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The Influence of Turbo Marketing and Brand Image on Mixue Ice Cream Purchase Decision In Tasikmalaya

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A B S T R A C T

In the current era of economic recession, Indonesia has even experienced an increase in the economy, quoted to Katadata, one of the main sectors that have become the largest contribution to increasing the economy in Indonesia is the Food and Beverage (FnB) business sector and one of the rapidly growing FnB business sectors is Mixue, which is a Chinese ice cream maker franchise that has entered Indonesia since 2020, Mixue is the largest franchise store in Southeast Asia, However, Mixue has recently been discussed on various social media because it does not yet have halal labeling on its products, but Mixue is quick to respond to the phenomenon that occurs by providing clarification in various media it has, and making digital marketing to maintain the company's brand image to remain good among the public. This study used descriptive quantitative methods, with a total of 110 respondents, the sampling technique used, namely the NonProbability sampling approach with purposive sampling, hypothesis testing was carried out by using SPSS 25 software, As for the hypothetical results of this study, there is a positive and significant influence between turbo marketing variables and purchase decisions, there is a positive and significant influence between brand image variables and purchase decisions, and there is a simultaneous influence between turbo marketing variables and brand image on purchase decisions.

A R T I C L E I N F O

INTRODUCTION

The economic onslaught amid uncertainty in the global economic outlook is currently causing many countries to experience recession, but the economy in Indonesia has increased. According to the Ministry of Finance of the Ministry of Finance of the Republic of Indonesia, economic growth in Indonesia has increased by 5.72%. Reporting from Katadata, it shows that the FnB (Food and Beverage) business sector is one of the business sectors that has the most contribution to economic growth in Indonesia. In 2022, the FnB (Food and Beverage) business sector occupies the first position that contributes to GDP by successfully reaching up to Rp.320.28 trillion (34.44%).

This can be generated from the many cafes, restaurants, coffee shops, to ice cream franchise outlets that are modern and growing rapidly in the field of FnB (Food and Beverage). Business actors must have an understanding and ability of digital literacy, especially for the use of ICT because technical and cognitive skills of ICT really need to be possessed in the current era (Btari Mariska et al, 2023). The use of technology in the development of FnB (Food and Beverage) business has great importance, because by utilizing technology business people are able to accelerate in making new innovations to be able to compete with competitors. just as society today is good enough to utilize existing technology, namely by utilizing social media as a tool to communicate quickly, interactively without being limited by distance (Wirapraja et al., 2021).

One of the booming FnB businesses in Indonesia is Mixue which is an Ice cream Franchise that has the most outlets in Southeast Asia. There are several factors besides the use of good technology in business development, namely by creating and maintaining a company's Brand Image to build a good relationship with consumers.

Building a good relationship with consumers is to provide a quick and responsive response. This is in line with consumer considerations in making purchase decisions. In addition, brand image is also one of the consumer considerations in making purchase decisions because the products offered to consumers must have a brand identity that is able to distinguish these products from products owned by competitors. (Sutiyono &; Brata, 2020).

In The Journal of Business Strategy Philip Kotler states a term turbo marketing, which is a concept in the marketing world to provide a service fastest, and dexterous in marketing and when overcoming problems in business. So that is an important point in this turbo marketing concept, business actors must be dexterous. Mixue became one of the companies that

successfully implemented the concept of turbo marketing, so it became the largest franchise store.

Mixue is also able to optimize promotion and create a good brand image through digital marketing and conventional media. Advertising promotion, sales, publicity, personal selling, direct marketing, events and experiences are part of the implementation(Hermawan, 2020) Not only that, in its business development, Mixue's company competes with competitors to make new innovations. To be able to survive in an era of uncertainty like today, business actors need to have a competitive advantage by creating innovations (Maesaroh et al., 2020)

But not long ago Mixue outlets became phenomenal and managed to enliven various kinds of social media in Indonesia, due to the circulation of news related to the lack of halal certification from MUI and outlets that are increasingly spreading in various regions. based on the results of research conducted by Jason Alexander, one of the Tech Enthusiasts, there are 692 Mixue outlets spread throughout Indonesia, and West Java is the province that dominates the distribution of Mixue, with 189 outlets, Tasikmalaya includes having quite a lot of outlets in less than 2 years.

So based on this description, researchers are interested in conducting more in-depth research related to the effect of the application of Turbo Marketing and Brand Image on the Purchase Decision of Mixue Ice Cream in Tasikmalaya.

2. METHODS

This research method is quantitative research, which is research that uses numbers that are generally collected through several structured questions and then converted into data form and this research is systematic.(Sekaran & Bougie, 2017). In this case, researchers use quantitative data through statistical analysis. Quantitative data is data in the form of numbers as generally collected through structured questions (Sekaran & Bougie, 2017, p. 271).

This approach was chosen by researchers to analyze and measure the Effect of Turbo Marketing and Brand Image on Mixue Ice Cream Purchase Decision in Tasikmalaya. The research approach used is descriptive analysis with the aim of testing hypotheses that have been established to find out the relationship between two or more variables. This study uses independent variables, namely turbo marketing and brand image, while the dependent variable is purchase decision.

This study uses primary data using the distribution of questionnaires related to the indicators of questions to be tested to overcome problems, in order to obtain accurate data.

And using secondary data obtained from various literature studies on previous research, websites, books and articles relevant to this research. The population in this study was consumers of Mixue ice cream. The sampling technique used in this study is the NonProbability sampling technique with purposive sampling techniques based on criteria that have been determined by the researcher. The minimum number of samples in this study is not known with certainty, so to determine the minimum number of samples refer to the Hair formula.

According to Hair (2010) If the sample size is too large, for example 400, then the method becomes so sensitive that it is difficult to get a good measurement of goodnessof fit. Therefore, the recommended minimum sample size is 5-10 observations for each estimated parameter. In this study, the sample number was 110 respondents who came from Mixue ice cream consumers in Tasikmalaya.

With the number of indicators as many as 11 pieces multiplied by 10). So, through calculations based on this formula, the number of samples from this study was 110 respondents who came from Mixue ice cream consumers in Tasikmalaya. The data analysis technique used in this study is multiple linear regression by going through various stages of testing ranging from instrument tests, such as validity tests, reliability tests, classical assumption tests, hypothesis tests and detemination coefficient tests so that the data obtained will later be processed using the help of statistical programs using SPSS software version 25.

3. RESULTS AND DISCUSSION

3.1. Characteristics Respondents

The following is the result of the distribution data of 110 respondents by gender

Table 1. Characteristics of respondents by gender

Jenis Kelamin	Jumlah	Persentase
Laki - Laki	30	27,7%
Perempuan	80	72,3%

Based on the table above, it shows that out of 110 respondents, there were 30 male respondents with a percentage of 27.7% and there were 80 female respondents with a percentage of 72.3%.

Table 2. Characteristics of respondents by age

Usia	Jumlah	Persentase
18-20 tahun	18	16,1%
21-25 tahun	75	68,8%
26-30 tahun	17	15,1%

Based on the table above, it shows that the most respondents as many as 75 are in the age range of 21-25 years with a percentage of 68.8%, then there are as many as 18 people in the age range of 18-20 years with a percentage of 16.1%. And there are as many as 17 respondents in the age range of 26-30 years with a percentage vof 15.1%

1. **Analysis Results**
    a. **T Test (Partial)**

Table 4. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.371	1.336		1.027	.307
	Turbo Marketing	.270	.091	.175	2.974	.004
	Brand Image	.813	.063	.760	12.938	.000

Based on the table above shows 2 hypotheses, with the first hypothesis, namely there is an influence between turbo marketing variables and purchase decisions. It can be seen from the results of the T test showing that the value of turbo marketing significance to the purchase decision (Y) is 0.004 < 0.05 and the calculated t value is 1.982 > the table t value is 0.025, then Ho is rejected and Ha is accepted.

This means that there is a significant influence of turbo marketing on brand image. The second hypothesis is that there is an influence between brand image variables and purchase decisions. This can be seen from the significance value of brand image to the purchase decision (Y) is 0.000 < 0.05 and the calculated t value is 1.982 > the table t value is 0.025, then Ho is rejected and Ha is accepted. This means that there is a significant influence of brand image on purchase decisions.

b.   F Test (Simultaneous)

Table 5. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	818.051	2	409.025	181.701	.000^b
	Residual	240.867	107	2.251		
	Total	1058.918	109			

Based on the table above, it produces an F Test (Simultaneous) with a significance value of 0.000 < 0.05 less than the set value and f count of 181.701 > 3.16 which means that the value is greater than f of the table. So it can be concluded that the variables turbo marketing (X1) and brand image (X2) together have a positive and significant effect on purchase decisions (Y).

2. Uji Coefficient of Determination (R^2)

Table 6. Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879^a	.773	.768	1.500

Based on table 6 above, the value of R square (R^2) efficiency is influenced by 0.773 or 77.3% so that the data explains the magnitude of the influence of turbo marketing and brand image variables on purchase decisions of 0.773 (77.3%).

4.   CONCLUSION

Based on research that has been conducted on the influence of turbo marketing and brand image on the purchase decision of Mixue Ice cream in Tasikmalaya, conclusions can be drawn The results of this study state that turbo marketing and brand image have a positive and significant effect on purchase decisions. Marketing carried out by the Mixue Ice Cream company by providing fast and dexterous service in creating a good brand image for the company is able to have a fairly positive and significant influence in making purchase decisions. Turbo marketing and brand image simultaneously have a positive and significant influence on purchase decisions.

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