained is as follows:

Y = 5,267+ 0,342PQ + 0,323SA+ 0,237PV

The regression analysis reveals a constant value of 5.267, representing the baseline level of repurchase intention when all independent variables are held at zero. Of all the influencing factors, product quality exerts

the most substantial positive effect on repeat buying behavior, followed by the influence of the store environment and pricing awareness. This suggests that a considerable rise in one of these variables is likely to enhance consumers' purchasing tendency, provided that other variables remain unchanged.

Table 5. Model Summary, t-Test and F-Test

R		R Square	usted R²	F	Sig.
0,693		0,481	0,471	48,125	0,000

Source: SPSS Output, 2025

Table 5 displays the outcomes of the model summary, t-test, and F-test, demonstrating that PQ, SA, and PF have a significant effect on RI. This is supported by an F-value of 48.125 and a significance level of 0.000000, which is below the 0.05 threshold. The model's R² value is 0.471, meaning that 47.1% of the variation in repurchase intention can be attributed to the independent variables, while the remaining 52.9% is affected by factors not included in the model. Additionally, the t-test results confirm that each variable contributes a positive and statistically significant influence.

Hypothesis Testing

H1: Product Quality has a positive and significant effect on Repurchase Intention

The t-test results reveal a significance value of 0.000, which falls below the 0.05 threshold. This leads to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a), indicating that product quality has a statistically significant and positive partial influence on consumers' repurchase intention. In other words, when customers are pleased with factors such as consistent flavor, premium ingredients, and appealing presentation, they are more inclined to repurchase the product.

H2: Store Atmosphere has a positive and significant effect on Repurchase Intention.

The t-test results show that Store Atmosphere has a significance value of 0.001, which is below the standard significance level of 0.05. This finding suggests that Store Atmosphere exerts a significant and positive partial influence on Repurchase Intention. A pleasant retail environment characterized by thoughtful interior design, suitable lighting, and cleanliness contributes significantly to a satisfying shopping experience. When customers perceive the store atmosphere as warm and comfortable, it evokes positive emotional reactions that increase their likelihood of returning and making future purchases.

H3: Price Fairness has a positive and significant effect on Repurchase Intention

The t-test findings for price fairness yielded a significance value of 0.000, which is well below the 0.05 threshold. This result leads to the rejection of the null hypothesis (H_0) and supports the acceptance of the alternative hypothesis (H_a), verifying that price fairness significantly and positively influences repurchase intention. These results highlight the importance of consumers' perceptions of fair pricing reflected in the balance between product quality and cost, alignment with market rates, and transparency in promotional messaging in shaping customer satisfaction. When customers regard the pricing as fair and justifiable, their trust is reinforced, thereby increasing the probability of repeat buying behavior.

H4: Product Quality, Store Atmosphere, and Price Fairness has a positive and significant effect on Repurchase Intention

The t-test results indicate a significance level of 0.000, which is below the 0.05 threshold. This supports the rejection of the null hypothesis (Hₒ) and acceptance of the alternative hypothesis (Hₐ), confirming that price fairness has a significant and positive effect on repurchase intention. Consumers' views on fair pricing shaped by the balance between product quality and price, market competitiveness, and transparent promotional content strongly affect their level of satisfaction. When prices are perceived as fair and appropriate, consumer confidence increases, leading to a greater tendency to repurchase.

Discussion

The findings of this research reveal that Product Quality, Store Atmosphere, and Price Fairness each contribute positively and significantly both independently and in combination to shaping Repurchase Intention among customers of Mixue Progo in Pekalongan City. Among these factors, Product Quality emerges as the most influential variable in terms of its partial effect ($\beta = 0.314$), followed by Store Atmosphere ($\beta = 0.306$), and Price Fairness ($\beta = 0.222$). Collectively, these three predictors significantly account for variations in Repurchase Intention, as indicated by a significance level below 0.05.

The results of this research are consistent with the fundamental principles of Expectation Confirmation Theory (ECT), which posits that the probability of repurchasing is shaped by how well the actual performance of a product or service fulfills or surpasses customers' initial expectations. This study emphasizes that attributes like product freshness, appealing store appearance, and fair pricing are among the elements that customers tend to view positively.

This research provides theoretical support for the use of ECT within Indonesia's beverage retail industry on a practical level, the findings provide actionable insights for Mixue management. Prioritizing consistent product quality, enhancing the visual and experiential appeal of store environments, and ensuring fair pricing that reflects customers perceived value are essential for fostering repeat patronage. To operationalize these strategies, the company may consider implementing standardized procedures for product presentation, investing in store aesthetic improvements, and launching digital loyalty programs aimed at strengthening long- term customer engagement.

CONCLUSION

This study shows that customers inclinations to repurchase at Mixue Progo in Pekalongan City are significantly and favorably impacted by pricing fairness, store atmosphere, and product quality. Customers' opinions about the products' freshness, the store's aesthetic appeal, and fair prices are important factors that affect their level of satisfaction overall. The study's regression analysis reveals a robust model that explains 47.1% of the variation in repurchase intention. These results demonstrate how important it is to continuously provide premium goods, a welcoming retail space, and reasonable prices in order to develop and maintain client loyalty.

In light of these findings, it is recommended that management place continued emphasis on ensuring product excellence, particularly with regard to flavor consistency and freshness, to uphold favorable customer perceptions. Enhancements to store atmosphere should be holistic, addressing cleanliness, interior layout, and exterior appeal. Moreover, pricing strategies must remain aligned with the perceived value of the offerings to reinforce a sense of fairness among consumers.

To further support customer retention, management is also encouraged to implement loyalty programs, improve customer service interactions, and leverage digital marketing tools for sustained customer engagement.

Limitations And Further Research

This study includes a number of limitations that should be taken into account. First off, the sample was restricted to Mixue Progo customers in Pekalongan City, which would limit the data' generalizability to other locations or areas with potentially different clientele and tastes. Second, the study used a cross-sectional approach, which only collected data at one particular moment in time, making it more difficult to spot trends or changes in customer behavior over time. Third, the investigation of more profound emotional insights and individual experiences that might also influence consumers' decisions to repurchase were limited by the exclusive dependence on quantitative approaches.

To overcome these limitations, future research is advised to involve a wider and more diverse sample to enhance the generalizability of the results. Including additional factors such as store image or in-store entertainment (store theatrics) could provide a deeper understanding of how environmental elements influence consumer behavior. Furthermore, the use of mixed- method or longitudinal research designs could provide richer, more nuanced insights into the evolving nature of customer satisfaction, loyalty, and repurchase behavior over time.

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