

The Influence of Price Perception, Store Atmosphere, and Customer Experience on the Purchase Decision of Mixue Drinks on Jalan Sisingamangaraja, Medan Amplas

Ramadhan Lugu^{1*}, Rukmini², Toni Hidayat³, Melissa Zuraini Hasibuan⁴, Muhammad Rizaldy Wibowo⁵

¹⁻⁵Al-Washliyah Nusantara Muslim University, Indonesia

* Corresponding Author: ramdhanlugu07@umnaw.ac.id¹

Abstract: This research aimed to examine the influence of price perception, store atmosphere, and customer experience on purchasing decisions for Mixue drinks on Jalan Sisingamangaraja Medan Amplas. The population consisted of Mixue customers in the area, with 85 respondents selected using random sampling based on the Slovin formula. Data were analyzed using multiple linear regression with SPSS 25.0. The regression equation derived from the analysis was $Y = 5.836 + 0.144 X_1 + 0.130 X_2 + 0.473 X_3 + e$, where X_1 is price perception, X_2 is store atmosphere, and X_3 is customer experience. The F value of 5.836 exceeds the F table value of 2.716, indicating that these three variables collectively influence purchasing decisions. Individually, price perception ($X_1 = 2.288$), store atmosphere ($X_2 = 2.820$), and customer experience ($X_3 = 2.778$) all had significant effects, as their t values were greater than the t table value of 1.664. The coefficient of determination (R^2) value of 0.570 shows that these three factors together explain 57% of the variation in purchasing decisions for Mixue drinks.

Keywords: Customer Experience; Mixue drinks; Perception; Purchas Decisions; Store Atmosphere

1. Introduction

Mixue Jalan Sisingamangaraja Medan Amplas is one of the beverage and ice cream franchise outlets located in Medan Amplas, North Sumatra, Indonesia. Originating from Zhengzhou, China, in 1997, Mixue officially opened its branch in Medan Amplas on July 9, 2023. The brand's arrival received an enthusiastic response, particularly from young consumers and local residents, due to its affordable pricing strategy, wide variety of products, and attractive store design. In Indonesia's rapidly growing beverage industry, Mixue has emerged as one of the most popular brands, competing with other well-established beverage franchises by offering both accessibility and product quality.

In today's competitive market environment, consumer purchasing decisions are influenced by a combination of marketing factors, psychological perceptions, and experiential elements. According to Kotler and Keller (2019), purchasing decisions are complex behavioral processes that involve cognitive evaluation, emotional response, and situational influences. Consumers' perceptions of price, store atmosphere, and customer experience play an essential role in determining their purchasing choices (Naufal, 2018; Nugraheni & Wiwoho, 2020).

Price perception refers to how consumers interpret and evaluate the price of a product based on their subjective understanding of value and fairness (Kotler & Armstrong, 2018). It is not merely about the nominal price displayed but about the perceived balance between quality and cost (Aji, 2020). When consumers believe that the price reflects the value they receive, they are more likely to make a purchase. Conversely, a perception of an overpriced product can deter purchasing decisions (Riyanto & Hatmawan, 2020).

Store atmosphere is another crucial determinant of consumer behavior. It includes both tangible and intangible elements such as layout, lighting, color, temperature, and

Accepted: 24 September 2025

Revised: 08 October 2025

Accepted: 22 October 2025

Online Available: 25 October 2025

Curr. Ver.: 25 October 2025



Copyright: © 2025 by the author.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA)

(<https://creativecommons.org/licenses/by-sa/4.0/>) license

cleanliness, as well as emotional comfort and psychological impressions experienced by consumers (Darojat, 2021). A pleasant and attractive store environment encourages customers to spend more time in the outlet, thereby increasing the likelihood of making a purchase (Cahyono et al., 2020).

Customer experience encompasses all interactions that occur between the customer and the brand, from initial contact to post-purchase service. A positive customer experience can enhance satisfaction and loyalty, while negative experiences may harm the brand's image and reduce repurchase intention (Farida, 2021; Pramesti & Waluyo, 2020). In the context of Mixue Medan Amplas, factors such as friendly service, consistent product quality, and an enjoyable atmosphere are essential for fostering positive experiences that influence consumer behavior.

Therefore, this study aims to analyze the influence of price perception, store atmosphere, and customer experience on the purchasing decisions of Mixue consumers on Jalan Sisingamangaraja, Medan Amplas. Understanding these relationships is crucial for developing effective marketing strategies and ensuring business sustainability in a highly competitive beverage industry (Barney, 2020; Wibowo, 2021).

2. Literatur Review

Price Perception

According to Marpaung and Mekaniwati (2020) price perception is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. In determining price perception of a product or service, there are several basic things that must be considered, such as the company's objectives in marketing the product, marketing strategy, production costs, employee costs, methods used, market objectives, competition or market targets.

Error in determining price perception can cause various consequences and impacts, unethical pricing actions can cause business actors to be disliked by buyers. Even buyers can make a reaction that can damage the seller's good name, if the authority for pricing is not in the hands of business actors but rather in the government's obligations, then the determination of prices that are not desired by buyers can result in a reaction of rejection by many people or some groups, the reaction of rejection can be expressed in various actions that sometimes lead to narcissistic or violent actions that violate legal norms. According to Herman Malau (2018), basically the purpose of determining price perception namely profit-oriented goals, volume-oriented goals, pricing-oriented goals, other goals.

Store Atmosphere

According to Utami (2017), store atmosphere is a combination of the physical characteristics of the store such as

architecture, layout, lighting, displays, color, temperature, music, aroma which will overall create an image in the minds of consumers. Store Atmosphere is one of the elements of retail mix which also needs to be considered by a retail business, including layout and atmosphere. With the existence of store atmosphere, good companies can attract consumers to visit and make purchases.

According to Dalihade (2017), store atmosphere is the atmosphere of the store which includes the exterior, interior, layout, and interior appearance that can attract consumers and arouse interest in buying a product. From this definition it can be concluded that for a store, it is important to highlight the physical appearance. Store atmosphere is useful for building image and attracting customer interest. Store atmosphere includes various interior and exterior displays, layout, internal store traffic, comfort, air, service, music, uniforms, facilities,

uniqueness of design, length of goods and so on which create an attraction for consumers so that consumers are comfortable and arouse the desire to buy.

Customer Experience

Customer Experience is the interaction experienced by customers during their relationship with a company, product, or service. According to Septian & Handaruwati (2021) Customer experience is a cognitive insight or awareness that can motivate customers. Such recognition or awareness can increase the value of a product or service. Customer Experience is the result of physical and emotional interactions between consumers and business actors.

The results of these interactions can leave an impression on consumers and can influence consumer assessments of the company. This experience is influenced by factors such as product quality, customer service, ease of use, and emotions felt during the interaction. According to Curatman (2020:24) customer experience is an aspect of a company's offering of a product or service that occurs when consumers consume or use the product or service.

Purchasing Decision

According to Peter & Olson (2019) stated that purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. The consumer decision process does not end with a purchase, but continues until the purchase becomes an experience for consumers in using the product.

According to Tjiptono (2019), purchasing decisions are a process in which consumers identify their problems, seek information about certain products or brands, and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision.

3. Method

This research method uses a quantitative approach with a descriptive design to analyze the effect of price perception, store atmosphere, and customer experience on purchasing decisions for mixue drinks on Jalan Sisingamangaraja Medan Amplas. The study was conducted from March to May 2025 in Medan Amplas located at Jalan Sisingamangaraja Medan Amplas, Harjosari II Village, Medan Amplas District. The population in this study consisted of 567 consumers who used the workshop services during that period, and a sample of 85 people was taken using the Slovin formula with a margin of error of 10%. Data were collected through a questionnaire using a Likert scale to measure the research variables, namely service attributes, attractiveness, excellence, and consumer satisfaction. Data analysis was carried out using SPSS software version 25.0, which includes validity tests, reliability tests, multiple linear regression analysis, and hypothesis tests to determine the effect of each independent variable on the dependent variable. In addition, classical assumption tests such as normality, heteroscedasticity, and multicollinearity were also carried out to ensure the validity of the regression model used.

4. Results and Discussions

Results

Profile of Mixue, Jalan Sisingamangaraja, Medan Amplas

Mixue Jalan Sisingamangaraja Medan Amplas is one of the beverage and ice cream franchise companies located next to the Univa campus on Jalan Sisingamangaraja, Medan Amplas District, North Sumatra, Indonesia. Created from Zhengzhou, China, in 1997. Mixue Jalan Sisingamangaraja Medan Amplas was established in 2023 and began operating on July 9, 2023. Mixue's presence in Medan Amplas was greeted enthusiastically, especially by young people and the surrounding community. Mixue has grown rapidly to become one of the largest chains in the world based on the number of outlets.

Respondent Characteristics

Of the 85 respondents involved in the study, the majority were women (61%) with a productive age between 18-24 years (36%). Most of the customer respondents were strata 1 (S1) (44%), followed by high school (34%). These characteristics indicate that customers who use the product mixue jalan sisingamangaraja medan amplas who have knowledge and experience in purchasing decisions, so they can provide a more accurate assessment of the products received.

Questionnaire Results

The questionnaire results show that the variables price perception (X1), store atmosphere (X2), and customer experience (X3) have a significant influence on purchasing decisions (Y)

Price Perception (X1): From the analysis results, 60% of respondents agree that consumers feel that mixue drinks are in accordance with the quality received, but 73% of respondents do not agree that price is a problem, this happens because the price of mixue drinks on Jalan Sisingamangaraja Medan Amplas is less affordable for consumers. This shows that although the quality of mixue drinks is recognized, there are still shortcomings in terms of unaffordable prices that can affect purchasing decisions.

Store Atmosphere (X2): As many as 57% of respondents agree that the lighting in the mixue is very suitable for customers. However, 83% of respondents feel that the facilities in the mixue room on Jalan Sisingamangaraja Medan Amplas are less comfortable for consumers. This shows that store atmosphere is a factor that needs to be considered to increase purchasing decisions.

Customer Experience (X3): The results show that 63% of respondents felt that mixue drinks give an impression or encouragement to customers, and 41.5% feel valued as customers. However, 73% of respondents disagree that the mixue of sisingamangaraja medan amplas is less attractive so that consumers do not favor it too much, which shows that customer experience is a factor that needs to be considered to improve purchasing decisions.

Figures and Tables

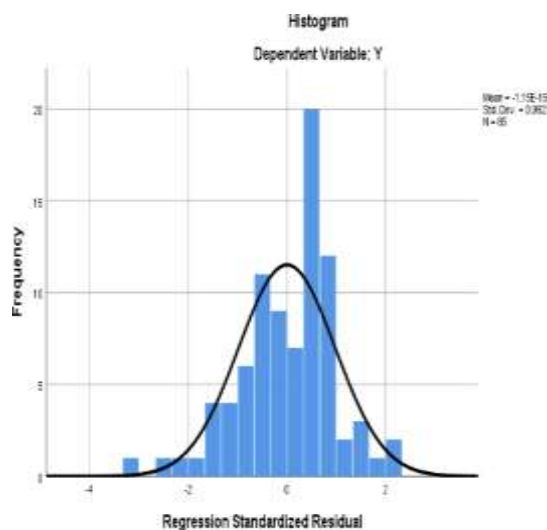


Figure 1. Histogram

In Figure 1, the histogram display shows that the dependent regression standardized residual curve forms a bell-shaped image. Therefore, based on the normality test, regression analysis is feasible to use even though there is a slight slope.

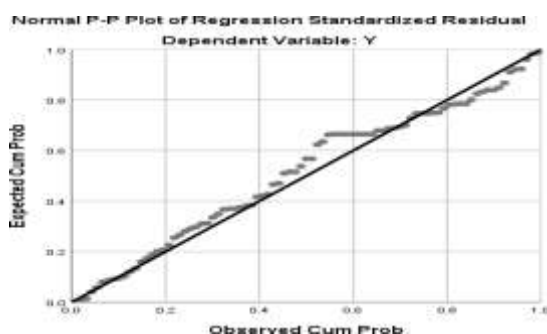


Figure 2. PP plot of standardized residuals.

Based on Figure 2, the normal display of the PP residual plot shows that the points are spread around the diagonal line. Therefore, based on the results of the normality test, the regression analysis is feasible to use even though there are a few plots (data distribution) that deviate from the diagonal line.

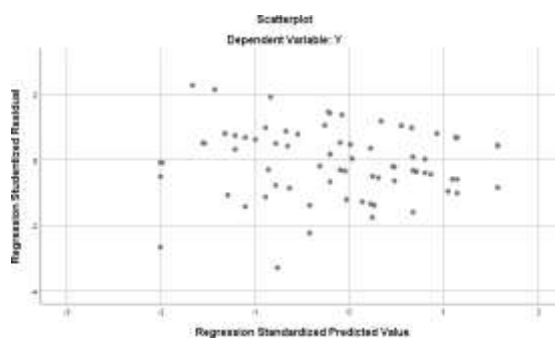


Figure 3. Scatterplot

Based on Figure 3, above, all points are spread above and below the number 0 on the Y axis. Therefore, it is concluded that there is no heteroscedasticity.

Table 1. Data Normality Test Results.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual Ed.
N			85
Normal Parameters ^{a,b}		Mean	.0000000
		Std.	2.36671699
		Deviation	
Most Extreme Differences	Extreme	Absolute	.124
		Positive	.065
		Negative	- .124
Test Statistics			.124
Asymp. Sig. (2-tailed)			.200 ^c
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Data normality testing obtained a probability value based on a standardized value of 0.05 with the overall variable test results of 0.200 where the results were $0.200 > 0.05$. So it can be concluded that the normality test in this study is normally distributed.

Table 2. Multicollinearity Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
Model							
1	(Constant)	6.973	3.145		1.263	.020	
	X1	.144	.112	.129	2.288	.010	.932 1,073
	X2	.130	.158	.110	2,820	.040	.519 1,928
	X3	.473	.170	.366	2,778	.007	.537 1,862

a. Dependent Variable: Y

Based on the table above, it can be seen that the valueToleranceand VIF of the variablesstore atmosphere($0.932 > 0.10$) ($1.073 < 10$) valueToleranceand VIF of the variablesbrand image($0.519 > 0.10$) ($1.928 < 10$) valueToleranceand VIF of the price variable ($0.537 > 0.10$) ($1.862 < 10$) so that it can be stated that there are no symptoms of multicollinearity between the independent variables in the regression model.

Table 3. Multiple Linear Regression Analysis Results.

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
Model							
1	(Constant)	6.973	3.145		1.263	.020	
	X1	.144	.112	.129	2.288	.010	.932 1,073
	X2	.130	.158	.110	2,820	.040	.519 1,928
	X3	.473	.170	.366	2,778	.007	.537 1,862

a. Dependent Variable: Y

Dependent Variable:Decision

Based on table 4.13, the multiple regression equation in this study is: $Y = 6.973 + 0.144 X_1 + 0.130 X_2 + 0.473 X_3 + e$

The table above shows that the calculation obtained constant values (a) 6.973, b1 of 0.144, b2 of 0.130 and b3 of 0.473, so that the multiple linear regression equation obtained is $Y = 6.973 + 0.144 X_1 + 0.130 X_2 + 0.473 X_3 + e$. From the regression equation it can be concluded that:

- Constant (a) = 6.973 means that if the variables price perception, store atmosphere and customer experience have a value of 0 then the purchasing decision is 6.973.
- The regression coefficient of the price perception variable = 0.144 means that if the price perception variable increases by 1 unit, the purchasing decision variable will increase by 0.144.
- Store atmosphere regression coefficient = 0.130 means that if the store atmosphere variable increases by 1 unit, the purchasing decision variable will increase by 0.130.
- The regression coefficient of the customer experience variable = 0.473 means that if the customer experience variable increases by 1 unit, the purchasing decision variable will increase by 0.473.

Table 4. Partial Test (t).

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.973	3.145		1.263	.020		
	X1	.144	.112	.129	2.288	.010	.932	1.073
	X2	.130	.158	.110	2.820	.040	.519	1.928
	X3	.473	.170	.366	2.778	.007	.537	1.862

a. Dependent Variable: Y

Dependent Variable: Buying decision

Based on table 4.14 the results of the t-test above, the t-value of table 4.8 at $df = nk - 1 = 85 - 3 - 1 = 81$ at a significance level of 5% (0.05) is 1.664. Thus, to find out partially, a multiple regression equation can be arranged as follows:

- The value obtained from the table above is the t-count value $>$ t-table ($2.288 > 1.664$) and significant at 0.01 is smaller than 0.05, meaning price perception has a positive and significant influence on purchasing decisions.
- The value obtained from the table above is the t-count value $>$ t-table ($2.820 > 1.664$) and is significant at 0.04, which is smaller than 0.05, meaning store atmosphere has a positive and significant influence on purchasing decisions.
- The value obtained from the table above is the t-count value $>$ t-table ($2.778 > 1.664$) and significant at 0.007 is smaller than 0.05, meaning customer experience has a positive and significant influence on purchasing decisions.

Table 5. Simultaneous Test (f).

ANOVA ^a		Sum of Squares		df	Mean Square	F	Sig.
1	Regression	77,771		3	25,924	5,836	.001b
	Residual	359,805		81	4.442		
	Total	437,576		84			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Dependent Variable: Buying decision

Predictors: (Constant), Price Perception, Store Atmosphere, Customer Experience

From the table above, the F value is obtained count is 6.973. With $\alpha = 5\%$, df numerator: 3, df denominator: 85-3 (5%; 3; 82; $F_{table}(2.716)$) the F value was obtained table of 2.716. From this description it can be seen that $F_{count}(6.973) > F_{table}(2.716)$, and a significance value of $0.001 < 0.05$, it can be concluded that price perception, store atmosphere and customer experience have simultaneous effects (simultaneous) on purchasing decision variables.

Table 6. Results of the Determination Coefficient Test (R^2).

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.755 ^a	.570	.555	1,098	1,698

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Predictors: (Constant), Price Perception, Store Atmosphere, Customer Experience

Dependent Variable: Purchasing Decision

Based on the table above, the adjusted determination coefficient value (R) can be seen. Square) of 0.570, this means that 57% of the dependent variable (purchase decision) is influenced by the independent variable (price perception, store atmosphere and customer experience) while the rest is explained by other variables outside the variables studied.

Discussion

The Influence of Price Perception on Purchasing Decisions

According to Kotler and Armstrong (2018:272) it is stated that price perception is an amount of money exchanged for a product or service. According to Magdalena (2022). There are 4 indicators that show price perception, namely: 1) Affordability of price perception, 2) Suitability of price perception with product quality, 3) Suitability of price perception with consumer benefits, 4) Competitiveness of price perception with other places.

The results of this study obtained a t-count value $> t$ -table ($2.288 > 1.664$) and significant at 0.01, which is smaller than 0.05, meaning that price perception has a positive and significant effect on purchasing decisions.

The Influence of Store Atmosphere on Purchasing Decisions

According to Utami (2017:356), store atmosphere is a combination of physical characteristics of the store such as architecture, layout, lighting, interior design, color, facilities, temperature which will create an image in the minds of consumers. According to Rizky Pambudi (2022) defines that store atmosphere has 5 elements, namely 1) Lighting, 2) Facilities, 3) Layout, 4) Interior design and 5) Temperature.

The results of this study obtained a t-count value $> t$ -table ($2.820 > 1.664$) and a significance of 0.04, which is smaller than 0.05, meaning that store atmosphere has a positive and significant effect on purchasing decisions.

The Influence of Customer Experience on Purchasing Decisions

According to Septian & Handaruwati (2021) Customer experience is an insight or cognitive awareness that can motivate customers. According to Tusyanah (2022: 66-68) there are 5 indicators that show price, namely 1) Sense, 2) Feel, 3) Think, 4) Act and 5) Relate.

The results of this study obtained a t-count value $> t\text{-table}$ ($2,778 > 1.664$) and significant at 0.007, which is smaller than 0.05, meaning that customer experience has a positive and significant effect on purchasing decisions

The Influence of Price Perception, Store Atmosphere, and Customer Experience on Purchasing Decisions

According to Kotler and Keller (2019), the decision-making process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. According to Kotler Philip, (2021) and there are several indicators in purchasing decisions, namely 1) Product Quality, 2) Buying Habits and 3) Recommendations and Reviews.

The results of this study are in line with research that has been carried out by obtaining F value results. $\text{count}(6,973) > F_{\text{table}}(2,716)$, and a significance value of $0.001 < 0.05$, it can be concluded that price perception, store atmosphere and customers experience have a simultaneous effect on the purchasing decision variable. The adjusted determination coefficient value (R Square) is 0.570, this means that 57% of the dependent variable (purchase decision) is influenced by the independent variables (price perception, store atmosphere and customers experience) while the rest is explained by other variables outside the variables studied

5. Comparison

The following is a comparison of several important aspects identified in the thesis, especially related to the problems found in the Sisingamangaraja Medan Amplas road mix:

Problem Identification (Pre- Survey)

Price Perception (X1) - Price

Problem: Based on the pre-survey (Table 1.1), 22 out of 30 respondents (73%) disagreed that the price of mixue drinks on Jalan Sisingamangaraja Medan Amplas was not affordable for consumers. Impact: This has the potential to impact Purchasing decisions.

Store Atmosphere (X2) – Facilities

Problem: Based on the pre-survey (Table 1.2), 25 out of 30 respondents (83%) disagreed that the mixue facilities on Jalan Sisingamangaraja Medan Amplas did not provide sufficient comfort to consumers, so that buying beverage products certainly caused doubts among consumers. Impact: This has the potential to impact Purchasing decisions. Customer Experience (X3) – Favorites (Favorites)

Problem: Based on the pre-survey (Table 1.3), 22 out of 30 respondents (73%) disagreed that the mixue drink on Jalan Sisingamangaraja Medan Amplas was not attractive enough so it was not a favorite among consumers. Impact: This has the potential to impact Purchasing decisions.

Consumer Satisfaction (Y) – Quality

Problem: Based on the pre-survey (Table 1.4), 20 out of 30 respondents (33%) did not agree that the quality of the mixue drink on Jalan Sisingamangaraja Medan Amplas was not comparable to the quality of the product, thus influencing consumer decisions.

Impact: The level of purchasing decisions is not optimal, as seen from complaints about the quality.

Hypothesis Test Results (Data Analysis)

Partial Effect (t-Test)

- a. Price Perception (X1) on Purchasing Decisions (Y):

Results: The calculated t-value = 2.288 > t-table = 1.664, and significance = 0.001 < 0.05.

Conclusion: Price perception has a positive and significant effect on purchasing decisions. This shows that even though there are initial problems with price, overall price perception still has a positive effect.

- b. Store Atmosphere (X2) on Purchasing Decision (Y):

Results: The calculated t-value = 2.280 > t-table = 1.664, and significance = 0.04 < 0.05. Conclusion: Store atmosphere has a positive and significant effect on purchasing decisions. Although facilities were an issue in the pre-survey, other store atmosphere factors, overall, still contributed positively.

Results: The calculated t-value = 2.778 > t-table = 1.664, and significance = 0.007 < 0.05. Conclusion: Customer experience has a positive and significant effect on purchasing decisions. This shows that although favorites are a weakness, other aspects of customer experience are very strong in influencing purchasing decisions.

Simultaneous Effect (F Test)

- a. Price Perception (X1), Store Atmosphere (X2), and Customer Experience (X3) on Purchasing Decisions (Y):

Results: F-count value = 6.973 > F-table = 2.716, and significance = 0.001 < 0.05. Conclusion: The variables price perception, store atmosphere and customers experience have a simultaneous effect on the purchasing decision variable.

- b. Coefficient of Determination (R^2)

Results: Adjusted R Square value = 0.570. Conclusion: As much as 57% of the dependent variation (purchase decision) is influenced by the independent variables (price perception, store atmosphere and customer experience) while the rest is explained by other variables outside the variables studied.

Research Methods:

Previous Research (Hafizh Fitriana, 2022): Using Quantitative Methods, Random Sampling, Multiple Linear Analysis Techniques, and data collection through Observation, Interview, and Questionnaire. Normality Test, Linearity Test, Classical Assumption Test, and Multiple Linear Analysis.

This study: Using Quantitative Method, Random Sampling sample (using Slovin formula for 85 respondents), Multiple Linear Analysis Technique, and data collection through Observation, Interview, and Questionnaire. Normality Test, Heteroscedasticity Test, Multicollinearity Test, and Multiple Linear Regression Analysis.

Comparison: There are significant similarities in the research methods used, including quantitative approaches, data collection techniques, and multiple linear regression analysis.

6. Conclusion

Based on the results of the analysis and discussion of the influence of price perception, store atmosphere, and customer experience on the decision to purchase Mixue drinks on Jalan Sisingamangaraja Medan Amplas, the following conclusions can be drawn: The results of the partial t-test show that price perception has a positive and significant effect on the decision to purchase Mixue drinks on Jalan Sisingamangaraja Medan Amplas. The results of the partial t-test show that store atmosphere has a positive and significant effect on the decision to purchase Mixue drinks on Jalan Sisingamangaraja Medan Amplas. The results of the partial t-test show that customer experience has a positive and significant effect on the decision to purchase Mixue drinks on Jalan Sisingamangaraja Medan Amplas. The results of the simultaneous F test show that price perception, store atmosphere, and customer experience simultaneously influence the decision to purchase Mixue drinks on Jalan Sisingamangaraja Medan Amplas.

Author Contribution:

Ramadhan Lugu (NPM 213114071) is the main author of this thesis. Where he has the role of submitting and compiling a thesis research proposal and conducting research and compiling a thesis with the title "The Effect of Price Perception, Store Atmosphere and Customer Experience on the Decision to Purchase Mixue Drinks on Jalan Sisingamangaraja Medan Amplas". This research is a final assignment in completing a Bachelor's degree at the Faculty of Economics and Business, Management Study Program, Al Washliyah Muslim Nusantara University Medan. The author acknowledges that the success in completing this proposal/thesis cannot be separated from the help, guidance, and encouragement of various parties, which are described in the "Foreword" and "Acknowledgements" sections.

Funding:

No Specific Statement Regarding External Funding. In this thesis document, there is no explicit section or statement that mentions external funding sources (e.g., from research institutions, grants, or sponsors) for this research.

Data Availability Statement:

Data Available in Thesis/Appendices. The data used in this study (pre-survey questionnaire results, respondent characteristic data, respondent answers, and SPSS statistical test results) are presented directly in the thesis chapters (especially Chapter IV) and are also attached at the end of the document (Appendix 1: Questionnaire). Implications of Data Availability. By presenting

data in tables and questionnaire appendices, this indicates that the research data are available and accessible to readers who wish to review or verify the results. However, there is no formal statement regarding a data repository or other means of accessing the raw data separately.

Thank-you note:

The author would like to thank various parties who have helped in completing this thesis, including:

a. University Chancellor:

Mr. Dr. H. Firmansyah, M.Si. (Rector of Al Washliyah Muslim Nusantara University, Medan).

b. Vice Chancellor:

Vice Chancellor 1, Vice Chancellor 2, and Vice Chancellor 3 (for the opportunity to complete undergraduate studies).

c. Dean of Faculty:

Mrs. Dr. Anggia Sari Lubis, SE M.Si. (Dean of the Faculty of Economics and Business, Al Washliyah Muslim Nusantara University, Medan).

d. Head of the study program:

Mr. Toni Hidayat, SE., M.Sc. (Head of Study Program, Faculty of Economics and Business, Al Washliyah Muslim Nusantara University, Medan).

1) Supervisor:

2) Mrs. Rukmini, SE., M.Si. (for her patient and kind guidance).

3) Examiner:

4) Mr. Toni Hidayat, SE., M.Si. (Examiner Lecturer I, for revisions and input).

5) Mrs. Melisa Zuraini Hasibuan, SE., M.Si. (Examiner Lecturer II, for revisions and input).

6) Head of Mixue Shop, Jalan Sisingamangaraja Medan Amplas for research permission.

7) Family:

Parents (father Kasihati Lugu and mother Mewahati Laso), brothers, sisters and sisters (for their support, encouragement and prayers).

8) Friends:

Men: Muhammad Wahyu, Friar Danil, Mhd Rasyid, Taufik Gusnaldi, Wahyu Dwi Sulindra, Gilang, Danang, Tarmizi, Irfan Hakim and other friends whose names cannot be mentioned one by one.

Women: Reika, Nurul, Putri, Aisyah, Elsa and other friends whose names cannot be mentioned one by one.

Conflict of Interest:

No Conflict of Interest Statement. In all the submitted thesis documents, there is no explicit section or statement that discusses or states any conflict of interest. Assumption of No Conflict. In the context of academic research such as a thesis, if there is no conflict of interest statement, it is generally assumed that the author has no financial, personal, or professional relationships that could affect the objectivity or results of the research

References

- Aji, S. (2020). The influence of service quality on customer satisfaction in the automotive industry. *Journal of Management and Business*, 12(1), 45–60.
- Arifin, D. A., Rahmat, M., & Tumanggor, M. B. (2024). The influence of excellent service and librarian competence on user satisfaction at the University of North Sumatra Library. *Journal of Management Pearls*, 9(2), 211–227. <https://doi.org/10.51544/jmm.v9i2.5594>
- Arifin, Z. (2020). Development of small and medium enterprises in the service sector: Case study of automotive workshops. *Journal of Economics and Business*, 15(2), 123–135.
- Barney, J. B. (2020). *Gaining and sustaining competitive advantage* (4th ed.). Pearson.
- Cahyono, E., Prasetyo, B., & Sari, D. (2020). Service attribute indicators in improving service quality. *Journal of Management and Service Quality*, 12(1), 45–60.
- Darojat, I. (2021). Analysis of the influence of tourist attractions and service quality on the interest in repeat visits with visitor satisfaction as an intervening variable (Study on Citra Raya Water World). *Dynamic Management Journal*, 5(1), 23–37. <https://doi.org/10.31000/dmj.v5i1.4101>
- Fadli, M. (2023). The influence of service attributes on customer satisfaction in automotive workshops. *Journal of Marketing Research*, 9(1), 34–50.
- Farida, J. (2021). *Integrated approach service management*. Bogor: Ghalia Indonesia.
- Hajar, A., & Sukaatmadja, A. (2019). Indicators of company excellence. *Unud Management E-Journal*, 5.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2019). *Marketing management* (13th ed., Vol. 1). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (n.d.). *Marketing management* (15th ed.). Pearson Education.
- Naufal, M. (2018). *Marketing strategy in retail industry*. Jakarta: Salemba Empat Publisher.
- Nawar, J., Rukmini, R., Safina, W. D., & Hidayat, T. (2022). Percentage of the role of organizational commitment, job satisfaction, and organizational culture in improving employee services at the North Sumatra Province TPH Service. *AKMAMI Journal (Economic Management Accounting)*, 3(3), 642–654.
- Nugraheni, Y., & Wiwoho, G. (2020). The influence of brand image and perceived quality on customer satisfaction and repurchase intention (Study on Sophie Paris members at BC Laelatul Qomar Kebumen). *Putra Bangsa College of Economics Journal*.
- Pramesti, B. A., & Waluyo, H. D. (2020). The influence of brand image and customer value on repurchase intention through customer satisfaction. *Journal of Business Administration, Diponegoro University*.
- Ramadani, N. A., Hidayat, T., & Sembiring, Z. (2021). The influence of product attributes on competitive advantage at Aroma Bakery and Cake Shop Lubuk Pakam. *Bisnis-Net Journal of Economics and Business*, 4(2), 22–38. <https://doi.org/10.46576/bn.v4i2.1694>
- Riyanto, & Hatmawan. (2020). *Quantitative research methods: Research in management, engineering, education, and experiments*. Sleman.
- Wibowo, R. (2021). The influence of service attributes on consumer satisfaction in the automotive industry. *Journal of Marketing Research*, 8(3), 75–89.
- Yulianto, R. T., & Ramadhona. (n.d.). Analysis of the influence of package delivery service quality on customer satisfaction at PT Pos Indonesia (Persero) (Case study of Telkomsel's). [Incomplete reference – please add journal name, volume, and year if available].