



Implementation of Marketing Mix on Purchasing Decisions in the Mixue Comal Drink Industry

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ABSTRACT

This research uses a qualitative descriptive approach and collects data through interviews about relevant literature or library materials, such as books, journals and websites, related to the research subject. The beverage industry has grown rapidly in recent years. There is no worry that many investors are interested in investing in Indonesia, and mixue is one of them. The Mixue franchise company was founded in Zhengzhou, Henan Province, China, in June 1997, and sells tea drinks and soft serve ice cream. The marketing mix or marketing mix is a marketing tool that forms a strategy for the company's marketing activities to achieve the company's vision and mission in an optimal way. This writing aims to analyze how the use of Marketing Mix has an impact on the Mixue beverage industry and whether it influences purchasing decisions in this industry. The results of this research show that Mixue Comal uses a Marketing Mix system, which consists of seven marketing components including product, price, place, promotion, people, processes and facilities which have a positive impact on the beverage industry and Mixue Comal purchasing decisions.

INTRODUCTION

In the current era of globalization, there is a lot of competition in various fields, especially economics. The economic field is very broad, especially in terms of business. Where almost everyone does business because they make money. With the rapid business growth in Indonesia, entrepreneurs have the opportunity to invest their money and start a viral beverage business (Ningsih et al., 2021). Modern drinks, which offer various types and variations at affordable prices, are increasingly developing into an increasingly popular business (Laili & Vania, 2023).

One part of the economy that is developing rapidly is industry (Seran et al., 2020). The food and beverage industry experienced annual growth of 5.33% in the first quarter of 2023, becoming the fourth largest among other processing subsectors (Central Statistics Agency, 2023). The food and beverage industry continues to grow and does not appear to be experiencing a post-pandemic decline. When it comes to drinks, every year there will be a

new drink that everyone is looking for. Many new trends or innovations in the beverage industry have emerged and are rapidly spreading to Southeast Asia, especially Indonesia, such as ice cream and boba tea (Rizal et al., 2023).

The food and beverage industry produces many new types of drinks (Indriyani, 2014). One of them is Mixue. The Chinese company Mixue was founded in 1997 and sells ice cream, tea and boba drinks in more than 10,000 stores in Indonesia. It is known that Mixue uses the franchise concept to develop its business (Najla et al., 2023). Mixue Comal Branch increases its brand business by using social media. Mixue Comal Branch is also located in a strategic location. This Mixue product is very popular with many groups, including small children, teenagers and even adults. Consumers' decisions to buy certain goods or services are greatly influenced by the marketing mix. Marketing mix or commonly known as "marketing mix", is a marketing tool that creates a strategy for a company's marketing

activities to achieve the company's vision and mission in an optimal way (Buchari Alma, 2016).

Based on the description above, the main problem that will be discussed is the influence of the application of Mix marketing on the Comal Branch Mixue beverage industry and whether it influences purchasing decisions in this industry. This writing aims to analyze how the use of Marketing Mix has an impact on the Mixue beverage industry and purchasing decisions in this industry.

LITERATUR REVIEW

Soft Drink Production Agribusiness

In recent years, the beverage industry has experienced rapid growth. It is not surprising that many investors are interested in investing in Indonesia. Examples of soft drink agribusinesses are Starbucks, Thai tea, Sharetea, and Chatime (Seran et al., 2020). Apart from that, Mixue is one of the ice and soft drink businesses that is growing rapidly (Najla et al., 2023).

According to Triyono Prijosesilo, General Chair of the Soft Drink Industry Association (ASRIM), Indonesia's population of 250 million is a driving factor in the growth of soft drinks in the country. He also stated that the soft drink market in Indonesia is growing very rapidly due to the high level of competition. The soft drink industry experienced quite positive growth, ranging from 1 to 2 digits, in line with economic growth, increasing purchasing power and increasing community mobility (Foodreview)

Mixue

Mixue franchise company was founded in June 1997 in Zhengzhou, Henan Province, China, and sells tea drinks and soft serve ice cream. In June 1999, the company underwent a transformation. Business owner Zhang Hongcao created his newest ice cream brand, Mixuě Bīngchéng, which means "ice palace built with sweet snow." (Najla et al., 2023).

Mixue started operating in its first store at the Cihampelas Walk shopping center in Indonesia in March 2020 with the help of PT Zhisheng Pacific Trading. After that, the company will continue to develop through a franchise scheme in Java, Sumatra, Kalimantan, Sulawesi and Nusa Tenggara. By 2023, at least 21,581 Mixue stores were operating in China and twelve Asia-Pacific countries. The Zhang Brothers completely owned this company. The Indonesian Ulema Council

granted Halal certification to Mixue in early 2023 (Najla et al., 2023).

Mixue's interesting marketing methods and unique taste make it popular with the public (Rizal et al., 2023). Several factors support the success of Mixue products in reaching consumers, such as market size, consumer purchasing power, and distribution (Agustin et al., 2023).

Important Marketing Concepts

According to William J. Stanton. Marketing is "an overall system of business activities that aims to plan, set prices, promote and distribute goods and services that meet the needs of existing and potential customers" (Mardiyanto, 2021).

Assauri (2013) said that marketing strategy is a combination of desires, goals and standard rules that are used to market products or services routinely at different levels and levels. The main goal is to help companies adapt to uncertain competitive conditions and environments (Prabowo et al., 2021).

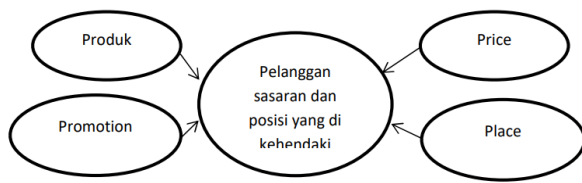
The following factors form the basis of an organization's marketing campaign (Nawari & Ulfa, 2020).

1. Requires. This is what underlies marketing because humans have many complex needs.
2. Want. Includes the types of needs created by a person's habits and character. Wants can be in the form of goods that can fulfill their needs or desires to fulfill certain needs.
3. Request. Demand concerns human needs and desires, as well as limited resources, causing demand for products or services with the most satisfying benefits. (Nawari & Ulfa, 2020).

If a company has a clear, good and precise marketing plan, it will produce profits in the form of the company being able to operate well and this will be a positive thing for the company (Kolter, 2017).

Marketing Mix

The marketing mix, or marketing mix, is a marketing tool that combines price, location, product and company promotion to achieve the results desired by the target or marketer (Kotler & Armstrong, 2021). Marketing mix is the idea of incorporating marketing into real life. There are many ways to meet the needs of target buyers. The level of customer satisfaction before and after sales can change even though the product has many features (Cannon, et al, 2008).



Gambar Bauran Pemasaran
Sumber : (Kotler & Armstrong 2018)

The marketing mix consists of the four “P” and it is useful to divide all its variables into four basic variables: product, place, promotion, and price.

1. Product is something related to making the right product to be marketed with clear targets. This offer can be in the form of goods, services, or a combination of both. Products are not only limited to goods, but can also include goals to be achieved. Remember that products or services must be able to meet customer needs.
2. Place. Pertains to all decisions about bringing the product in question to the target market. If the product is not available at the right time, users will not get much benefit from it. Distribution channels can be used to reach consumers. A distribution channel, also referred to as a "distribution channel", is a collection of businesses or individuals involved in the process of delivering a product from the manufacturer to the final customer.
3. Promotion. Promotions are carried out with the aim of getting new customers and retaining existing customers.
4. Price. In determining prices, you must consider the type of competition in the target market and the total marketing costs. Managers should also try to predict customer reactions to existing prices. And should also know the latest practices in handling markups, discounts, and other types of sales.

In the Marketing Mix there is a four "P" concept where all components are needed and must work together in each component. Then, when drafting the marketing mix concept, all final decisions regarding the concept of all the “Ps” must be taken simultaneously because they are important in surrounding the customer in one circle.

Buying Decision

Purchasing decisions are decisions based on desires or interests that consumers will make after going

through various product choices. Based on the purpose of purchasing, consumer groups are divided into two, namely final consumers and organizational consumers. Final consumers aim to fulfill their needs, such as individuals and households. Meanwhile, organizational consumption is aimed at commercial purposes, increasing profits, or for the needs of its members such as industry, traders and non-profits.

The purchasing decision process on consumer behavior is influenced by age, income and lifestyle. One way to study consumer behavior is to analyze consumer perceptions of a product (Hesti Budiwati, 2012).

METHOD

The author uses a qualitative descriptive research method. The results of these observations are then researched and described in written form. Qualitative research is a type of research that emphasizes the search for meaning, concepts, characteristics and descriptions of natural and holistic phenomena. Descriptive research is a type of research that not only collects data to create a picture or confirmation of certain concepts or symptoms, but also to answer questions about the state of the research subject. By using relevant books, journals and websites. According to

Sugiyono (2016), observation and interviews were used to collect data. Apart from information obtained from observations in online media, interviews were also conducted with Mixue Comal managers and consumers.

RESULTS AND DISCUSSION

Mixue is a fast-growing Chinese ice cream and soft drink franchise. In addition, Mixue is available in three locations in Pemalang Regency. The location is on Jl. Raya Ahmad Yani, Balutan, Purwoharjo, Comal District, Pemalang Regency, Central Java, which is divided into four parts:

1. Left side: Mixue shop or cashier.
2. Right side: displays seating or queue space for customers ordering takeaway.
3. Behind the cashier: Mixue mini kitchen which functions to make or process drinks.
4. Back: seating for customers who dine in or eat there, as well as employee space.

With a strategic location and complete features such as wifi, Mixue makes customers feel at home and comfortable.

The research results show that Mixue uses a marketing Mix system which consists of marketing components including product, price, location, promotion, human resources, service and physical evidence.

1. **Products** One of the Mixue products is a modern drink that is delicious and refreshing. With a menu of ice cream, smoothies, boba sundaes, real fruit tea, milk tea, real tea, coffee, chocolate and many more. Apart from that, it can be adjusted to different sugar levels, cup sizes and toppings, such as Oreo, Boba, chocolate, strawberry, jelly, etc. According to customer reviews, Mixue products taste delicious, refreshing and do not disappoint.
2. **Price.** The price of Mixue products is considered quite cheap for teenagers and even adults. The manager said that Mixue only charges market prices. Mixue only sets market prices. Profit is the result of efforts to maintain and improve quality, so that profits remain. Mixue has prices starting from 8,000 rupiah for the funnel ice cream menu and prices vary depending on the type of drink ordered.
3. **Promotion.** To carry out promotional activities and continue to provide information. Mixue Comal utilizes social media such as Instagram to convey information such as promotions, facilities, menus and even giveaways for loyal customers, to customers as well as promotional media.
3. **Location.** The Mixue Comal location is in a strategic location on the side of the main highway, close to public access such as schools, Comal terminal, and Comal market, and has many facilities such as a large parking area, adequate chairs, and a place to queue.
4. **Human resources.** Managers use strategies to ensure that their employees do their jobs well. Mixue Comal Branch employees have received training according to their respective job desks. Then a work division schedule or "shift" is determined, which is the strategy used by Mixue Comal. The first shift starts at 09.00-15.00, and the second shift at 15.00-21.00.
5. **Service.** Mixue Comal prioritizes quality of service. When customers come, they are given a menu, told to choose and if anyone asks about the mainstay menu they are told which food or drink is the most reliable or best. After that the order is made and served immediately. To serve

customers, Mixue Comal uses a first in first out system.

6. **Physical evidence** Prioritizing customer comfort and satisfaction, Mixue Comal offers adequate chairs, Wi-Fi, AC, sink and other facilities.

Marketing Mix in Mixue Comal Purchase

Decisions The marketing mix is described as a set of factors that can be controlled to regulate a company's response through its target market. This mix consists of what the company has done to be able to have a significant impact through consumer demand. product, price, location and promotion are indicators in this research (Febri Indra Prabowo, 2021).

Based on research results, according to Mixue Comal customers and seen from Mixue Comal Instagram reviews and Mixue Comal Google Maps reviews, buyers are happy and satisfied with the services provided by Mixue Comal. Many menu choices are sold. Prices for ice cream and drinks are affordable and don't drain students' pockets, ranging from 8,000 thousand to 22,000 thousand. Mixue Comal's facilities are also very adequate, including chairs, tables, air conditioning, toilets and even a fairly large parking area. Mixue Comal also holds interesting giveaways and promotions. Mixue Comal's location is also very strategic, close to main roads and public places such as terminals, schools, Comal markets so it is very easy to reach. So marketing mix research has a positive influence on purchasing decisions at Mixue Comal. From the definition above, it is clear that the marketing mix is one of the many variables that influence marketing. Therefore, it is very important to combine these four variables to achieve the company's marketing goals. Based on theory and research analysis, it is said that the factors in the marketing mix influence purchasing decisions.

CONCLUSION

Based on the research and analysis used, Mixue Comal uses a marketing mix with the concept of product, price, promotion, location, individual, process or service, and physical evidence to increase consumer interest. It also shows that Comal's marketing mix is quite effective in increasing consumer interest. Consumers are satisfied with the service provided, affordable prices, promotions and giveaways carried out by Mixue Comal Branch to attract consumers as well as its strategic location close to community access which is very easy for buyers to reach.

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