Mixue Expansion Strategy: The Effect of Location, Price, Lifestyle on Purchasing Decision and Brand Image as Intervening

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Abstract

For culinary service providers, especially soft drinks (ice cream) today, knowing the pattern of buying decisions of consumers is very important. Efforts need to be made to create an expansion strategy so that products can be recognized and consumed by consumers. Mixue as one of these business actors has succeeded in running its business during fierce competition. The Mixue network now spreads throughout all regions in Indonesia as a result of its success in implementing business strategies. This study aims to examine the factors that can influence the decision to purchase Mixue products such as location, price, lifestyle, and brand image as intervening variables as a means of implementing a business expansion strategy. The subjects of this study were Mixue connoisseurs who live in Central Jakarta with a sample size of 150 respondents using a simple random sampling technique. The data analysis method uses causative quantitative analysis using SEM analysis. The results showed that the location variable dominantly influences purchasing decisions, this proves that Mixue's expansion strategy is focused on increasing Mixue outlets that are affordable to the public, followed by the price variable. The role of brand image is believed to be a determining factor in the expansion strategy as a determinant of indirect influence.

Keywords: Brand Image, Lifestyle, Location, Price, Purchase Decisions

INTRODUCTION

The stretching of the culinary world in the country is shocked by the phenomenon of mushrooming culinary business expansion originating from the country of Panda, China. One of them is the culinary business with the Mixue brand which has been transformed into an octopus giant in the culinary business. This is marked by the massive expansion of Mixue as a new player in the culinary business. The product offered is a soft drink that targets all segments of society so that Mixue's business can be accepted by various layers of society. The brand image strategy is built by Mixue through ice cream outlets with hundreds of outlets that are affordable and widespread almost evenly throughout Indonesia.

Mixue first opened its shop in Indonesia in 2020 with its first outlet at Cihampelas Walk, Bandung City. Currently, the company's stores from Zhengzhou, Henan, China, throughout Indonesia are more than 300 which are spread throughout the archipelago, ranging from shops to shopping centers (malls) where we can find Mixue outlets or outlets. This phenomenon is interesting to research about the factors that can influence consumers to buy Mixue products as a way to expand the business.

The purpose of this research is to provide a scientific study of the strategies used by Mixue to expand in Indonesia. By looking at and analyzing Mixue's strategy for expanding its culinary business, the urgency of this research is that the results of this study can illustrate how the variables used in this study influence each other, especially how Mixue expands. This study proposes several variables to be studied as variables that affect Mixue expansion. The variables proposed in this study are price, location, lifestyle which describes the independent

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variable, and the dependent variable, namely brand image and purchasing decisions. So the benefit of this research can portray the strategy of Mixue to beat the competition.

This study refers to previous research as reference material. Such as research conducted by Rohmanuddin which empirically states that there is a relationship between price, brand image, and purchasing decisions(Rohmanuddin, 2022). In line with this research, research conducted by Nugrah found the fact that there is a relationship between price, brand image, and purchasing decisions (Nugrah & Arwiyah, 2020), research conducted by Kusuma also resulted in findings that price and brand image are believed to have a positive relationship with purchasing decisions(Kusuma et al., 2022).

The choice of location that is considered strategic for a business venture is believed to be able to make it easier for consumers to find a place where the business is being conducted and also make it easier to decide to buy. Kartika in their research stated that location has a positive relationship with purchasing decisions(Kartika et al., 2019). Other research was conducted by Andrianata which found empirical facts that there is a relationship between location and purchasing decisions (Andrianata et al., 2022). In addition, to support this research, this research is supported by the results of empirical findings that there is a significant relationship between location and purchasing decisions, this research was conducted by Jumiati (Jumiati et al., 2017).

Purchasing decisions are also influenced by lifestyle. The lifestyle of a person reflects how they consume goods or products. For someone who has a large enough income, of course, their lifestyle will be different from those with a low income. This will also affect the pattern of product purchases they make. Research from Safitri which examines the relationship between lifestyle variables and purchasing decisions finds empirical facts that there is a significant relationship between lifestyle and purchasing decisions (Safitri & Basiya, 2022). Other research was conducted by Putra which found findings in the form of lifestyle variables influencing purchasing decisions (Putra & Abiyoga, 2023).Fahira in their research found empirical facts that there is a relationship between lifestyle and purchasing decisions (Fahira & Syahputra, 2021). In addition, other research was conducted by Ari who found that lifestyle influences purchasing decisions (I M. R. P. Ari Yudha, 2022).

LITERATURE REVIEW

Price is a value attached to goods or services offered to consumers (Nalendra, 2022). Price has indicators, namely price affordability, price compatibility with product quality, price compatibility with benefits, price according to

ability or price competitiveness, and price according to the level of purchasing power of the community (Tambah, 2022). It can be understood that the price function is always a factor that influences a product or service so that it can be accepted in the market (Nalendra et al., 2021). The market in this case always responds to prices because it is related to people's purchasing power. The ability of the community to buy a product or service will result in consumer decision-making in using or buying the product or service offered (Kotler, 2012).

Location can be understood as a place where consumers can find and get products or services that have been marketed. Through this understanding, the indicators of this variable are affordability, smoothness, and proximity to the residence. This variable determines whether a product or item can be accepted in the market because the location shows the existence of the goods or services offered (Fadillah, 2020). The easier it is for customers to get goods or services, it will make these goods or services easy to choose. So the function of the location variable is very important to win the competition.

Lifestyle can be understood as a pattern of human life that relates to interests, activities, and opinions (Fahira & Syahputra, 2021). So, lifestyle is a way and lifestyle of a person that occurs due to environmental influences and is not permanent so it can change. These changes can be caused by trends and habits that apply in society. The indicators of lifestyle are activities, interests, and opinions (Lupiyoadi, 2013).

Brand image is a variable that is constructed based on consumer perceptions that develop concerning the product or service used (Gultom et al., 2021). This perception creates an image of the product or service used. As an intervening variable proposed in this study, there are indicators of brand image variables, name recognition, reputation, and product reliability (Nalendra et al., 2019)with these indicators, brand image can be understood as consumer perceptions of the brand by providing an assessment based on consumer experience in using the product or service.

Purchasing decisions are based on consumer experience in using products or services as well as the influence of prices and other factors that allow consumers to determine whether to buy or not. Purchasing decisions are always related to aspects of product quality used or compared and price (Aprilia & Tukidi, 2021). Indicators in purchasing decisions are the steadiness of buying after knowing product information, as well as buying decisions because of the most preferred brand(Kotler, Philip and Armstrong, 2012).

This research builds on previous studies. The gap in the research lies in the brand image as the variable of intervening. So the state of the art of this research is the brand image as a variable that is

considered to be a determinant for consumers to decide to buy Mixue products as well as an intervening variable. As a result, the element of research novelty happens in the usage of the brand image as the variable of intervening. Besides, the variable modeling produces more complex hypotheses and at the same time is a differentiator from previous studies.

Hypothesis

The price gives an effect on brand image. The good price makes the brand loveable to the customer. This effect has already been researched by Leksono who found the result the price gave the effect to the brand image(Leksono & Herwin, 2017). From that research, the hypothesis can formulate:

H_1 : The price has a significant effect on brand image.

Another effect is location has a relationship with the brand image. The customers are easy for finding the product because of the location. It grows the positive image of the product. Based on the research by Kurniawati found the location gave the effect to the brand image(Kurniawati & Mohklas, 2018). From the research, the hypothesis can formulate:

H_2 : Location has a significant effect on brand image

Lifestyles can grow the image of the branding. Through the lifestyles of the customer, the customer gives the impact for developing the brand image. Through the trends of the lifestyle, it changes the branding. It is proved by the research from Syaffuloh that found there was an effect between lifestyle and brand image (Syafulloh et al., 2022). From that research, the hypothesis can formulate:

H_3 : Lifestyle has a significant effect on brand image.

Price always gives an effect on the customer. A good strategy for giving the price is knowing the power of customers buying. The effect of good pricing makes the customers decide to buy the product continuously. It has been proved by Putranto in their research found the effect of price on purchasing decisions (Putranto & Qiyanto, 2020). Through that research can formulate the next hypothesis:

H_4 : The price has a significant effect on purchasing decisions

The easiest location can make the customer reach out to the product. It develops the decision of the customer to buy continuously. It is supported by the research conducted by Nurlia that proved the location giving an effect on purchasing decisions (Nurlia, 2021). based on that research, the hypothesis can formulate:

H_5 : Location has a significant effect on purchasing decisions.

Lifestyle creates trends in society. It makes the habit of spending money. A good product always understands how to fulfill the lifestyle, so it makes an effect for deciding on spending the money. In other words, means lifestyle can influence the customer for purchasing decisions. Is proved by the research from Fahira stating that there is an effect from the lifestyle on the purchasing decision (Fahira & Syahputra, 2021). Based on that research, the hypothesis can formulate:

H_6 : Lifestyle has a significant effect on purchasing decisions

Brand image can influence the customer to spend their money. A good brand has a good image from the customer. It gives the satisfying to the customer for using the product. a good brand image influences the customer giving the decision to spend the money. As a result, the impact of brand image influences to decide customer for purchasing. It relates to the research that was conducted by Agus that found there is an impact between brand image and purchasing decisions. Research shows that brand image gave influence purchasing decision (Agus Indra Purnama & Rasmen Adi, 2019). Through that research, the next hypothesis can formulate:

H_7 : Brand image has a significant effect on purchasing decisions.

The indirect effect happens from the price to the purchasing decisions through the brand image. Price through brand image gives influence the customer to spend the money. A good price with a good image from the branding can make the customer easily spend the money. They can get the influences from the good reputation of the brand and also from the good price. It is supported by the research conducted by Geldy. That research found that there is an effect from the price through the brand image on purchasing decisions(Katu & Suparna, 2022). Based on the research, the hypothesis can formulate:

H_8 : The price has a significant effect on purchasing decisions through brand image

Another indirect effect of the brand image lies in the location and purchasing decisions. The good location makes it the customer easy to find the product. The effect of it creates the brand image. So the indirect effect can give influence the customer to spend their money. It is supported by the research from Kurniawati. It stated that there is an effect from location to purchasing decisions through brand image (Kurniawati & Mohklas, 2018). From that research can formulate the hypothesis:

H_9 : Location has a significant effect on purchasing decisions through brand image.

The last indirect effect of the brand image lies in lifestyle and purchasing decisions. Lifestyle is developed from the indicator of intensity. The intention creates the perception of the image of branding so, the customers can spend their money because of the effect from the good brand image. It is supported by the research from Dede. The result of that research there is an effect of lifestyle on purchasing decisions through brand image (Syafulloh et al., 2022). Based on that research, the hypothesis can formulate:

H_{10} : Lifestyle has a significant effect on purchasing decisions through brand image.

Based on the theoretical description, a research modeling can be made in the form of a research framework (Figure 1), which describes the relationship between the variables used, namely price (X_1), location (X_2), lifestyle (X_3), brand image (Y_1), and purchasing decisions (Y_2).
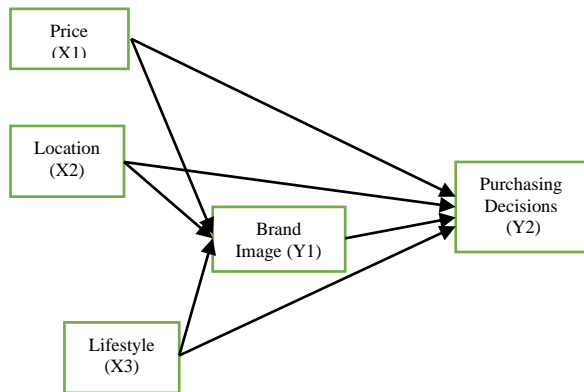

Figure 1. Research Framework
Source: (Rohmanuddin, 2022), (Kartika et al., 2019),(Safitri & Basiya, 2022)

METHOD

The research method used in this research is the quantitative research method (positivist). The type of research used is a type of causative research that looks for causal relationships caused by the influence between existing variables. Researchers used SEM for analyzing data while the Smart PLS was the tool to examine the relationship between the variables proposed in the study. The instrument test uses validity and reliability with AVE (average variance extracted) value. This research uses 4 independent namely price (X_1), location (X_2), lifestyle (X_3), and two dependent variables namely brand image (Y1), and purchasing decisions (Y2).

The respondents used were Mixue consumers in the Central Jakarta area with a total respondent population of 240 people using the Slovin formula, a sample size of 150 people was obtained.

Researchers use simple random sampling techniques through random draws.

For collecting the data, the writer uses observation and interviews. The instrument for collecting the data, the writer uses questionnaire.

RESULT AND DISCUSSION

To start a study, an instrument test is carried out to prove that the instrument used has met the statistical rules, namely validity, and reliability. To be able to produce a valid instrument, the researcher conducts an instrument test. By conducting an instrument test, it will determine whether the instrument used can be used. Researchers display the results of calculations using two calculations, namely the measurement model which aims to calculate latent variables and the indicators that follow them. With the measurement table, researchers will get the results of convergent validity, discriminant validity, and reliability. As well as testing the model in the structural model test.

Table 1. Measurement Model

Variable	Indicator	Loading factor
Price	X1.1	0,813
	X1.2	0,789
	X1.3	0,723
	X1.4	0,711
	X1.5	0,703
Location	X2.1	0,749
	X2.2	0,824
	X2.3	0,825
Lifestyle	X3.1	0,921
	X3.2	0,786
	X3.3	0,953
Brand Image	Y1.1	0,721
	Y1.2	0,801
	Y1.3	0,781
Purchase Decision	Y2.1	0,881
	Y2.2	0,851

In Table 1, it can be explained that the entire proposed model has met the requirements for use. This is indicated by the correlation between variables and constructs that have met the loading factor value so that this construct can be used to test hypotheses. The next step is to test discriminant validity by conducting a cross-loading test. as presented in Table 2.

With the calculation results in Table 2, it can be explained that the latent variables proposed have high discriminant so the proposed model can be used in this study. The next step is to determine validity and reliability based on the AVE (average variance extracted) value. The results of these calculations are presented in Table 3

Table 2. Results of Cross Loading Test

Construct	X1	X2	X3	Y1	Y2
X1.1	0,648				
X1.2	0,918				
X1.3	0,678				
X1.4	0,841				
X1.5	0,745				
X2.1		0,768			
X2.2		0,858			
X2.3		0,625			
X3.1			0,811		
X3.2			0,678		
X3.3			0,754		
Y1.1				0,812	
Y1.2				0,588	
Y1.3				0,878	
Y2.1					0,833
Y2.1					0,793

Table 3. Validity and Reliability Results

Variable	Validity Value
Price (X1)	0,593
Location (X2)	0,556
Lifestyle (X3)	0,567
Brand Image (Y1)	0,588
Purchase Decision (Y2)	0,629

Variable	Reliability Value
Price (X1)	0,849
Location (X2)	0,784
Lifestyle (X3)	0,796
Brand Image (Y1)	0,816
Purchase Decision (Y2)	0,788

Based on the calculation results in Table 3, it can be understood that the existing variables have high validity indicated by values above 0.50. The same thing is also seen with the reliability results where all variables are above the threshold of 0.70, so it can be concluded with the measurement model that through a series of tests it can be said to meet the rules of validity and reliability.

The next step is to conduct a structural model test to test and see whether the model proposed in this study is fit (figure 2). This model is fit. With this step, the structural model is evaluated by calculating the percentage of variance explained using the Stone-Geisser Q Square test size and the path coefficient (Figure 2). The next stage is to conduct hypothesis testing, which will illustrate whether the proposed hypothesis can be accepted or rejected. The overall results of the hypothesis test are presented in Table 4.
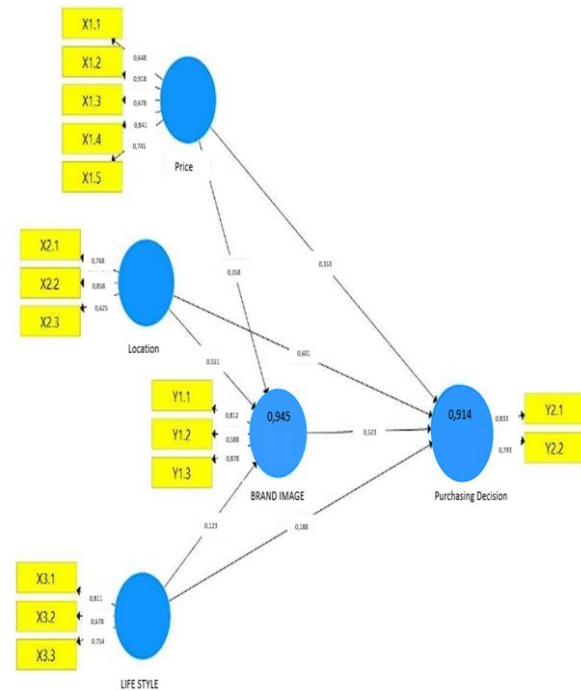

Figure 2. Structural Models

Table 4. Hypothesis Test Results

No	Description	Sample Mean	Standard Deviation	T Stat	P Values
1	Price -> Brand Image	0.336	0.034	9.83	0.011
2	Location -> Brand Image	.0551	0.055	9.16	0.000
3	Lifestyle -> Brand Image	0.122	0.054	2.30	0.022
4	Price -> Purchase Decision	0.350	0.088	4.41	0.000
5	Location -> Purchase Decision	0.591	0.079	8.14	0.000
6	Lifestyle -> Purchase Decision	0.120	0.054	2.12	0.036
7	Brand Image-> Purchase Decision	0.544	0.242	2.51	0.011
8	Price -> Brand Image-> Purchase Decision	0.186	0.075	2.30	0,022
9	Location -> Brand Image-> Purchase Decision	0.586	0.227	2.38	0,017
10	Lifestyle -> Brand Image-> Purchase Decision	0,064	0,131	1.07	0,039

The next section will further discuss the implications and interpretations of the results of the research that has been carried out thoroughly and in

detail so that the conclusions obtained will be known.

Direct Effects of Price on Brand Image (H₁)

The findings of the calculation show that the parameter coefficient for the price variable on brand image is 0.358, which means that there is a positive effect of price on brand image. The higher the price value, the more it will influence the brand image to increase by 35.8%.

To prove the correctness of the proposed hypothesis (H1), calculations were carried out using Bootstrap and the results obtained were 0.358 with a calculated t-value of 9.835 and a standard deviation of 0.034. so it can be interpreted that the first hypothesis (H1) can be accepted, namely that price has a significant effect on brand image.

Direct Effects of Location on Brand Image (H₂)

The calculation results were obtained in the form of a parameter coefficient value for the location variable on brand image of 0.551, so it can be interpreted that there is a positive effect of location on brand image. The higher the value of the location variable, the more the brand image value will increase by giving an increased effect to the brand image variable by 55.1%.

The calculated t value is obtained at 9.161 and a standard deviation of 0.055, it can be interpreted that the proposed hypothesis (H2) can be accepted, namely that location has a significant effect on brand image.

Direct Effects of Lifestyle on Brand Image (H₃)

The calculation result of the parameter coefficient value for the lifestyle variable on brand image is 0.123. It can be interpreted that there is a positive influence of lifestyle on brand image, the higher the value of the lifestyle variable, the higher the value of the brand image variable and gives an increasing effect of 12.3%.

Further results found a t value of 2.301 and a standard deviation of 0.054, so it can be interpreted that the proposed hypothesis (H3) can be accepted, namely Lifestyle has a significant effect on brand image.

Direct Effects of Price on Purchasing Decisions (H₄)

The coefficient of the price variable on purchasing decisions is 0.353, which means that there is a positive effect of price on purchasing decisions so it can be interpreted that the higher the value of the price variable, the more purchasing decisions will increase. An increase of one unit of the price variable will affect the purchasing decision variable by 35.3%.

The results of calculations using Bootstrap show a t value of 4.418 and a standard deviation of 0.088, with the results of these calculations, it proves that the fourth hypothesis (H4) is accepted that price has a significant effect on purchasing decisions is proven.

Direct Effects of Location on Purchasing Decisions (H₅)

The calculation results obtained the value of the parameter coefficient for the location variable on purchasing decisions of 0.601, so it can be translated that there is a positive influence between location and purchasing decisions, which means that each increase of one unit of the location variable will have an impact of an increase of 60.1% on purchasing decisions. This illustrates that the higher value of the location variable will play a role in purchasing decisions.

The results of the calculation of the location estimation coefficient test on purchasing decisions resulted in a t value of 8.144 and a standard deviation of 0.079, which proves that the fifth hypothesis (H5) is accepted, namely that location has a significant effect on purchasing decisions. proven.

Direct Effects of Lifestyle on Purchasing Decisions (H₆)

The calculation results in a parameter coefficient value for the lifestyle variable on purchasing decisions of 0.188, so it can be stated that there is a positive influence between lifestyle and purchasing decisions, each additional unit of lifestyle variable will have an impact of an increase of 18.8% on purchasing decisions. In other words, the lifestyle variable has an influence of 18.8% on purchasing decisions.

Another finding in the bootstrap test, the t value is 2.124 and the standard deviation is 0.054, so it can be concluded that the sixth hypothesis (H6) is accepted, lifestyle has a significant effect on purchasing decisions.

Direct Effects of Brand Image on Purchasing Decisions (H₇)

The results of the calculation found the empirical fact that there is a positive influence on a brand image with purchasing decisions, this is evidenced by the parameter coefficient value between the two variables, namely 0.523.

The results of this value can be interpreted that a unit increase in the brand image variable will change and have an impact on increasing the purchasing decision variable by 52.3%. Another finding is that the t value is 2.516 and the standard deviation is 0.242 and it can be interpreted that the seventh hypothesis (H7) is accepted, brand image has a significant effect on purchasing decisions.

Indirect Effects of Price on Purchasing Decisions through Brand Image (H_8)

In indirect effects, empirical evidence was found that there is a positive relationship between the price variable and purchasing decisions through the brand image with a parameter coefficient value of 0.174, which means that there is a positive indirect effect of price on purchasing decisions through brand image. So it can be interpreted that the higher the price value, the higher the purchasing decision through brand image will be.

The results of the calculation of the estimated coefficient test using Bootstrap obtained a t value of 2.303 and a standard deviation of 0.075, so that the eighth hypothesis (H8) proposed, namely price has a significant effect on purchasing decisions through brand image, can be accepted.

Indirect Effects of Location on Purchasing Decisions through Brand Image (H_9)

In the indirect relationship between the location variable and purchasing decisions through brand image, empirically, it is found that the resulting relationship is positive as evidenced by the parameter coefficient value between variables which is 0.542, so it can be explained that any increase in the location variable will have an indirect effect on purchasing decisions through the brand image with a value of 54.2%. In addition, the bootstrap calculation resulted in a t value of 2.387 and a standard deviation of 0.227, so that the ninth hypothesis (H9), namely location has a significant effect on purchasing decisions through brand image, can be accepted.

Indirect Effects of Lifestyle on Purchasing Decisions through Brand Image (H_{10})

The value generated by the indirect effect of lifestyle on purchasing decisions through brand image is found to be a positive value of 0.074, thus proving that there is a positive influence on the proposed variable. It can be interpreted that any increase and change in lifestyle variables will indirectly influence the increase or indirect change in customer purchasing decisions through brand image by 7.4%.

In addition, the hypothesis proposed in this study (H10) can be accepted t a table value of 1071 and a standard deviation of 0.131, namely, lifestyle has a significant effect on purchasing decisions through brand image.

Based on the overall research results, it is found that the highest value of influence between variables lies in the location variable, this is evidenced by its direct influence on purchasing decisions of 60.1%. These results indicate that Mixue's main strategy is to facilitate consumer access to Mixue products by expanding the network of counters, as well as stores that are opened. The strategy of increasing store locations will make it easier for consumers to get Mixue products. This can be a factor of Mixue's superiority and become a differentiator with competitors, namely increasing and opening as many Mixue outlets as possible.

Other results from this study also prove that the location strategy that was opened also takes into account the brand image factor to consumers, this is evidenced by empirical data that there is a positive relationship between the location variable and brand image of 55.1%. In determining the location, Mixue also takes into account the brand image so that the shape of the outlet, and the location of the outlet can support the brand image. This is also supported by the findings of the indirect relationship between location and purchasing decisions through the brand image of 54.2%. So it can be understood that the location strategy carried out by Mixue is based on determining the location so that consumer purchasing decisions are influenced by the placement of Mixue locations that pay attention to consumer needs so that the convenience of the location forms Mixue's brand image. In conclusion from the research findings, it can be said that the main strategy carried out by Mixue is strategic location placement.

In this study, researchers found the impression that the right pricing will give consumers the choice to decide to buy or not, this is corroborated by the findings related to the pricing strategy carried out by Mixue, namely, there is a price relationship with purchasing decisions of 35.8%, so the second strategy carried out by Mixue to expand is pricing which has a major influence on purchasing decisions. In addition, another finding that researchers found Mixue's strategy in shaping the brand image that Mixue built is as a beverage producer for all levels of society.

This is determined by the pricing strategy. Mixue understands that urban communities are dynamic, consisting of various strata of society that form consumer habits to spend their money, the habit of spending money is of course influenced by the perception of urban society towards brand image so with these conditions, Mixue's strategy in determining prices based on the image built by Mixue by providing a price strategy that is relatively affordable by all strata of urban society so that Mixue products can be enjoyed by various levels of society.

Mixue's strategy in expanding its business wings is determined by determining prices with consideration of building a positive brand image. Mixue realizes that brand image also participates in building its business empire, this is reinforced by evidence of empirical findings that there is a positive relationship between price and indirect influence on purchasing decisions through the brand image which provides an influence value of 17.4%.

This provides evidence that the pricing strategy shapes purchasing decisions by being influenced by

brand image. Mixue believes that a positive brand image will make people believe to become consumers and decide to purchase Mixue products, this is reinforced by evidence that there is an influence of brand image on purchasing decisions of 52.3% so that both in determining location and price, Mixue always sees the future vision of its products by strengthening a positive brand image in today's society.

The smallest influence found in this study is a lifestyle of 12.5% and 13.3% and indirectly 6.4%. Even though it has a small value, in determining Mixue's expansion strategy, Mixue still pays attention to lifestyle because it is found that there is an influence of lifestyle on consumers, this is evidenced by the value of 13.3% on purchasing decisions. So that by knowing the lifestyle of the Indonesian people, Mixue can expand its business.

Conclusion

The overall research results show that the hypotheses proposed can all be accepted, namely that there is an influence between the variables of price, location, and lifestyle on purchasing decisions both directly and indirectly through brand image. The role of brand image is very important in providing the effect of the influence of the location, price, and lifestyle variables on purchasing decisions made by consumers. The results also show that the location variable is the most dominant factor both directly and indirectly in influencing purchasing decisions. Meanwhile, lifestyle is believed to be a variable that has low dominance in influencing purchasing decisions either directly or indirectly.

This condition strengthens the assumption or finding that the main strategy carried out by Mixue in expanding its business is to determine the location following the brand image so that it can reach all levels of society, which is reflected in the selection and the number of outlets characterized by Mixue in various regions in Indonesia. The next strategy implemented by Mixue is pricing which can target all levels of society and pay attention to the lifestyle of consumers.

This research is indeed not perfect and needs to be improved to understand business strategy. The further studies related to business strategy in the future research need to be conducted on what factors to calculate the level of purchasing decisions with other factors the researcher needs to be supported again to measure other sustainable variables. Besides, further research related to a business strategy involving purchasing decision factors and other factors needs to develop more independent variables, such as advertising, quality, service, and so on, as well as involving many respondents in conducting research that can influence customer interest.

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