

ABSTRACT

This study aims to investigate how iconic brand and mob mentality influence the purchasing decision of Mixue products. This study used a survey approach with the quantitative Structural Equation Modeling (SEM) method using the SmartPLS 3 analysis tool. Primary data was obtained through questionnaire filled out 215 Muslim respondents from the Semarang City community. Study result show that iconic brands and mob mentality have the most decisive influence on Mixue purchasing decisions. In addition, halal awareness, price, and store atmosphere also positively and significantly effect purchasing decisions for Mixue products in the city of Semarang. This research provides valuable insights for Mixue companies to understand the factors influencing consumer buying behavior and optimize their marketing strategies.

Keywords: Halal awareness, iconic brand, mixue, mob mentality, price, purchase decision, store atmosphere