ABSTRACT

The food and beverage (F&B) industry in Indonesia is currently facing increasingly intense competition due to the growing number of business players and the similarity in target markets. One sub-sector that has shown rapid development is the provider of ice cream and frozen desserts. Mixue Ice Cream & Tea is one of the business players that has capitalized on this opportunity.

This study aims to examine the extent to which brand image, examine service quality, and price perception impact customer loyalty, with customer satisfaction as an intervening variable. This study applies a quantitative approach with sampling using non-probability sampling using purposive sampling technique. Data collection was collected through a questionnaire in the form of a google form targeted at consumers of Mixue Ice Cream & Tea in Semarang City. The respondents in this study numbered 206 respondents. The data analysis technique used was Structural Equation Modeling (SEM), with the assistance of AMOS software version 24.

The results of the study conclude that brand image, service quality, and price perception have a positive and significant impact on both customer satisfaction and loyalty. Additionally, customer satisfaction also has a positive and significant impact on customer loyalty.

Keywords: Brand Image, Service Quality, Price Perception, Customer Satisfaction, Customer Loyalty