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Understanding Consumer Satisfaction through Price Perception, Product Quality, and the Mediating Role of Promotion

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Abstract

This research examines the influence of price perception, product quality, and promotion on consumer satisfaction with Mixue. Primary data were obtained via questionnaires from 189 consumers in Kota Tangerang who had purchased Mixue beverages on at least one occasion, and analyzed using partial least squares (PLS) regression. The findings reveal that while price perception, product quality and promotion have positive significant effect on cutomer satisfaction also price perception and product quality have positive significant effect on promotion. Collectively, the mediation results confirm that promotion functions as a significant intervening variable in both pathways. Notably, in the case of price perception, promotion fully mediates the relationship, whereas in the case of product quality, promotion partially mediates the relationship.

INTRODUCTION

Competition within Indonesia's food and beverage sector has intensified considerably, owing to the rising number of enterprises offering products with analogous attributes. The modern ice cream and beverage subsector, in particular, has experienced notable growth, evidenced by the increasing presence of both global and local labels. Amidst such competitive dynamics, firms are challenged not solely to acquire new customers but also to engender consumer satisfaction, which underpins enduring customer relationships and brand loyalty.

Mixue stands as a prominent example of a rapidly ascending ice cream and beverage brand in Indonesia, capitalizing on an affordable pricing model and a wide assortment of product choices. Its remarkable market penetration indicates that the brand has effectively captivated consumer interest through aggressive pricing, dependable product standards, and robust promotional efforts. However, the ability to attract consumers does not automatically translate into elevated satisfaction levels, given that satisfaction is contingent upon a complex interplay of multiple, mutually reinforcing determinants.

Table 1. Results of Preliminary Survey on Factors Influencing Consumer Satisfaction with Mixue

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No.	Variable	Statement	Yes	No
1.	Price Perception	Satisfaction with Mixue is driven by the product's affordable pricing	27 (90.0%)	3 (10.0%)
2.	Product Quality	Satisfaction arises from the perceived alignment between price and the quality of flavor delivered	24 (80.0%)	6 (20.0%)
3.	Consumer Confidence	Satisfaction is attributable to the company's credibility in conveying product-related information	15 (50.0%)	15 (50.0%)
4.	Promotion	Satisfaction is influenced by the attractiveness of Mixue's promotional advertisements	27 (90.0%)	3 (10.0%)
5.	Word of Mouth (WOM)	Satisfaction is shaped by information obtained through peer recommendations	11 (36.7%)	19 (63.3%)
6.	Customer Experience	Satisfaction is derived from prior experiential encounters with ice cream products	9 (30.0%)	21 (70.0%)

Note: Percentages are calculated based on a total of 30 respondents.
Source: Preliminary survey data (2026)

To obtain an initial understanding of the factors influencing consumer satisfaction with Mixue, a preliminary survey was administered to 30 respondents. The findings revealed that 90% of respondents expressed satisfaction attributable to the product's affordable pricing, while 80% perceived the price paid to be commensurate with the product's flavor quality. These results suggest that price perception and product quality constitute relatively strong determinants in shaping consumer satisfaction.

Conversely, the preliminary survey also indicated that only 50% of respondents felt confident about the product information provided by the company, implying that marketing communication and information dissemination have yet to fully enhance consumer confidence. Furthermore, although 90% of respondents considered Mixue's promotions to be appealing, several other factors received comparatively lower ratings. For instance, the influence of word of mouth garnered only 37% agreement, while customer experience obtained merely 30% approval. These findings underscore that not all marketing dimensions contribute equally to the formation of consumer satisfaction.

The preliminary findings present an intriguing phenomenon. On one hand, price perception and product quality received notably high evaluations; on the other hand, there remains considerable variation in satisfaction levels, influenced by the effectiveness of promotional activities and consumer experiential factors. This condition implies that promotion may serve not solely as a marketing communication tool, but also as a bridging mechanism that mediates the effects of price perception and product quality on consumer satisfaction. In other words, well-executed promotional strategies have the potential to reinforce consumers' positive perceptions of price and product quality, thereby enhancing overall satisfaction. Based on the preceding background discussion, several research issues can be delineated. Firstly, consumer satisfaction toward Mixue products is not entirely attributable to perceptions of price affordability, indicating that additional factors may contribute to satisfaction outcomes. Secondly, the congruence between price and product quality does not fully explain the emergence of consumer satisfaction, leaving room for further inquiry into other explanatory

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variables. Thirdly, promotional activities are hypothesized to exert a meaningful influence on satisfaction levels, primarily through their effectiveness in disseminating information and capturing consumer interest. Fourthly, the degree to which promotion functions as an intervening variable in the relationship between price perception, product quality, and consumer satisfaction remains empirically undetermined. This study therefore seeks to address these research gaps by examining the mediating role of promotion in the aforementioned relationships.

This study employs a Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach to concurrently examine the interrelationships among the constructs under investigation. Price perception and product quality are designated as exogenous variables, promotion as a mediating variable, and consumer satisfaction as the endogenous variable. By adopting this analytical framework, the research is expected to elucidate both the direct effects of price perception and product quality on consumer satisfaction, as well as to empirically test whether promotion serves as a mediating mechanism in these relationships. The anticipated findings are intended to yield strategic recommendations for Mixue's management in terms of formulating pricing policies, maintaining product quality standards, and enhancing promotional effectiveness, ultimately contributing to the cultivation of heightened consumer satisfaction.

Research Objectives

This study is undertaken with the following specific aims: (1) to examine the direct effect of price perception on consumer satisfaction; (2) to examine the direct effect of product quality on consumer satisfaction; (3) to assess the influence of price perception on promotional activities; (4) to assess the influence of product quality on promotional activities; (5) to investigate the impact of promotion on consumer satisfaction; (6) to test the mediating role of promotion in the linkage between price perception and consumer satisfaction; and (7) to test the mediating role of promotion in the linkage between product quality and consumer satisfaction. In essence, these objectives are structured to delineate both the direct and indirect mechanisms by which satisfaction is engendered within the context of Mixue's consumer base.

Expected Outcomes and Research Contributions

Theoretically, this study is anticipated to enrich the existing body of knowledge in the field of marketing, particularly with respect to the interrelationships among price perception, product quality, promotion, and consumer satisfaction within the food and beverage industry. Furthermore, this research is expected to contribute empirical evidence regarding the mediating role of promotion, thereby extending current theoretical frameworks that explain how marketing variables collectively shape consumer satisfaction outcomes.

From a practical standpoint, the findings of this study are intended to provide actionable insights for Mixue's management in formulating more effective marketing strategies. Specifically, the company may leverage these findings to optimize competitive pricing policies, sustain product quality standards, and design more targeted promotional programs. By doing so, Mixue can enhance consumer satisfaction and reinforce its competitive position amidst the increasingly intense industry landscape.

LITERATURE REVIEW

Consumer Satisfaction

Consumer satisfaction is most commonly conceptualized through the expectancy-disconfirmation paradigm, which posits that satisfaction arises from the comparison between

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pre-purchase expectations and post-purchase perceived performance (Oliver, 1993). When perceived performance exceeds expectations, positive disconfirmation occurs and satisfaction increases; conversely, negative disconfirmation produces dissatisfaction. Recent empirical work continues to apply this paradigm across diverse contexts. Rosyidah Marwa and Astini (2023) demonstrated that within an enterprise telecommunications setting, service quality, price perception, and customer experience jointly shape customer satisfaction, which subsequently drives customer loyalty. Such findings confirm the continued relevance of the expectancy-disconfirmation framework across both consumer and business-to-business settings and provide theoretical support for positioning satisfaction as an intervening construct between value-based marketing stimuli, namely price, quality, and promotion, and downstream behavioral responses such as loyalty and repurchase intention.

Price Perception and Consumer Satisfaction

Price perception refers to the subjective judgment consumers form regarding whether the price charged for a product or service is fair, reasonable, or commensurate with the perceived benefits received (Cakici & Tekeli, 2022). Price is rarely evaluated in absolute monetary terms; rather, consumers construct an internal reference price against which the actual price is compared, and any perceived discrepancy influences their overall satisfaction judgment. Cakici and Tekeli (2022) found that consumers' price-level perception exerts a mediating effect on their emotional responses toward supermarkets, indicating that price perception operates not only as a direct antecedent of behavior but also as a psychological filter shaping affective and evaluative outcomes. In the pharmaceutical retail context, Setiawan and Keni (2023) reported that price perception, together with customer trust and customer experience, significantly influences purchasing decisions, reinforcing the notion that fair pricing builds the cognitive foundation upon which satisfaction is formed. Earlier work by Purbarani and Santoso (2020) similarly identified price perception as one of several significant determinants of purchasing decisions alongside product quality, differentiation, service quality, and promotion, suggesting that its influence, while direct, is also channeled through consumers' broader evaluative and satisfaction processes. Collectively, these findings suggest that price perception functions as a critical antecedent whose influence on loyalty or repurchase behavior is substantially transmitted through the mediating mechanism of consumer satisfaction rather than operating solely as a direct effect.

Product Quality and Consumer Satisfaction

Product quality represents the extent to which a product's attributes, reliability, durability, and performance meet or exceed customer expectations. As one of the most extensively studied antecedents of satisfaction, product quality has consistently demonstrated strong explanatory power across product categories. Praja and Haryono (2022) found that both brand image and product quality significantly affect repurchase intention among Uniqlo consumers in Solo, with consumer satisfaction mediating this relationship, implying that superior product attributes translate into repeat patronage primarily because they first generate satisfaction. Extending this discussion into digital commerce, Chen, Chen, and Tian (2022) showed that product information quality interacts with consumption habits to shape purchase intention through a dual-process mechanism, underscoring that quality-related cues operate cognitively as well as affectively in shaping consumer evaluations. Likewise, De Canio and Martinelli (2021) examined how quality certification, specifically European Union organic labeling, shapes consumers' purchase intentions, finding that perceived quality-assurance signals significantly strengthen consumer trust and satisfaction toward sustainably positioned

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food products. Muhtarom et al. (2023) further confirmed that product quality, alongside price, promotion, and distribution, significantly affects purchase decisions, with customer satisfaction acting as a significant mediating variable in the beverage retail sector. These findings collectively affirm that product quality is not merely a static attribute but a dynamic driver of satisfaction, whose downstream influence on loyalty, trust, and repurchase intention is substantially transmitted through the intervening role of consumer satisfaction.

Promotion and Consumer Satisfaction

Promotion encompasses the set of marketing communication tools, including advertising, sales promotion, digital marketing, and personal selling, that firms deploy to inform, persuade, and remind consumers about their value proposition. Recent literature increasingly examines promotion not solely as a driver of purchase decisions but as a stimulus whose ultimate effectiveness depends on the satisfaction it generates. Muhtarom et al. (2023) demonstrated that promotion, together with product quality, price, and distribution, jointly and significantly affects purchase decisions, with customer satisfaction serving as a significant mediator in the Indonesian beverage market. Earlier, Angraini and Harwani (2020) found that product quality, price perception, and promotion together significantly influence purchasing decisions for a packaged bread brand, laying groundwork for later studies that reframed satisfaction as the mechanism connecting these stimuli to loyalty outcomes. In the digital services sector, Yulihapsari et al. (2025) found that promotion, alongside e-service quality, significantly influences consumer loyalty through the mediating pathway of consumer satisfaction, reinforcing that promotional stimuli alone are insufficient to secure loyalty unless accompanied by a genuinely satisfying consumption experience. Similarly, Nadhifah (2021) reported that promotion and service quality influence purchasing decisions through consumer satisfaction functioning as an intervening variable among manufacturing distributor customers, while the more recent study by Nasution and Sari (2025) confirmed that customer satisfaction mediates the relationship between price, promotion, and purchasing decisions in a replicated retail setting. These converging findings indicate that promotion's behavioral effectiveness is contingent upon, and substantially mediated by, the satisfaction it engenders among consumers.

Consumer Satisfaction as a Mediating (Intervening) Variable

The mediating or intervening role of consumer satisfaction has emerged as a dominant analytical framework in recent marketing research, particularly within studies employing Structural Equation Modeling with Partial Least Squares (SEM-PLS). Rather than modeling price perception, product quality, and promotion solely as direct predictors of loyalty or repurchase intention, contemporary studies increasingly test indirect pathways in which satisfaction functions as the transmission mechanism. Elgarhy and Mohamed (2023) demonstrated within the Egyptian travel agency sector that the services marketing mix, comprising elements analogous to price, product, and promotion, influences customer loyalty and behavioral intentions primarily through the mediating role of customer satisfaction, with direct effects substantially attenuated once satisfaction was introduced into the model. Feliciana, Saparso, and Lizardo (2024) similarly found that service quality and mobile banking application features affect customer loyalty with satisfaction operating as a significant mediator, a pattern replicated across both digital and conventional service contexts. Indonesian studies employing intervening-variable frameworks report comparable results: Nadhifah (2021) found that promotion and service quality influence purchasing decisions through consumer satisfaction as an intervening variable, while Nasution and Sari (2025) confirmed that satisfaction mediates the joint effect of price and promotion on purchasing decisions in a more

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recent replication. Taken together, this body of evidence substantiates a coherent theoretical narrative: price perception, product quality, and promotion function as exogenous stimuli that shape consumers' cognitive and affective evaluations; these evaluations coalesce into an overall satisfaction judgment; and it is this satisfaction judgment, rather than the marketing stimuli themselves, that most proximally and consistently predicts loyalty, repurchase intention, and purchasing decisions. This mediating architecture helps explain why some studies report weak or statistically insignificant direct effects of price perception or product quality on ultimate behavioral outcomes once satisfaction is statistically controlled, reinforcing the theoretical necessity of testing indirect effects alongside direct ones.

Interrelationship Among the Three Antecedents

Beyond their individual effects on satisfaction, price perception, product quality, and promotion also interact with one another in shaping consumer evaluations. A favorable price perception, for example, can be reinforced or undermined by the quality cues consumers perceive at the point of purchase; when perceived quality is high, consumers are more willing to accept a premium price as fair, whereas low perceived quality erodes the credibility of even heavily promoted low-price offers (Cakici & Tekeli, 2022; Purbarani & Santoso, 2020). Promotion, in turn, functions partly as an information channel that calibrates consumers' expectations regarding both price and quality before purchase occurs; when promotional claims are consistent with the actual product experience, positive disconfirmation is more likely, which strengthens satisfaction, whereas exaggerated promotional claims risk generating negative disconfirmation despite objectively acceptable quality or price levels (Muhtarom et al., 2023; Angraini & Harwani, 2020). This interdependence suggests that price perception, product quality, and promotion should not be examined as isolated, additive predictors but as an interacting bundle of cues that consumers process holistically when forming their overall satisfaction judgment. Studies that model all three antecedents together, rather than testing them separately, are therefore better positioned to capture the full explanatory power of the marketing mix on consumer satisfaction and its downstream behavioral consequences.

METHODOLOGY

This study employed a quantitative research approach using an explanatory research design to examine the relationships among Price Perception, Product Quality, Promotion, and Consumer Satisfaction. The quantitative approach was selected because it enables researchers to objectively measure latent variables and statistically examine causal relationships among constructs. An explanatory research design is appropriate because the primary objective of this study is to investigate both the direct and indirect effects of the independent variables on consumer satisfaction through promotion as a mediating variable. The proposed conceptual model was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The population of this study comprised consumers who had purchased Mixue products. Since the exact number of Mixue consumers is unknown and continuously changing, the population was considered infinite.

The study employed a non-probability sampling technique, specifically purposive sampling, because respondents were selected according to predefined criteria relevant to the research objectives. Respondents were required to satisfy the following criteria:

1. At least 17 years of age.
2. Have purchased Mixue products at least once during the previous six months.
3. Have sufficient experience to evaluate product quality, pricing, promotional activities, and overall satisfaction.

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4. Voluntarily agree to participate in the survey.

A total of 189 respondents participated in this study. The sample size is considered adequate for PLS-SEM analysis. According to the "10-times rule," the minimum sample should be at least ten times the largest number of structural paths directed toward a single endogenous construct. In the present model, Consumer Satisfaction receives three direct structural paths (Price Perception, Product Quality, and Promotion), indicating that the minimum sample requirement is substantially lower than the actual sample size. Furthermore, Hair et al. (2022) recommend sample sizes above 150 for models of moderate complexity, making the current sample appropriate for robust estimation. Primary data were collected using a structured questionnaire administered directly to respondents. The questionnaire consisted of closed-ended questions measured using a five-point Likert scale, where:

Scale	**Interpretation**
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Data analysis was conducted using SmartPLS 4 following the Partial Least Squares Structural Equation Modeling (PLS-SEM) procedure. The analysis consisted of two major stages. Measurement Model Evaluation (Outer Model). The measurement model was assessed to evaluate the reliability and validity of the latent constructs.

Measurement Model Evaluation (Outer Model)

The measurement model was assessed to evaluate the reliability and validity of the latent constructs. The following criteria were examined:

1. Indicator Reliability (Outer Loading)
2. Convergent Validity (Average Variance Extracted)
3. Discriminant Validity (Fornell–Larcker Criterion and HTMT)
4. Internal Consistency Reliability (Cronbach's Alpha, Composite Reliability, rho_A)

Indicators with loading values below the recommended threshold were evaluated for potential removal if necessary.

Structural Model Evaluation (Inner Model)

After establishing satisfactory measurement quality, the structural model was evaluated. The assessment included:

1. Coefficient of Determination (R^2)
2. Effect Size (f^2)
3. Path Coefficients

   A hypothesis was considered supported when:
   - **t-statistic > 1.96**
   - **p-value < 0.05**

   at a **95% confidence level**.

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The mediating role of Promotion was evaluated by examining the significance of indirect effects obtained through the bootstrapping procedure. Mediation was considered significant when the indirect effect was statistically significant at the 5% significance level.

4. Bootstrapping Analysis

Conceptual Framework

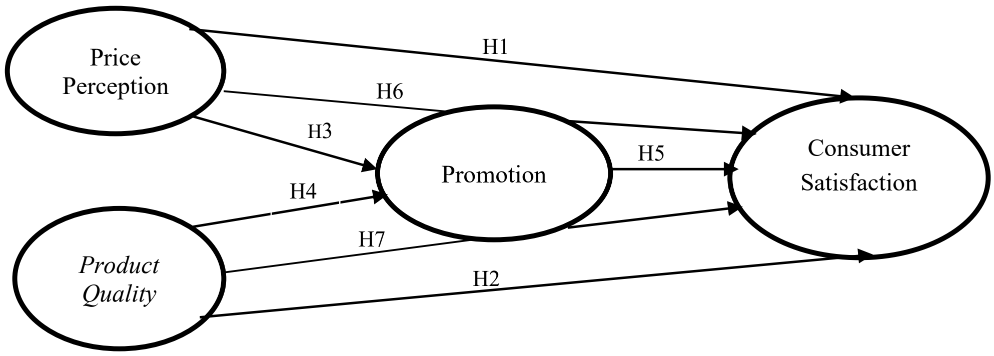

Figure 1 – Conceptual Framework

Research Hypotheses

The hypotheses examined in this study are summarized as follows:

- **H1:** Price Perception positively influences Consumer Satisfaction.
- **H2:** Product Quality positively influences Consumer Satisfaction.
- **H3:** Price Perception positively influences Promotion.
- **H4:** Product Quality positively influences Promotion.
- **H5:** Promotion positively influences Consumer Satisfaction.
- **H6:** Promotion mediates the relationship between Price Perception and Consumer Satisfaction.
- **H7:** Promotion mediates the relationship between Product Quality and Consumer Satisfaction.

RESULT AND DISCUSSION (Times New Roman 12, Bold, spasi 1)

A. Measurement Model Evaluation

1. Outer Loading

Tabel 2-Outer Loadings

	Price Perception	Product Quality	Promotion	Customer Satisfaction
PH1	0.900			
PH2	0.911			
PH3	0.899			
PH4	0.898			

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KP1		0.927		
KP2		0.912		
KP3		0.917		
KP4		0.904		
KP5		0.910		
KP6		0.927		
PM1			0.866	
PM2			0.862	
PM3			0.807	
PM4			0.830	
PM5			0.864	
PM6			0.821	
PM7			0.840	
PM8			0.840	
KK1				0.870
KK2				0.882
KK3				0.893
KK4				0.868

The measurement model was assessed through the examination of outer loadings for each indicator across the four latent constructs: Price Perception, Product Quality, Promotion, and Customer Satisfaction. As presented in the table, all indicator loadings exceed the commonly recommended threshold of 0.70, thereby confirming adequate indicator reliability for each construct.

2. Convergent Validity (Average Variance Extracted)

Table 3 - AVE

	Average Variance Extracted (AVE)
Price Perception	0.814
Promotion	0.708
Product Quality	0.840
Customer Satisfaction	0.771

The convergent validity of the measurement model was assessed by examining the Average Variance Extracted (AVE) for each latent construct. As a general rule, an AVE value of 0.50 or higher indicates that the construct explains more than half of the variance in its indicators, thereby confirming adequate convergent validity.

3. Fornell–Larcker Criterion and HTMT

Table 4 - Fornell–Larcker Criterion

	Price Perception	Promotion	Quality Product	Customer Satisfaction
Price Perception	0.902			
Promotion	0.465	0.841		
Product Quality	0.079	0.666	0.916	
Customer Satisfaction	0.414	0.725	0.702	0.878

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Discriminant validity was assessed using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with the correlations between that construct and all other constructs. Collectively, these results satisfy the Fornell-Larcker criterion, providing robust evidence that each construct is distinct from the others and that the measurement model exhibits satisfactory discriminant validity.

4. Heterotrait Monotrait Ratio (HTMT)

As a general guideline, an HTMT value below 0.90 indicates that discriminant validity has been established.

Table 5 - Heterotrait Monotrait Ratio (HTMT)

	Price Perception	Promotion	Quality Product	Customer Satisfaction
Price Perception				
Promotion	0.496			
Product Quality	0.093	0.698		
Customer Satisfaction	0.452	0.786	0.751	

The Heterotrait-Monotrait Ratio (HTMT) was employed to further assess discriminant validity. As presented in Table 5, all HTMT values ranged from 0.093 to 0.786, which are below the recommended threshold of 0.90 (Hair et al., 2022). These findings indicate that each construct is empirically distinct from the others, confirming satisfactory discriminant validity. Therefore, the measurement model demonstrates adequate construct validity and is appropriate for subsequent structural model evaluation.

B. Structural Model Evaluation (Inner Model)

1. Coefficient of Determination (R^2)

Table 6 -R-square

	R Square	R Square Adjusted
Customer Satisfaction	0.653	0.648
Promotion	0.615	0.610

The predictive relevance of the structural model was assessed using the coefficient of determination (R^2). As shown in the table, the R^2 for Customer Satisfaction is 0.653 (adjusted $R^2 = 0.648$), indicating that Price Perception, Promotion, and Product Quality collectively explain 65.3% of the variance in satisfaction. This is considered a moderate to substantial level of explanatory power, suggesting that the model adequately captures the key drivers of consumer satisfaction.

Similarly, the R^2 for Promotion is 0.615 (adjusted $R^2 = 0.610$), implying that Price Perception and Product Quality together account for 61.5% of the variance in promotional effectiveness. This finding confirms that the antecedent constructs exert considerable influence on promotional outcomes.

Both R^2 values exceed the 0.50 threshold, reinforcing the model's predictive relevance. Overall, these results confirm that the proposed structural model possesses satisfactory explanatory power, lending support for the subsequent hypothesis testing and interpretation of path coefficients, suggest that the proposed model effectively captures the key determinants of consumer satisfaction within the context of Mixue. These results provide a solid foundation for evaluating the significance of the hypothesized relationships in the structural model.

2. Effect Size (f^2)

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Table 7 – F-Square

	Price Perception	Promotion	Quality Product	Customer Satisfaction
Price Perception		0.444		0.118
Promotion				0.088
Product Quality		1.033		0.346
Customer Satisfaction				

The effect size (f^2) was examined to assess the relative contribution of each predictor variable to the R^2 of the endogenous constructs, with values of 0.02, 0.15, and 0.35 indicating small, medium, and large effects, respectively. As shown in the table, Price Perception demonstrates a large effect on Promotion ($f^2 = 0.444$) but only a small to medium effect on Customer Satisfaction ($f^2 = 0.118$). Conversely, Product Quality exerts a very large effect on Promotion ($f^2 = 1.033$) and a medium to large effect on Customer Satisfaction ($f^2 = 0.346$). Finally, Promotion exerts a small to medium effect on Customer Satisfaction ($f^2 = 0.088$). These results indicate that Product Quality is the most influential predictor across the model, contributing substantially to both promotional effectiveness and consumer satisfaction. Price Perception also exerts considerable influence, particularly through its strong effect on Promotion. The relatively modest effect of Promotion on Customer Satisfaction ($f^2 = 0.088$) suggests that while promotional activities do contribute to satisfaction, other factors—particularly product quality—play a more dominant role.

3. Predictive Relevance (Q^2)

Table 8 – Q-square

	SSO	SSE	Q^2 (=1-SSE/SSO)
Price Perception	756.000	756.000	
Promotion	1.512.000	866.968	0.427
Product Quality	1.134.000	1.134.000	
Customer Satisfaction	756.000	382.498	0.494

The predictive relevance of the structural model was evaluated using the Stone-Geisser Q^2 statistic, with values greater than 0 indicating that the model has predictive relevance. As shown in the table, the Q^2 value for Customer Satisfaction is 0.494, while that for Promotion is 0.427. Both values substantially exceed the 0.35 threshold, denoting large predictive relevance.

These findings indicate that the model demonstrates strong predictive capability for both endogenous constructs. Specifically, Price Perception, Product Quality, and Promotion collectively exhibit considerable accuracy in predicting Customer Satisfaction, while Price Perception and Product Quality also demonstrate strong predictive power for Promotion.

Overall, the Q^2 results confirm that the structural model possesses satisfactory predictive validity, reinforcing the robustness of the proposed theoretical framework and supporting the interpretation of the path coefficients and hypothesis testing.

4. Path Coefficients

The estimated values for the path relationships in the structural model must be significant. These significance values can be obtained through the bootstrapping procedure. To assess the significance of the hypothesis, examine the parameter coefficient values and the t-values in the

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bootstrapping algorithm report. To determine whether a value is significant or not, consult the t-table at a significance level of alpha 0.05 (5%) = 1.96. Next, compare the t-value from the table with the calculated t-value (t-statistic).

Table 9 – Direct Effect Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price Perception -> Customer Satisfaction	0.244	0.248	0.055	4.428	0.000
Product Quality -> Customer Satisfaction	0.496	0.495	0.061	8.103	0.000
Price Perception -> Promotion	0.415	0.416	0.039	10.688	0.000
Product Quality -> Promotion	0.633	0.631	0.034	18.514	0.000
Promotion -> Customer Satisfaction	0.282	0.282	0.067	4.215	0.000

The findings of this study demonstrate that Price Perception has a positive and significant effect on Customer Satisfaction ($\beta = 0.244$, T-statistic 4.428 >1.96 and *p values* (0.000 < 0.05)). This suggests that customers do not evaluate a product merely based on whether it is inexpensive or expensive. Instead, they assess whether the price they pay is justified by the quality and benefits they receive. When customers perceive that the product offers good value for money, they are more likely to feel satisfied with their purchasing decision. This finding is consistent with recent studies reporting that perceived price fairness contributes positively to customer satisfaction because consumers tend to compare the costs they incur with the value they obtain from the product or service (Pandiangan and Nisa, 2024; Haidar et al., 2025).

Product Quality has a positive and significant effect on Customer Satisfaction ($\beta = 0.496$, , T-statistic 8.103 >1.96 and p values (0.000 < 0.05)). This result indicates that although competitive prices and attractive promotions are important, customers ultimately judge a product based on its actual performance. When a product consistently meets or exceeds customer expectations in terms of reliability, functionality, durability, and overall performance, customers develop stronger feelings of satisfaction. This finding is in line with recent empirical studies demonstrating that product quality remains one of the most influential determinants of customer satisfaction across various industries because it directly reflects the value experienced by consumers after purchase (Haidar et al, 2025).

The study further reveals that Price Perception positively influences Promotion ($\beta = 0.415$, T-statistic 10.688>1.96 and p values 0.000 < 0.05). This relationship implies that promotional programs become more persuasive when customers already believe that the regular price of a product is fair and reasonable. In other words, promotional offers such as discounts, cashback, or special deals are perceived as genuine opportunities rather than marketing tactics. As a result, customers become more receptive to promotional messages and are more willing to respond positively to them. This finding reinforces the argument that pricing and promotional strategies should complement one another in creating customer value (Wijayanthi et al., 2026).

Product Quality has positively influence on Promotion ($\beta = 0.633$, T-statistic 18.514>1.96 and p values 0.000 < 0.05), This indicates that high-quality products substantially enhance the

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effectiveness of promotional activities. Superior product quality enables firms to deliver more convincing promotional messages because marketing communications are supported by actual product performance. Consequently, customers are more likely to trust promotional claims and develop favorable attitudes toward the promoted products. This finding is consistent with recent marketing studies showing that promotional effectiveness is substantially strengthened when products possess superior quality attributes that can be clearly communicated to target consumers. Similarly, Kotler et al. (2022) stated that product quality provides a strong foundation for integrated marketing communication because satisfied customers are more likely to respond positively to promotional efforts and recommend products to others.

The results also indicate that Promotion has a positive and significant effect on Customer Satisfaction ($\beta = 0.282$, p T-statistic 4.215>1.96 and p values 0.000 < 0.05). Effective promotional activities do more than simply attract customers' attention; they also shape customer expectations and communicate the benefits of the product more clearly. When promotional messages accurately represent the value that customers ultimately experience, satisfaction naturally increases because customers feel that the company has delivered on its promises. This finding supports recent empirical evidence showing that well-designed promotional programs improve customer satisfaction by enhancing customers' perceptions of value and reducing uncertainty during the purchasing process. (Haidar et al., 2025; Jureid et al., 2025)

Table 10 - Specific Indirect Effect - Intervening / Mediation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price Perception -> Promotion -> Customer Satisfaction	0.117	0.117	0.030	3.873	0.000
Product Quality -> Promotion -> Customer Satisfaction	0.178	0.178	0.045	3.950	0.000

The indirect effect of price perception on customer satisfaction through promotion was 0.117 (t = 3.873>1.96, p values 0.000 < 0.05), a significant and positive pathway. In practical terms, this means part of the reason price perception matters to satisfaction is that it first shapes how customers respond to promotional efforts, which then carries through to satisfaction. This pattern is consistent with the findings of Ratnasari et al. (2025), who reported that fair price perception and promotion both positively influenced customer satisfaction among e-commerce users, with satisfaction subsequently playing a significant mediating role in strengthening customer loyalty. Read alongside the present result, this suggests that price and promotion are rarely evaluated by customers in isolation, a promotion is judged more favorably, and contributes more strongly to satisfaction, when it lands on top of an already-fair price perception. This is a small but meaningful mediation effect, indicating that promotion only partially channels the influence of price perception rather than fully absorbing it, since price perception still retains a sizable direct effect on satisfaction, as reported.

The indirect effect of product quality on customer satisfaction through promotion was somewhat stronger, at 0.178 (t = 3.950>1.96, p values 0.000 < 0.05). This finding implies that

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although competitive pricing contributes to customer satisfaction, the effectiveness of promotional activities depends more strongly on the company's ability to deliver superior product quality. In practical terms, customers may initially be attracted by promotional offers, but their satisfaction is ultimately determined by whether the product fulfills the promises communicated during the promotion. Therefore, promotion should not be viewed merely as a sales stimulation tool, but rather as a strategic mechanism for communicating genuine product value to customers. This finding supports the study conducted by Amar and Mochtoha (2025), which found that customer satisfaction is enhanced when promotional activities accurately communicate superior product quality. Similar conclusions were reached by Marlinda and Purnamasari (2024), who identified product quality as one of the strongest determinants of customer satisfaction.

Overall, the findings suggest that promotion plays a complementary mediating role in strengthening the effects of both price perception and product quality on customer satisfaction. Nevertheless, the stronger indirect effect associated with product quality indicates that organizations should prioritize continuous product improvement while designing promotional strategies that accurately communicate product value. This conclusion is consistent with the collective findings reported by Marlinda and Purnamasari (2024), Subawa et al. (2025), Jureid et al. (2025), and Amar and Mochtoha (2025).

5. Bootstrapping

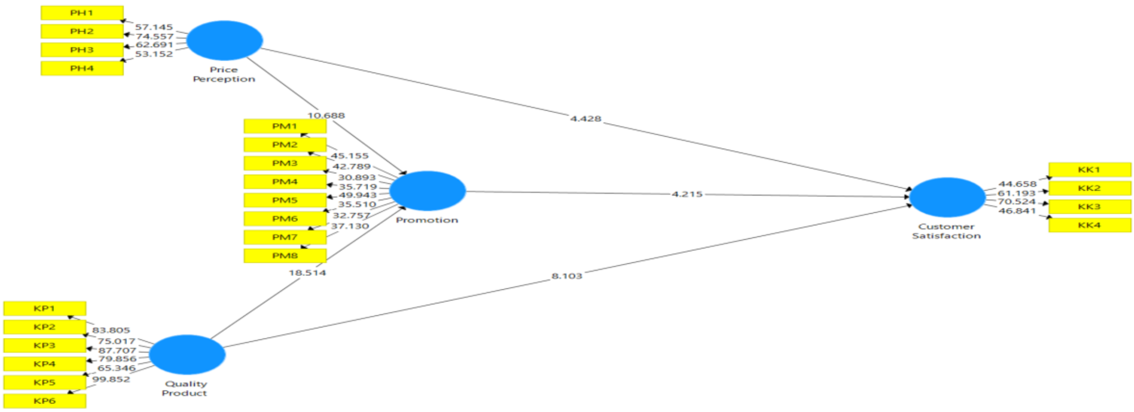

Figure 2 - Bootstrapping

Structural Paths. Layered onto this measurement structure, the inner model's t-statistics reproduce the pattern already discussed in the direct-effects table: Quality Product → Promotion is the strongest structural relationship in the model (t = 18.514), followed by Price Perception → Promotion (t = 10.688), Quality Product → Customer Satisfaction (t = 8.103), Price Perception → Customer Satisfaction (t = 4.428), and Promotion → Customer Satisfaction (t = 4.215). What the diagram makes visually clear.

CONCLUSION

Conclusion

This study set out to examine how price perception and product quality shape customer satisfaction, both directly and through the mediating role of promotion, using Mixue Tangerang as the research context. Having walked through the measurement model, the direct effects, and

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the specific indirect effects, it is now possible to step back and draw together what these results actually mean in relation to that original aim.

The findings confirm, first and most fundamentally, that price perception and product quality are not competing explanations for customer satisfaction but complementary ones. Product quality proved to be the most influential factor in the model. The strongest direct predictor of satisfaction and, notably, the strongest driver of promotion as well. This suggests that customer satisfaction at Mixue Tangerang is not built primarily on marketing effort but on the tangible experience of the product itself; promotion appears to succeed largely because it has good quality to promote. Price perception, while a comparatively smaller contributor, still played a consistent and statistically meaningful role throughout the model, both directly on satisfaction and indirectly through promotion, indicating that customers do not evaluate price and quality separately but weigh them together when forming a judgment of value.

Second, and this is where the study's findings extend beyond a simple confirmation of expected relationships, promotion emerged not merely as an independent driver of satisfaction but as a genuine intervening mechanism. The two significant indirect effects, price perception through promotion and product quality through promotion, show that part of what makes price and quality “count” to customers is how effectively that value is communicated. This is arguably the study's most interesting theoretical contribution: it repositions promotion from being a parallel input alongside price and quality to being a translator between them and the customer's final sense of satisfaction. In practical terms, this means promotion should not be evaluated in isolation from product and pricing strategy but understood as the vehicle through which those strategies actually reach and register with the customer.

Taken together, these results answer the research objective by showing that customer satisfaction at Mixue Kota Tangerang is best understood as the outcome of a layered process, rather than a single cause-and-effect relationship: quality forms the foundation, price perception adds a further, if smaller, layer of judgment, and promotion acts as the connective tissue that carries both forward into the customer's felt experience. This layered structure, with quality anchoring the system, price perception refining it, and promotion transmitting it is arguably the essential insight this study contributes to the broader conversation on customer satisfaction in the food and beverage sector.

Suggestions

From a managerial perspective, Mixue Kota Tangerang should place greater emphasis on maintaining and continuously improving product quality, as this variable demonstrated the strongest influence on customer satisfaction, both directly and indirectly through promotion. Product consistency, freshness of ingredients, beverage taste, presentation, and product innovation should remain strategic priorities. Customers are more likely to become satisfied and loyal when every purchase consistently delivers the quality they expect. Therefore, regular quality control, standardized operating procedures, and continuous employee training should be strengthened to ensure that product quality remains consistent across all outlets.

The findings also suggest that pricing strategies should focus not only on affordability but also on creating a strong perception of value. Customers evaluate prices based on the balance between the benefits received and the costs incurred. Consequently, Mixue should maintain transparent and competitive pricing while ensuring that customers clearly recognize the value embedded in its products. Rather than relying solely on price reductions, the company may consider developing value-added offerings, such as product bundles, seasonal menu

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packages, or loyalty-based pricing programs that enhance customers' perceived value without compromising profitability.

Another important implication concerns promotional strategies. The results indicate that promotion plays a significant mediating role in strengthening the effects of both product quality and price perception on customer satisfaction. Therefore, promotional activities should move beyond simply encouraging short-term sales. Instead, promotional campaigns should communicate the unique quality attributes of Mixue's products, highlight product freshness and consistency, and reinforce the value customers receive. Greater utilization of digital marketing platforms, social media engagement, influencer collaborations, and user-generated content may help strengthen customer trust while increasing the credibility of promotional messages among younger consumer segments.

From a theoretical perspective, this study provides evidence that promotion functions not only as an independent marketing variable but also as a strategic mechanism that enhances the contribution of product quality and price perception to customer satisfaction. Future theoretical models may therefore consider positioning promotion as a more dynamic construct that interacts with other elements of the marketing mix rather than treating it solely as a direct antecedent of customer behavior. Such an approach may contribute to a more comprehensive understanding of how customer value is created in highly competitive food and beverage markets.

This study also offers several opportunities for future research. First, future studies may incorporate additional variables, such as service quality, brand image, customer experience, perceived value, electronic word-of-mouth (e-WOM), customer trust, or customer loyalty, to develop a more comprehensive model of customer satisfaction. Second, researchers are encouraged to examine the moderating effects of demographic characteristics, including age, income level, purchasing frequency, and digital engagement, as these factors may influence customers' evaluations of price, promotion, and product quality. Third, future studies could expand the research setting by including multiple Mixue outlets across different cities or comparing several food and beverage brands to improve the generalizability of the findings. Finally, longitudinal research is recommended to investigate how changes in promotional strategies, pricing policies, and product quality influence customer satisfaction over time.

Overall, the findings of this study suggest that sustainable customer satisfaction cannot be achieved through a single marketing strategy alone. Instead, it requires the integration of superior product quality, fair pricing, and promotional activities that genuinely communicate the value delivered to customers. Companies that successfully align these three elements are more likely to build stronger customer trust, encourage repeat purchases, and maintain long-term competitiveness within the increasingly dynamic food and beverage industry.

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