

UDC 332

**THE EFFECT OF PRICE AND PROMOTION ON CUSTOMER LOYALTY MIXUE  
WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE: A STUDY  
IN DENPASAR CITY AND BADUNG REGENCY**

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**ABSTRACT**

Loyal customers are one of the keys to the success of a company or service provider in order to maintain its existence among competitors. There are several factors that can affect customer loyalty, namely: price, promotion, and customer satisfaction. This study aims to determine the impact of price and promotion on customer loyalty Mixue with customer satisfaction as a mediating variable in the city of Denpasar and Badung regency, Bali province. This type of research is associative causal relationship. The sample is 128 (one hundred and twenty eight) respondents and is determined using the Non-Probability Sampling technique, namely purposive sampling. The data is in the form of primary data and collected using a questionnaire. The analytical method used is the Partial Least Square (PLS) based Structural Equation Model (SEM). The results of the analysis show that prices and promotions have a positive and significant effect on customer satisfaction and customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction mediates partially between price and promotion on customer loyalty. This research is expected to be taken into consideration by company management in determining policies and formulating marketing strategies in order to maintain and increase customer loyalty. Price and promotion are determining factors of customer loyalty. Therefore, the company's management needs to maintain the set price and increase the quantity and quality of promotions.

**KEY WORDS**

Prices, promotions, customer satisfaction, customer loyalty.

The growth of the franchise business or franchise in Indonesia is increasing. Data from International Franchise Attractiveness, University of Hampshire, United States shows that franchise business in Indonesia has the fifth market potential in the world out of 131 countries. Indonesia is also in the top ranking regarding the attractiveness of the Franchise business, so this business opportunity is quite promising (Triwijanarko, 2019). In 2019, the Indonesian franchise industry is targeted to grow by 10 percent both in terms of transactions and the number of franchise units. The growth of the franchise business was previously conveyed by the International Franchise Association (IFA) in the Franchise Business Economic Outlook report. The report states that economic stability, employment, and consumer spending are showing positive signals. The IFA report targets franchises worldwide to grow by around 2.6 percent (Triwijanarko, 2019).

Franchise business is one of the strategies in an effort to improve the economy both in the product and service sectors. Eka Nilam Sari, Head of Strategic Merchant Acquisition Shopee Pay, quoted from Rahma in January 2021, stated that Franchise talks about developing and expanding business reach which can be an option for new strategies in efforts to grow business in the midst of a pandemic (Rahma, 2021). Businesses in other sectors collapsed during the pandemic, but it's different from the franchise business which was able to survive during the Covid-19 outbreak. Donny Pramono Le, CEO and Founder of Sour Sally Group, agrees that franchising is a business with quite large opportunities (Rahma, 2021). Franchise facilitates business expansion and reaches more consumers in a relatively short time. The franchise business is more dominated by F&B or Food and Beverage (food and beverages). Andrew Nugroho as chairman of the Indonesian Franchise

Association (AFI) stated that business opportunities in the food and beverage sector are still very large. There are still many areas in Indonesia that can be reached to develop a franchise business (Triwijanarko, 2019).

The presence of a milk tea franchise from China serving bubble tea, fruit tea, milkshakes and ice cream in Indonesia has become a distraction for the food and beverage business, especially sweet non-coffee drinks, which allows consumers to enjoy fresh drinks that are affordable in price but still of high quality in presentation. Mixue is a franchise trademark founded by Zhang Hongchao in 1997 and headquartered in Zhengzhou District, Henan, China. After its IPO earlier this year, Mixue was valued at more than 20 billion yuan (US\$3 billion). With more than 10,000 chain stores in more than 27 provinces, it is now one of the largest chain beverage brands in China in terms of the number of chain stores (Long, 2021).

Even though it has other product variants such as ice cream, Mixue is still considered a franchise company in the bubble tea franchise category. Table 1.1 shows that in 2021 the growth of Mixue outlets has reached 1,000 units and has topped number 1 as the bubble tea franchise which has the most outlets in Southeast Asia. The increase in the number of Mixue outlets is thought to have occurred as a result of the pricing and promotion strategy carried out by Mixue's marketing management. It is suspected that Mixue's success factor in winning market share in the bubble tea beverage franchise category is the affordable price among consumers and relatively lower compared to competitors of similar bubble tea drinks. In addition, the promotions carried out by Mixue were allegedly able to attract consumers with the Honey Snow City jingle accompanied by simple lyrics on digital platforms such as Tik-Tok, Bilibili.com, or Weibo.com. Implementation of an affordable price strategy and attractive promotions at each of the Mixue franchise outlets in China, is also being implemented in Indonesia. This makes Mixue's products not only affordable but also worth buying.

Competitive prices are attractive, provide financial benefits to consumers, and in general are the main determinants of buyer choice which have implications for purchase intention and loyalty. Affordable prices are thought to be one of the factors for the rapid growth in the number of outlets, where price determines interest in buying mixue products. This phenomenon can be exploited by today's marketers by creating incentives or incentives to further increase sales volume. The company's marketing efforts such as the products offered, promotions carried out, appropriate prices, as well as distribution channels or points of sale are input for consumers to buy marketers' products repeatedly (Schiffman and Wisenblit, 2015: 368).

Mixue entered Indonesia in 2020 when the global situation was facing the Covid-19 outbreak. Even though it's only been two years, until now the Mixue ice cream franchise in Indonesia already has around 300 outlets (Faatihah, 2022). Mixue's franchise outlets are spread across three islands in Indonesia, namely the islands of Java, Sumatra and Bali.

Mixue franchise outlets in Bali in 2023 will be 59 outlets spread over eight districts/cities. The most Mixue franchise outlets are in Denpasar City and Badung Regency, namely 30 outlet units and 18 outlet units. This was followed by Gianyar Regency with six outlets and Tabanan, Bangli, Buleleng, Klungkung and Jembrana Regencies with one outlet each.

Customer loyalty is a positive attitude towards a brand, commitment to a brand has the intention to continue purchasing in the future (Wahyuningsi and Sukaatmadja, 2020). In addition, loyalty is a person's commitment to repurchase or always subscribe to a product or service they like (Kotler and Keller, 2016: 791). Customer loyalty is important in marketing because it represents the desire of customers, employees or friends to make personal investments or sacrifices to strengthen the relationship between them (Satria and Setiawan, 2021). Customer loyalty is an important variable for companies so that business can last a long time, consumer loyalty is a consumer decision to voluntarily continue to subscribe to a determining company for a long time (Priansa, 2017: 490).

Customer loyalty can be maintained by taking into account other supporting variables such as prices and promotions. Priansa (2017: 222) states that the factors that support

loyalty are the ease of transaction factors, this factor is supported by price, value views, and the convenience obtained by customers in obtaining a product and service, product functions where the functions possessed by these products are not owned by other products, and emotional ties, where consumers develop choices for products or services because consumers feel individual values. Loyalty is a person's commitment to always subscribe to a company's products or services (Kotler and Keller, 2016: 791). The important role of customer loyalty in the Mixue franchise can help the company survive in various economic conditions, so that customer loyalty is the key to success for a business.

Price is the amount of money customers have to pay to get the product (Kotler and Armstrong, 2016: 78). There have been previous studies that discussed the effect of price on customer loyalty including Sarjita (2018), Sentiana (2018), Cardia et. al. (2019), Othman et. al. (2020), Azhar (2019) which states that price has a positive and significant effect on customer loyalty. However, there is still research which states that price has a positive but not significant effect, namely in the study by Asma et. al. (2018), Veronika et. al. (2018), Rizal et. al. (2019), Alvianna and Hidayatullah (2020), Carolina et. al. (2021), Ginting and Sitorus (2022), and Tampi et. al. (2022).

Promotion refers to activities that communicate product superiority and persuade target customers to buy it (Kotler and Armstrong, 2016: 78). The promotion variable has a positive and significant influence on customer loyalty as described in previous studies by Sarjita (2018), Sentiana (2018), Azhar (2019), Cardia et. al. (2019), Othman et. al. (2020), and Olivia and Ngatno (2021). However, there is still research which states that promotion has a positive but not significant effect on customer loyalty in Novianti et. al. (2018), Anggraini and Budiarti (2020), and Irawan and Nilowardono (2021). Other research by Fernandes and Solimun (2018) states that promotion has a negative and significant effect on customer loyalty.

Customer satisfaction is influenced by perceptions of service quality, product quality, price, and personal factors as well as those that are momentary in nature. The positive side of one's expectations shows a feeling of trust in a product or service that can economically provide success, is competent in meeting one's needs and desires, fosters an urge to fill the gap between ideal and actual desires received, which is subjectively related to judgment, feelings or dissatisfaction (Supranto, 2012: 239). Companies must act wisely by measuring customer satisfaction on a regular basis because one of the keys to retaining customers is customer satisfaction. However, there is research which states that customer satisfaction has a positive but not significant effect in mediating other variables stated in the research by Lie et. al. (2019), Flores et. al. (2020) and Nyan et. al. (2020). Customer satisfaction is considered capable of contributing to the emergence of customer loyalty in Novianti et. al. (2018), Azhar et. al. (2019), Sudari et. al. (2019), and Othman et. al. (2020) which tends to state a positive and significant influence.

Many factors influence customers to be loyal to the product or service they will choose or use and it is not easy to switch to other products or services, one of which is satisfied customers based on promotional characteristics and attractive prices. Research from Sudari et. al. (2019), stated that customer satisfaction maintains a positive effect on customer loyalty. In addition, the elements of the marketing mix which include product, promotion, place and price also have a positive effect on customer loyalty through customer satisfaction, and there is a mediating effect between marketing mix elements on customer satisfaction and customer loyalty. In this study, the price and promotion variables are thought to be able to increase customer satisfaction and loyalty which is an indication that the Mixue franchise can win market share.

Based on the problems and research findings, the gap is a gap to prove the influence of price reasonableness and customer experience on customer loyalty by mediating customer satisfaction on Netflix subscribers in Denpasar and Badung. Based on this background, the hypothesis is formulated as follows:

- H1: Price has a positive and significant effect on customer loyalty;
- H2: Promotion has a positive and significant effect on customer loyalty;
- H3: Price has a positive and significant effect on customer satisfaction;

- H4: Promotion has a positive and significant effect on customer satisfaction;
- H5: Customer satisfaction has a positive and significant effect on customer loyalty;
- H6: Customer satisfaction significantly mediates the effect of price on customer loyalty;
- H7: Customer satisfaction significantly mediates the effect of promotion on customer loyalty.

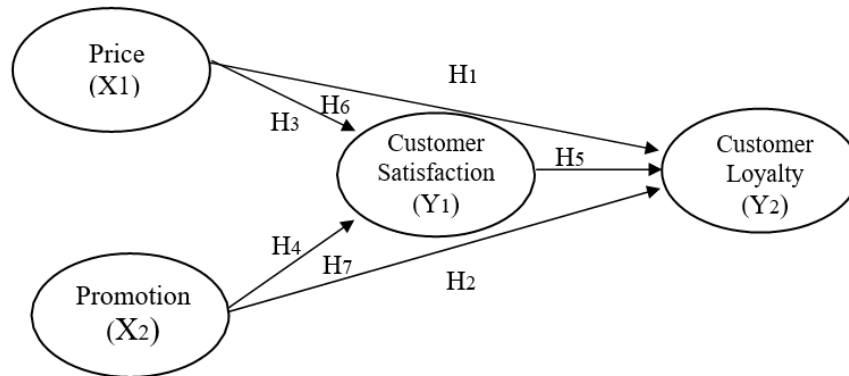


Figure 1 – Conceptual Framework

## METHODS OF RESEARCH

This research is designed to be able to explain, understand, and predict the level of dependence between variables, in other words this type of research is associative, namely measuring the relationship between research variables or analyzing how a variable influences other variables (Sugiyono, 2019: 21) and this research analyzes and explains the effect of price and promotions on customer loyalty mediated by customer satisfaction. This research was conducted in Denpasar City and Badung Regency, Bali Province which was conducted in November 2022. The choice of this location took into account the preliminary survey that had been carried out by looking at the phenomenon of the variables studied from Mixue customers. Based on data obtained from IDN Times, Denpasar City and Badung Regency in Bali Province have the highest number of Mixue outlets, namely 48 franchised outlets. The population in this study is people who live in Denpasar City and Badung Regency who have purchased Mixue products. The number of population cannot be known with certainty because the number of Mixue customer data cannot be known with certainty or it is also called infinite. The sample for this study was selected using a non-probability sampling method because the total population members could not be identified. The non-probability sampling technique used in this study is purposive sampling, this sampling technique is used in research that prioritizes research objectives (Rahyuda, 2020: 235), the sample is determined in a certain amount based on certain criteria. The criteria used in determining the respondents in this study were someone who is domiciled in Denpasar City or Badung Regency, Bali Province; at least 17 years old, at least high school educated; and have purchased one of the Mixue products at least 1 time within 1 month. To obtain good results, the sample size is in the range of 5-10 times the number of indicators (Sugiyono, 2018: 91). In this study, 17 indicators were used which can be seen in Appendix 2 so that the sample size range used was 85-170 respondents. Collecting data in this study, through a research instrument in the form of a questionnaire. The questionnaires were distributed directly by researchers online using Google Forms via social media such as WhatsApp, LinkedIn, and Email. The questionnaire will be distributed to prospective respondents containing the variables of price, promotion, customer satisfaction and customer loyalty. This research uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach and uses Smart PLS software.

## RESULTS AND DISCUSSION

The characteristics of the research respondents are described by presenting characteristics based on demographics such as gender, age, level of education, and type of work. Descriptive statistical analysis of the characteristics of respondents based on gender is presented in Table 1. Characteristics of respondents based on gender shows that out of 128 (one hundred and twenty eight) respondents who became the study sample, there were 83 (eighty three) female respondents with a percentage of 64.84 percent. The number of male respondents was 45 (forty five) people with a percentage of 35.16 percent. This means that the respondents are dominated by women.

Table 1 – Characteristics of Respondents by Gender

Gender	Frequency(Person)	Percentage(%)
Man	45	35,16
Woman	83	64,84
Total	128	100.00

Descriptive statistical analysis of the characteristics of respondents based on age is presented in Table 2. Characteristics of respondents based on age shows that out of 128 (one hundred and twenty eight) respondents who became the study sample, there were no respondents aged 17-20 years. There were 44 respondents aged 21–25 years with a percentage of 34.38 percent. There were 42 respondents aged 26-30 years with a percentage of 32.81 percent. There were respectively 23, 10, 9 respondents aged 31–35 years, 36–40 years and more than 41 years with percentages of 17.97 percent, 7.81 percent and 7.03 percent. This means that respondents in this study were dominated by ages 21–25 years.

Table 2 – Characteristics of Respondents by Age

Age (Year)	Frequency(Person)	Percentage(%)
21 – 25	44	34,38
26 – 30	42	32,81
31 – 35	23	17,97
36 – 40	10	7,81
41 - 45	9	7,03
21 – 25	44	34,38
Total	128	100.00

Descriptive statistical analysis of the characteristics of respondents based on educational level is presented in Table 3. Characteristics of respondents based on educational level showed that out of 128 (one hundred and twenty eight) respondents who became the study sample, there were 10 (ten) respondents with educational background at SMA/SMK level equivalent with a percentage of 7.81 percent. There were 6 (six) respondents with a diploma level education background with a percentage of 4.69 percent. 82 (eighty two) respondents with an undergraduate level education background with a percentage of 64.06 percent. 30 (thirty) respondents with a postgraduate level educational background with a percentage of 23.44 percent. This means that the respondents in this study were dominated by undergraduate level education.

Table 3 – Characteristics Respondents Based on level Education

Education Level	Frequency (Person)	Percentage (%)
Highschool	10	7,81
Diploma	6	4.69
Bachelor degree	82	64.06
Master degree	30	23,44
Total	128	100.00

Descriptive statistical analysis of the characteristics of the respondents based on the type of work is presented in Table 4. The characteristics of the respondents based on the type of work showed that out of the 128 (one hundred and twenty eight) respondents who were the research sample, there were 15 (fifteen) respondents who were students or college students with a percentage of 11.72 percent. There are 68 (sixty eight) respondents who work as private employees with a percentage of 53.13 percent. 8 (eight) respondents who work as civil servants with a percentage of 6.25 percent. 18 (eighteen) respondents who work as entrepreneurs with a percentage of 14.06 percent. 19 (nineteen) respondents with other professions with a percentage of 14.84 percent. Other professions in question are housewives, employees of state-owned enterprises, regional owned enterprises, freelancers, and midwives. This means that most of the respondents in this study work as private employees.

Table 4 – Characteristics of Respondents by Type of Work

Type of Work	Frequency(Person)	Percentage(%)
Student	15	11.72
Private Employee	68	53,13
Employee Country	8	6,25
Civil Servant	18	14.06
Other	19	14.84
Total	128	100.00

The inferential statistical analysis procedure in this study begins with determining the model scheme to be tested. The schematic model can be seen in Figure 2. and is commonly called the outer model or measurement model.

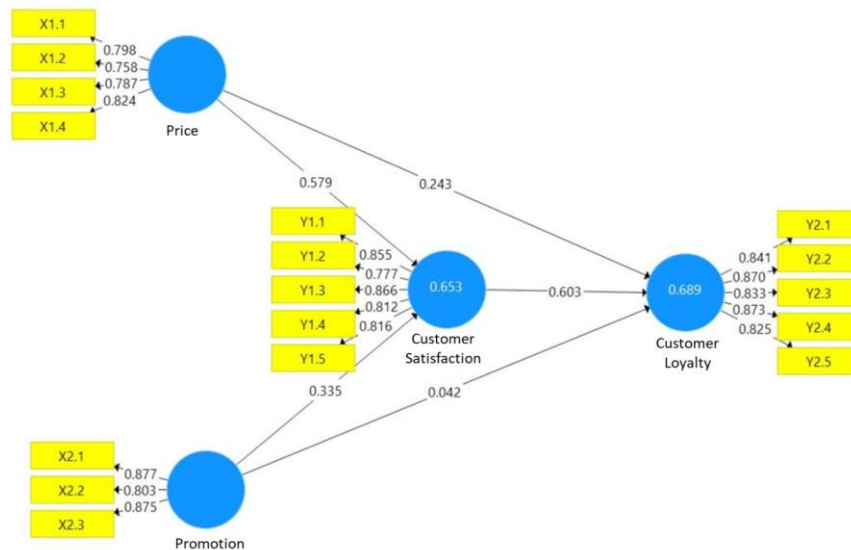


Figure 2 – Outer Model

The value of outer loading or loading factor is used to test convergent validity. An indicator is declared to meet convergent validity in the good category if the outer loading value is  $> 0.7$ . Table 5 presents the outer loading values of each indicator for each variable.

The processing results in Table 5 indicate that the outer model values meet the convergent validity criteria. All indicators have an outer loading above 0.70. Thus, the indicators have good convergent validity and mean that the indicators of the variables price, promotion, customer satisfaction and customer loyalty are reliable indicators.

The discriminant validity test uses the cross loading value. An indicator is declared to meet discriminant validity or is valid if the indicator's cross loading value on the variable is the largest compared to the other variables and the value is greater than 0.50. The cross loading indicator values for each research variable are presented in Table 6.

Table 5 – Outer loading each Variable

Variable	Indicator	Outer loading
Price	Affordable price of Mixue products (X1.1)	0.798
	The price of Mixue products is in accordance with the quality of taste (X1.2)	0.758
	Mixue product price information is quite clear (X1.3)	0.787
Promotion	Mixue product prices are more affordable	0.824
	Promotions conducted by Mixue are of high quality (X 2.1 )	0.877
	The Mixue clerk helped meinform promo (X 2.2 )	0.803
Satisfaction Customer	Store sign Mixue give information Which very clear for me (X 2.3 )	0.875
	I like Mixue product (Y 1.1 )	0.855
	I satisfied with service Which given by Mixue (Y 1.2 )	0.777
	Product Mixue Already in accordance with hope (Y 1.3 )	0.866
	I satisfied with price product Mixue (Y 1.4 )	0.812
LoyaltyCustomer	I satisfied with the promotion Mixue product (Y 1.5 )	0.816
	I will repeat purchase Mixue product (Y 2.1 )	0.841
	I will buy more Mixue product (Y 2.2 )	0.870
	I will more often to booth Mixue in City Denpasar And Regency Badung (Y2.3)	0.833
	I will recommend product Mixue to other person (Y 2.4 )	0.873
	I prefer to buy Mixue products compared to similar competitors (Y 2.5 )	0.825

Table 6 – Cross Loading

n/n	Price	Promotion	Customer satisfaction	Customer loyalty
X1.1	0.798	0.387	0.539	0.509
X1.2	0.758	0.409	0.591	0.589
X1.3	0.787	0.441	0.626	0.587
X1.4	0.824	0.442	0.633	0.592
X2.1	0.506	0.877	0.592	0.538
X2.2	0.403	0.803	0.474	0.451
X2.3	0.443	0.875	0.570	0.433
Y1.1	0.686	0.476	0.855	0.745
Y1.2	0.545	0.649	0.777	0.584
Y1.3	0.641	0.454	0.866	0.729
Y1.4	0.690	0.414	0.812	0.646
Y1.5	0.556	0.677	0.816	0.646
Y2.1	0.695	0.437	0.741	0.841
Y2.2	0.627	0.506	0.676	0.870
Y2.3	0.506	0.461	0.611	0.833
Y2.4	0.626	0.571	0.709	0.873
Y2.5	0.586	0.394	0.701	0.825

Source: Primary data processed (2022).

Table 6 informs that each indicator on the variable has the largest cross loading value on the variable it forms when compared to the cross loading value on other variables and the value is greater than 0.5. Thus it can be stated that the indicators of the variables price, promotion, customer satisfaction, and customer loyalty are valid indicators. Apart from observing the cross loading value, discriminant validity can also be known through other methods, namely by looking at the average variant extracted (AVE) value for each variable. The requirement for a good model is the AVE value > 0.5. The AVE value for each variable can be seen in Table 7.

Table 7 – Average Variant Extracted (AVE) Value

Variable	AVE
Price	0.628
Promotion	0.682
Customer satisfaction	0.720
Customer loyalty	0.727

Source: Primary data processed (2022).

Table 7 informs that the AVE value for the variable price, promotion, satisfaction, and customer loyalty is greater than 0.5. This means that the indicators of the variables price, promotion, customer satisfaction, and customer loyalty are valid indicators.

Composite Reliability is the part that is used to test the value of the reliability of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value of  $> 0.70$ . The composite reliability value of each variable used can be seen in Table 8.

Table 8 – Composite Reliability

Variable	Composite Reliability
Price	0.871
Promotion	0.889
Customer satisfaction	0.915
Customer loyalty	0.928

Source: Primary data processed (2022).

Table 8 informs that the value of *the composite reliability* variable price, promotion, satisfaction, and customer loyalty is greater than 0.70. These results indicate that each variable meets *composite reliability* so that it can be concluded that all variables have a high level of reliability. The reliability test with *composite reliability* can be strengthened by using the *Cronbach alpha value*. A variable can be declared reliable or meets *cronbach alpha* if it has a *cronbach alpha value*  $> 0.7$ . The *Cronbach alpha* value of each variable is presented in Table 9.

Table 9 – Cronbach Alpha

Variable	Cronbach Alpha
Price	0.802
Promotion	0.812
Customer satisfaction	0.883
Customer loyalty	0.903

Source: Primary data processed (2022).

Table 9 shows that the Cronbach alpha value of each variable is  $> 0.7$ . This further strengthens the reliability of the indicators for price, promotion, satisfaction, and customer loyalty variables. Thus, the designed model can be used to analyze sales of Mixue products.

*R-Square* value ( $R^2$ ) based on the results of data processing that has been carried out using the SmartPLS 3 program, can be seen in Table 10.

Table 10 – R-Square Value

Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0.653	0.648
Customer Loyalty (Y2)	0.689	0.682

Source: Primary data processed (2022).

Table 10 informs that the *R-Square value* for the customer satisfaction variable is 0.691. This value explains that the effectiveness of customer satisfaction can be explained by prices and promotions of 69.10% and 30.9% influenced by other variables besides those in the model. The *R-Square* value for customer loyalty is 0.692. The acquisition of this value explains that the percentage of customer loyalty that can be explained by price, promotion and customer satisfaction is 69.20%. The remaining percentage of 30.80% is influenced by other variables not observed in the model.

Hypothesis testing in this study was carried out by looking at the *t-statistics* and *p-values*. The research hypothesis can be declared accepted if the *p-value* is  $< 0.05$ .

The results of hypothesis testing obtained in this study through *the inner model* can be seen in Table 11.

Based on the data presented in Table 11. it can be seen that of the five hypotheses proposed, promotion has no significant effect on customer loyalty. This is due to the *t-statistics value*  $< 1.96$ , namely: 0.634 and *p-values*  $> 0.05$ , namely: 0.263. Prices have a



significant effect on customer satisfaction, prices have a significant effect on customer loyalty, promotions have a significant effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty. This is because each effect shown has a *t-statistics value* > 1.96 and a *p-value* < 0.05. All *original sample values* are positive. This means that all relationships have a positive influence.

Table 11 – T-statistics and p-values

	Original Sample	t-statistics	p-values	Decision
Price → Customer Satisfaction	0.579	7,142	0.000	Significant
Price → Customer Loyalty	0.243	2,707	0.004	Significant
Promotion → Customer Satisfaction	0.335	4,253	0.000	Significant
Promotion → Customer Loyalty	0.042	0.634	0.263	Not significant
Customer Satisfaction → Customer loyalty	0.603	6,120	0.000	Significant

Source: Primary data processed (2022).

The test begins by examining the significance of the direct effect of each price and promotion variable with loyalty without including the satisfaction variable in the SEM-PLS model. When the direct effect is significant, then the satisfaction variable is entered into the SEM-PLS model to test the indirect effect. If the indirect effect is significant, it means that the satisfaction variable is capable of acting as mediation. VAF results inform that satisfaction is able to partially mediate between prices on loyalty and promotions on loyalty.

## DISCUSSION OF RESULTS

### Effect of price on customer satisfaction

The results of the analysis show that price has a positive and significant effect on customer satisfaction. The hypothesis in section 3.3.1 regarding price has a positive and significant effect on customer satisfaction, proven empirically. That is, if the prices of Mixue products are more affordable to consumers, then Mixue customer satisfaction in Denpasar City and Badung Regency will increase. This is in line with research conducted by Sentiana (2018), Azhar et al. (2019), Sudari et al. (2019), Uddin (2019), and Othman et al. (2020).

The findings in this study are also in line with Tjiptono (2016: 471) which states that price has an important role for consumers. The ability of consumers to get competitive product or service prices will make consumers feel satisfied. The relatively low prices of goods or services make consumers consume a lot and re-demand these goods and in turn will maximize consumer satisfaction (Saputra and Septayuda, 2022). This shows that price affects the level of customer satisfaction. If the selling price is set very high, then the level of satisfaction will decrease. Conversely, if the selling price is affordable, then the level of satisfaction will increase.

### Effect of price on customer loyalty

The results of the analysis show that price has a positive and significant effect on customer loyalty. The hypothesis in section 3.3.2 regarding price has a positive and significant effect on customer loyalty, proven empirically. This means that if the price of Mixue products is more competitive, it will make customers in Denpasar City and Badung Regency more loyal in buying Mixue products. These results are in line with research conducted by Juniantara and Sukawati (2018), Sentiana (2018), Azhar et al. (2019), Cardia et al. (2019), Sudari et al. (2019), Uddin (2019), and Othman et al. (2020).

Customer loyalty is determined by the price of a product or service. Price is the amount of money required to obtain various combinations of a product or service. The findings of this study are also consistent with the theory stated by Kotler and Armstrong (2016: 324), which defines price as the amount of money billed to customers to be able to consume a product or service, or the amount of value exchanged by customers to obtain benefits from a product or service. The low price of Mixue products encourages customers to repurchase Mixue products. Repeat purchases made by Mixue customers are a form of Mixue customer loyalty.

### **The influence of promotions on customer satisfaction**

The results of the analysis show that promotion has a positive and significant effect on customer satisfaction. The hypothesis in section 3.3.3 regarding promotion has a positive and significant effect on customer satisfaction, proven empirically. This means that if Mixue's management is more active in promoting Mixue products, it will make customers in Denpasar City and Badung Regency more satisfied because they have bought Mixue products. These results are in line with research conducted by Sarjita (2018), Sentiana (2018), Novianti et al. (2018), Azhar et al. (2019), Cardia et al. (2019), Sudari et al. (2019), Othman et al. (2020), and Olivia et al. (2021).

One of the important marketing strategies to be implemented in a business to attract the attention of consumers (buyers) is promotion. Mixue's management applies many types of sales promotions to attract consumers to be interested in buying their products or services, for example promotions carried out in outlets. A good and attractive sales promotion from Mixue management will make consumers more satisfied with a product or service. This is in accordance with the basic role of promotion where promotion is all activities carried out by companies to communicate products to customers and at the same time to influence target customers to be willing to buy them (Kotler and Armstrong, 2016: 78). The ability of Mixue's management to carry out good and attractive sales promotions so as to make Mixue's consumers more satisfied.

### **The effect of promotions on customer loyalty**

The results of the analysis show that promotion has a positive but not significant effect on customer loyalty. The hypothesis in section 3.3.4 regarding promotions has a positive and significant effect on customer loyalty, not empirically proven. This means that even though you are more active in promoting Mixue, it will not necessarily make customers in Denpasar City and Badung Regency more loyal to Mixue. These results are not in accordance with research conducted by Fernandes and Solimun (2018), Irawan and Nilowardono (2021), Anggraini and Budiarti (2020), Hermiati et al. (2022), Hikaru et al. (2021) but in line with the results of research by Sarjita (2018), Sentiana (2018), Cardia et al. (2019), as well as Olivia and Ngatno. (2021).

Promotions carried out by Mixue do not affect customer loyalty. The results of this analysis mean that promotions carried out by Mixue have not been able to convince consumers to repurchase (loyal) Mixue products. Consumers may be interested in buying Mixue products after seeing promotions about Mixue. However, it does not necessarily make consumers to become customers or make repeat purchases. The impact of promotions carried out by Mixue is still short-term. This can be an evaluation material for Mixue's management regarding promotion strategies.

### **Effect of customer satisfaction on customer loyalty**

The results of the analysis show that customer satisfaction has a positive and significant effect on customer loyalty. The hypothesis in section 3.3.5 regarding customer satisfaction has a positive and significant effect on customer loyalty, proven empirically. This means that if Mixue customers are more satisfied with Mixue products, then Mixue customers will be more loyal in buying Mixue products in Denpasar City and Badung Regency. These results are in line with research conducted by Sentiana (2018); Novianti et al. (2018); Azhar et al. (2019); Udin (2019); Sudari et al. (2019); Othman et al. (2020); Olivia and Ngatno (2021); and Izzah et al. (2022).

The findings of this study are in accordance with those stated by Kotler and Armstrong (2016: 38) which state that if the performance of a product is in line with expectations, then the customer is satisfied. A high level of consumer satisfaction with a product or service will have a positive effect on increasing consumer loyalty. Achieving customer satisfaction is a prerequisite for loyal customers (Uddin, 2019). Consumer experience of Mixue will form a certain behavior towards the product or service, such as using (buying) the product or service again in the future and recommending Mixue to others.

### **The role of customer satisfaction mediates the effect of price on customer loyalty**

The results of the analysis show that customer satisfaction mediates the effect of price on customer loyalty significantly. Thus, the hypothesis in point 3.3.6 regarding customer satisfaction significantly mediates the price variable on customer loyalty, proven empirically. This means that if the price offered by Mixue's management is an affordable price for the buyer, then the customer will feel satisfied and can directly form customer loyalty to Mixue's products in Denpasar City and Badung Regency. The results of this study are in line with research conducted by Azhar et al. (2019); Sudari et al. (2019); and Othman et al. (2020).

The findings of this study are appropriate because one of the main factors influencing consumer loyalty is consumer satisfaction with the consumption of a product or service. Customer satisfaction is a form of consumer evaluation after product or service consumption, where one of the elements that influence consumer satisfaction is the ability of consumers to obtain affordable prices from the products or services they consume (Tjiptono, 2016: 318). This shows that there is a relationship between price and satisfaction and loyalty that in order to increase Mixue customer loyalty, one of the steps that needs to be done is to make Mixue consumers feel satisfied with the Mixue products offered. Consumer satisfaction can be built by offering products or services at prices that customers can afford. Consumer satisfaction with the effect of setting the selling price of Mixue products can significantly increase the effect of price on consumer loyalty in the long run.

### **The role of customer satisfaction mediates the effect of promotion on customer loyalty**

The results of the analysis show that customer satisfaction mediates the influence of promotions on customer loyalty significantly. The hypothesis in point 3.3.7 regarding customer satisfaction mediates the effect of promotions on customer loyalty significantly, proven empirically. This means that if the promotions offered by Mixue are good and attractive promotions, then customers will feel satisfied and can directly form customer loyalty towards Mixue products in Denpasar City and Badung Regency. The results of this study are in line with research conducted by Novianti et al. (2018); Azhar et al. (2019); Sudari et al. (2019); Othman et al. (2020); and Olivia and Ngatno (2021).

Wahyuningsi and Sukaatmadja (2020) define customer loyalty as a positive attitude towards a brand, commitment to a brand has the intention to continue purchasing in the future. To build customer loyalty to the products or services produced, companies need time and effort as well as processes. Kusuma and Sukaatmadja (2018) state that having loyal customers will be very profitable for the company. Most studies show that higher levels of customer satisfaction lead to greater customer loyalty, which in turn results in better company performance. Smart companies aim to please customers by only promising what they can deliver and then delivering more than they promise (Kotler and Keller, 2016:38). Customer loyalty to Mixue's products or services as shown by these forms of behavior is determined by how high the consumer's satisfaction level is with the consumption of Mixue's products. Consumers who are satisfied with the consumption of Mixue products will become loyal. The results of the study show that the marketing mix has a significant positive effect on customer loyalty through customer satisfaction, both directly and indirectly (Othman et al., 2020). To increase customer satisfaction, Mixue's management can do this by carrying out an attractive sales promotion program. Promotion has a positive and significant indirect effect on customer loyalty through customer satisfaction (Novianti et al., 2018).

## **RESEARCH IMPLICATIONS**

### **Theoretical implications**

The results of this study can provide theoretical implications that can enrich the marketing concept. This research has supported the contribution of price, promotion, and customer satisfaction variables in increasing customer loyalty. The description of the theoretical implications of this study can be detailed as follows:

- This research contributes to the application of marketing mix theory which takes 2 (two) variables namely price and promotion which are included in the 4P marketing strategy (Price, Product, Place, Promotion) with mediated by customer satisfaction in increasing customer loyalty Mixue;
- The results of this study contribute to the development of previous research, especially regarding prices, promotions, customer satisfaction, and customer loyalty and this also supports the results of previous empirical findings and the results of this research are able to enrich the development of marketing management knowledge.

### **Practical implications**

The results of this study can practically be used by Mixue in Denpasar City and Badung Regency as input and considerations regarding policy making in an effort to increase customer loyalty. Mixue franchise Denpasar City and Badung Regency currently need to consider a sales promotion strategy in order to attract consumers to buy Mixue in the long term.

## **CONCLUSION**

Based on the results of research data analysis, the conclusions of this study are as follows:

- Price has a positive and significant effect on customer satisfaction. This means that if the price is more affordable by consumers, then customer satisfaction will increase;
- Price has a positive and significant effect on customer loyalty. This means that if the price of a product is more competitive (affordable), then customer loyalty will increase;
- Promotion has a positive and significant effect on customer satisfaction. This means that if Mixue's management is more active in promoting its products, customer satisfaction will increase;
- Promotion has a positive effect on customer loyalty, but not significant. This means that even though Mixue's management is increasingly active in promoting its products, promotions do not necessarily make customers more loyal;
- Satisfaction has a positive and significant effect on customer loyalty. This means that if the customer is more satisfied with Mixue, then the customer is more loyal in buying Mixue;
- Customer satisfaction mediates with the partial category between the effect of price on customer loyalty. This means that price can create customer loyalty and increase with customer satisfaction;
- Customer satisfaction fully mediates between the influence of promotions on customer loyalty. This means that promotions carried out by Mixue will not make loyal customers if they are not accompanied by satisfied customers.

## **SUGGESTIONS**

Based on the research that has been done, the things that can be given to related parties are as follows:

For producers who own Mixue outlets, it is hoped that they will always strive to create marketing strategies to increase customer loyalty. There are four aspects that need to be improved by the Mixue franchise to increase customer loyalty in Denpasar City and Badung Regency, namely:

- Mixue product prices should be more affordable than similar products from other brands. Mixue can maintain even more affordable product prices. In developing promotions, Mixue outlet keepers should assist customers in informing ongoing promotions, whether there are new products or price changes so that consumers feel clear information;

- The suggestion that Mixue should do for customer satisfaction is to keep consumers satisfied with promotions. Because in this study, promotions are still low in creating customer satisfaction. In customer loyalty, the average value is good, but there is one indicator that needs attention because it gets the smallest value, namely 3.46 percent. This means that consumers do not want to buy Mixue products in larger quantities. The solution is to increase the effectiveness of the promo. Through this promotion, consumers are expected to be able to make purchases in larger quantities so as to create purchases of Mixue products in greater quantities.

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