

## ANALYSIS OF QUALITY, PRICE AND LIFESTYLE OF GENERATION Z ON PURCHASING DECISIONS AT MIXUE ICE CREAM & TEA IN PACITAN CITY.

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### Abstract

*This research aims to analyze product quality, price and lifestyle of Generation Z on purchasing decisions for Mixue Ice Cream and Tea in Pacitan City. The population in this research is Mixue consumers who are included in the Generation Z category in Pacitan City. The method used in this research is a survey with a sampling technique using data observation. The data obtained was analyzed using interview techniques and literature studies to test the influence of each variable on purchasing decisions. The research results show that product quality, price and lifestyle have a positive and significant influence on Mixue purchasing decisions. Among these three variables, Generation Z's lifestyle has a significant influence on purchasing decisions. This research suggests that Mixue should pay more attention to product quality that suits Generation Z preferences, as well as adapting pricing and marketing strategies to lifestyles that are relevant for young consumers in Pacitan City.*

**Keywords:** Quality, Price, Lifestyle, Generation Z, Decisions

### Introduction

In the business world in Indonesia, the food and beverage sector continues to show significant growth. Based on statistics obtained from the Central Statistics Agency (BPS), the contribution of the food and beverage sector to GDP (Gross Domestic Product) will reach 7.45% in 2023. Making it one of the main sectors that supports the national economy. This trend is reinforced by changes in people's lifestyles who increasingly value innovation in local and modern culinary products. This can provide great opportunities for business actors in this industry to compete but also presents its own challenges considering the increasingly fierce competition in the market. Quality is one of the main factors in the decision making of Gen Z, which is known for having a high level of digital literacy, often looks for products that are not only attractive and attractive but also have high-quality features. Therefore, sufficient analysis is needed to determine purchasing decisions. Analysis can also be said to be the ability to break down or ensure that material is broken down into smaller components that are easy to understand and analyze. As Mullins said in Arliandhini (2023), if a company wants to maintain its competitive advantage in the market, the company must consider all relevant aspects. to be used by companies so that consumers can differentiate the products sold by the company from competitors' products.

In the context of Mixue, product quality, ingredients, and innovation will have a significant impact on their purchasing decisions. Products that offer a unique experience and have unique qualities such as various types of new variants and promotions can attract their attention. Kotler in Suswardji (2020), states product quality as the ability of a product to perform its functions. It includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. "Because basically consumers don't just buy products but also look at the benefits and advantages of whether the product can be used or consumed for a long time." (SIHITE, 2024)

One factor that has an impact on purchasing behavior and decisions is price. Generation Z is more sensitive to prices because many of them are still in school or starting their careers, with lower incomes who are sensitive to determining prices. Therefore a low price but still competitive will be more attractive to them than a higher price but low in terms of product quality. Kotler in Suswardji (2020) defines price as the amount of money paid for a good or service, or the value spent by consumers to gain profits from the use or ownership of a good or service. Apart from price there are also Generation Z Lifestyle factors which are greatly influenced by the media social, sustainability, and lack of desire to participate in the present. These factors also significantly influence their preferences when choosing products.

"In general, lifestyle can be identified by paying attention to how people spend their time (activities), considering interests in the environment (interests) and what other people think about them" (Lahagu 2023). For example, they tend to look for products that are not only delicious but also aesthetic, instagrammable,

and in line with current trends. Mixue with its ability to adapt attractive serving styles and taste trends. According to Kotler (2008) in Endang Mardiani & Orland Jorge Imanuel, 2013: 153 Online marketing (e-marketing) is marketing that can be done using computers and internet modems by utilizing these characteristics to attract the attention of generation Z in Pacitan City.

With demographic characteristics involving many young people and students, Mixue Ice Cream and Tea can be an attractive choice for young consumers who are looking for affordable, high-quality food and drink options that suit their lifestyle.

The marketing strategy carried out by Mixue Ice Cream targeting Generation Z certainly provides a great opportunity for this frencess company. "Market in a broad sense is a meeting place between buyers and sellers. Goods or services are products that are exchanged by buyers and sellers. In this exchange, the price of the goods or services exchanged arises" (Adolph 2016).

Pacitan City, even though it is a small city, has quite large market potential, especially with population growth and rapid economic development. With demographic characteristics involving many young people and students, Mixue Ice Cream and Tea can be an attractive choice for young consumers who are looking for affordable, high-quality food and drink options that suit their lifestyle. So with that I want to take the title "Analysis of Product Quality, Price and Lifestyle of Generation Z on Purchasing Mixue Ice Cream and Tea in Pacitan City. Formulation of research problems are does product quality influence Generation Z's purchasing decisions at Mixue Ice Cream & Tea? Does pricing influence Generation Z's purchasing decisions at Mixue Ice Cream & Tea? Does lifestyle influence Generation Z's purchasing decisions at Mixue Ice Cream & Tea? Do lifestyle, price and product quality influence Mixue Ice Cream & Tea customers' purchasing decisions?. This research aims to find out whether product quality influences Generation Z's purchasing decisions at Mixue Ice Cream & Tea, and whether pricing influences Generation Z's purchasing decisions at Mixue Ice Cream & Tea, as well as understand whether lifestyle influences consumers' decisions to buy at Mixue Ice Cream & Tea, also find out whether Generation Z's lifestyle, product quality and price influence consumer decisions to buy at Mixue Ice Cream & Tea.

## **Methods**

According to Sugiyono in Nalle (2019) quantitative methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of describing and testing hypotheses. The research tools used in this research have been determined, such as observation, interviews and documentation. This research was carried out in Pacitan City, precisely in the Tanjungsari area, where the research took approximately 3 months (September – November).

This research uses qualitative research methodology, so this research is presented in various ways such as observation, interviews, documentation and literature study. The phenomenon in this research was obtained by observing the activities of the Mixue Ice Cream and Tea shop in Tanjungsari, Pacitan City. To collect data for this research, several steps were taken, including:

1. Documentation

The geographical and demographic conditions of the research location, commercial facilities and operations, culture and religion, facilities, and social position within the Ice Cream and Tea. Mixue shop environment are some of the data collected using this qualitative approach. Three elements are included in this technique: the environment, the participants, and all outputs produced by the research participants.

2. Observation.

At the Mixue Ice Cream and Tea Shop in Tanjungsari, Pacitan City, observations were made to see whether Generation Z's lifestyle, product quality and price influenced sales.

3. Literature Study.

The literature study is based on quality theory and makes observations of phenomena that occur around or inside the Mixue Ice Cream and Tea shop in Tanjungsari, Pacitan City.

4. Interview.

This writing style is used to explore generation Z's concerns regarding lifestyle, prices and product quality, especially related to the Ice Cream and Tea Mixue shop community. In this case the sources of the informants interviewed were:

1. Devita (23) as person in charge of the shop.
2. Lana (24) Person in charge of SO.
3. Edgar & Rona Crew Mixue Ice Cream and Tea.
4. Mita (24) Customer (Gen Z)

All informants gave good and significant responses in a positive direction.

## Results and Discussion

### 1. Products.

- **Product Quality:** Mixue is known for its consistent and reliable cream drinks. Generation Z consistently produces unique products with attractive designs that are suitable for social media promotions.
- **Product Innovation:** A diverse menu that includes items like bubble tea, smoothies, and customizable toppings to make it a unique experience. includes items like milk tea, smoothies, and customizable toppings to make it a unique experience. The newest menu variants that attract customers are Peach Mi Shake and Peach Jusmine Tea and the upcoming variant is Macha flavored Ice Cream.

### 2. Price.

- **Affordable Pricing:** Mixue's very affordable price compared to competitors in the same segment is one of the main reasons for the purchase decision.
- **Value for Money:** Generation Z really appreciates products at a price that matches the quality, making Mixue a favorite among them.

### 3. Generation Z Lifestyle

- **Social and Trends:** Generation Z is often influenced by trends on social media. Mixue, which goes viral on various platforms such as TikTok, makes them curious to try it, thereby providing an opportunity for influencers such as Mixue ice cream & tea to promote their products on this platform and can influence purchasing decisions.
- **Community and Togetherness:** The presence of Mixue, which is often used as a place to hang out with friends, is also a driving factor in purchasing decisions.
- **Environmental Concern:** Some Generation Z are starting to pay attention to sustainability aspects such as product packaging, which is Mixue's main focus at the moment.

### 4. Purchase Decision

- Generation Z often makes purchasing decisions based on a combination of friends' recommendations, online reviews, and personal experience. The accessibility of Mixue's many outlets, coupled with delivery services, makes purchasing even easier.

Mixue products have succeeded in responding to the needs of the Generation Z market by providing a pleasant consumer experience through taste, price and innovation. Generation Z is known to be more sensitive to mixed prices with a strategy of "low prices for all," able to outperform competitors in the city of Pacitan. Generation Z's active lifestyle on social media makes Mixue not only a consumer product, but also a pop culture element and the brand image as "the ice cream of a million people" increases its appeal.

## Conclusion and Suggestion

This research intends to examine how Generation Z's lifestyle, price and product quality influence their decision to buy ice cream and Mixue tea in Pacitan City. Based on the results obtained, the following conclusions can be drawn:

1. Product quality plays an important role in purchasing decisions, where consistency of taste, menu innovation and attractive presentation provide a positive experience to consumers.
2. Competitive prices are the main attraction for generation Z who tend to look for products with economic value but still high quality.
3. Generation Z's lifestyle, which is heavily influenced by trends, social media and the need for social experiences, significantly influences their decision to choose Mixue as a place to buy ice cream and tea.

These factors together have a significant impact on the decision to purchase, with very intense interactions. This study highlights how important it is to understand the preferences and needs of Generation Z as Mixue's main market in the city of Pacitan.

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