THE INFLUENCE OF VIRAL MARKETING, BRAND IMAGE, FOOD QUALITY AND FOOD PRICE MIXUE ON REPEAT ORDERS FOR GEN Z CONSUMERS IN MEDAN CITY

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Abstract

The objective of this study is to investigate how Viral Marketing, Brand Image, Food Quality, and Food Price affect Repeat Orders at Mixue Medan. This study falls under the category of quantitative research. The research will involve all customers who have bought items at Mixue in Medan City in 2022, a population too vast to quantify. With 18 question items in the research, a minimum of 90 samples will be needed. The findings from the study indicate that the initial hypothesis has been confirmed, namely Viral Marketing influences Repeat Orders at Mixue Medan, the second hypothesis is accepted, namely Brand Image influences Repeat Orders at Mixue Medan, the third hypothesis is accepted, namely Food Quality influences Repeat Orders at Mixue Medan, the fourth hypothesis is accepted, namely Food Price influences Repeat Orders in Mixue Medan and the fifth hypothesis is that Viral Marketing, Brand Image, Food Quality and Food Price influence Repeat Orders in Mixue Medan.

Keywords: Viral Marketing, Brand Image, Food Quality, Food Price, Repeat Orders

1. INTRODUCTION

Today's economy relies heavily on the digital revolution and the management of information, with the internet network playing a crucial role in enabling interactions between consumers and businesses. It is possible to accomplish various tasks, from seeking information to running a business, to encourage repeat purchases from potential customers. Mixue is a café that is engaged in selling ice cream, Mixue ice cream & tea outlet has a strategic location and a comfortable place to enjoy ice cream. There are various variants in this outlet not only ice cream including Mocha Milkshake, Lemon Coffee, Brown Sugar, Pearl Milk Tea, Fresh Squeezed Lemonade and many more.

Viral marketing is a strategy used by marketers to spread their messages from one consumer to another through digital channels like emails or videos shared on personal blogs and then forwarded to other websites or platforms (Maulida et al., 2022). The problem of viral marketing at Mixue Medan City Area is the lack of viral marketing on social media so that the production process is carried out if there are orders only (Firmansyah, 2020). Brand Image is a perception of a brand that may or may not accurately represent the brand's actual attributes. The problem with the brand image at Mixue Medan City Area is that there are

still many potential customers who prefer to go to other similar cafes rather than mixue because it is still not well-known enough.

The overall quality of food is determined by its various features and characteristics, which can also be seen as a defining trait of a product. The problem with food quality at Mixue Medan City Area is that mixue ice cream is considered to melt faster than ice cream from other cafes and the sweetness of mixue ice cream is less than other cafes such as McDonald's and others. The pricing of food plays a crucial role in the success of a business as it directly impacts the profit margins based on consumer choice. The challenges related to food pricing in the Mixue Medan City Area are outlined in the provided table:

Table 1. Price Comparison of Mixue Ice Cream with CFC Ice Cream

Decription	Price			
	Mixue	CFC	MCDonald	AW
Ice Cream Cone	Rp. 8.000	Rp. 5.000	Rp. 8.000	Rp. 10.000
Lucky Sundae	Rp. 16.000	Rp. 12.000	Rp. 12.000	Rp. 12.000

Sumber: Data diolah, Peneliti (2024)

According to the information provided in the table, it is evident that the ice cream mixture includes different sundae flavors, is considered more expensive than rival ice cream cafes, for example, such as lucky sundae mixue bought at a price of Rp. 16,000, while lucky sundae CFC bought at a price of Rp. 12,000, for lucky sundae MCDonald bought at a price of Rp. 12,000 and for lucky sundae AW bought at a price of Rp. 12,000.

2. LITERATURE REVIEW

2.1. Viral Marketing

Maulida et al (2022) states that viral advertising involves spreading marketing messages digitally from one consumer to another through channels like email, personal blogs, and social media sites. So, the definition of viral marketing is a marketing technique that utilizes a news or event that is not common and unique which is then told and spread to social media (videos or photos on blogs). According to Maulida et al (2022) the indicators of viral marketing are as follows: 1) Engagement with the product; 2) Product knowledge; and 3) Talking about the product.

2.2. Brand Image

The concept of brand image refers to how consumers perceive a specific product brand when they think about it (Firmansyah, 2020). According to Indrasari (2019), a brand is a visual symbol such as a logo, name, or combination of colors that sets apart a product or service in the marketplace during commercial transactions. So that brand image is the thinking or understanding of users of goods or services about a product (branding from advertising / social media and the experience of users of goods or services that are positive about the brand). According to Firmansyah (2020) the indicators of brand reputation are listed below: a) Corporate Image; b) Image of the User; and c) Product Image.

2.3. Food Quality

According to Arifin & Soediono (2021), food quality defined is a main aspect that must be provided by a restaurant in meeting customer needs and satisfaction. According to Sari & Siregar (2019) the standard of food is a feature that defines the quality of something provided, specifically in the form of food and can be judged by considering various factors such as nutrition content, ingredients, flavor, and presentation in order to achieve a desired level of excellence. The excellence of food served to consumers, whether in taste, appearance, size, etc., has an impact on their satisfaction with the product (whether the quality of the food is good or not). According to Arifin & Soediono (2021) the indicators of food excellence or quality can be outlined as the following: a) Freshness, b) Presentation, c) Well Cooked, d) Food Variety.

2.4. Food Price

According to Arianto et al (2022) price is the price of a product or service is the financial cost paid by consumers in exchange for the advantages gained from owning or using the items. According to Rianto et al (2022), consumers often have to give up certain amounts or factors in order to obtain the product or service they desire. This thing is called price. For instance, the cost of food can be seen as a specific sum of money, whether it be in physical currency or digital transactions, that reflects the worth of the item being purchased, usually determined based on considerations (capital, etc.) restaurants. According to Arianto et al (2022) the indicators of price are as follows: a) Affordable pricing, b) Ensuring that the price reflects the quality of the product, c) Competitiveness in pricing, and d) Ensuring that the price aligns with the benefits offered.

2.5. Repeat Order

According to Rafki et al (2022) repeat orders are shopping activities that have been carried out more than once or several times due to the satisfaction felt by consumers, the satisfaction received will build consumer trust and loyalty to a marketed product. According to Cendriono & Ardiana (2018) repurchase can be interpreted as consumer behavior that only buys a product repeatedly, without including the feeling aspect in it. So that repeat orders are the habit of a consumer to buy something repeatedly either within a certain time frame or not. Repeat orders will usually be made by consumers who already trust and are satisfied with the products they buy at a store. According to Rafki et al (2022) the indicators of repeat orders are as follows: a) Interest in transactions, b) Interest in references, c) Interest in preferences, and d) Interest in exploration and discovery.

3. RESEARCH METHODS

This research utilizes the quantitative methodology. According to Sugiyono (2019), quantitative data refers to information that presents as numerical values, such as numbers representing income, population figures, consumption levels, and bank interest rates. These characteristics are always displayed in numerical format. According to Sugiyono (2019), a population is a broad category comprising elements or individuals with specific traits and attributes identified by researchers for analysis and eventual inference. The research

population that will be used in the study are all consumers who have made purchases at Mixue Medan City Area in 2022 which cannot be counted.

According to Hair et al (2014), a sample of 100 or more is recommended. Typically, the sample size should be at least five times larger than the number of items being analyzed and ideally should follow a ratio of 10:1. In the present investigation, there are 18 items to be analyzed, therefore a minimum of 90 samples is needed (Ghozali, 2021). According to Sugiyono (2019), accidental sampling involves selecting individuals randomly as samples, where anyone encountered by the researcher can be chosen to participate if they are considered appropriate as a source of data.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Statistics Descriptive

The outcomes of the statistical test for describing data are outlined here:

Table 2. Statistics Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Viral Marketing	90	14	30	23,12	3,597
Brand Image	90	13	30	22,68	3,169
Food Quality	90	22	40	30,93	3,684
Food Price	90	11	39	29,49	5,974
Repeat Order	90	21	40	31,19	3,765

Source: Data processed (2023)

Table 2 provides descriptive statistics that reveal following information:

a) Viral Marketing has a minimum value of 14, while the maximum value is 30. Then for the mean or average value, a value of 23.12 is obtained with a standard deviation of 3.597.

b) Brand Image has a minimum value of 13, while the maximum value is 30. Then for the mean or average value, a value of 22.68 is obtained with a standard deviation of 3.169.

c) Food Quality has a minimum value of 22, while the maximum value is 40. Then for the mean or average value, a value of 30.93 is obtained with a standard deviation of 3.684.

d) Food Price has a minimum value of 11, while the maximum value is 39. Then for the mean or average value, a value of 29.49 is obtained with a standard deviation of 5.974.

e) Repeat Order has a minimum value of 21, while the maximum value is 40. Then for the mean or average value, a value of 31.19 is obtained with a standard deviation of 3.765.

4.1.2. Normality Test

The findings from the test for normality are outlined below:

Table 3. Normality Test

		Unstandardized Residual
N		90
Normal Parameters[a,b]	Mean	31.1888889
	Std. Deviation	2.41977421
Most Extreme Differences	Absolute	.059
	Positive	.047
	Negative	-.059
Kolmogorov-Smirnov Z		.059
Asymp. Sig. (2-tailed)		.200[c]

Source: Data processed (2023)

In the data presented in table 3, it is evident from the results of the Kolmogorov-Smirnov normality test that the obtained p-value of 0.200 is greater than the threshold of 0.05. This leads to the conclusion that the statistical test for normality falls within the category of normally distributed.

4.1.3. Multicollinearity Test

The outcomes of the test for multicollinearity are outlined below:

Table 4. Multicollinearity Testing Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Viral Marketing	.522	1.914
	Brand Image	.751	1.332
	Food Quality	.573	1.745
	Food Price	.573	1.745
a. Dependent Variable: Repeat Order			

Source: Data processed (2023)

This research utilizes data from the independent variables to perform a multicollinearity test. Based on the table above, it is known that each VIF value is as follows:
a. It is determined that there are no signs of multicollinearity for Viral Marketing since the Tolerance value is 0.522 > 1 and 1.914 < 1.
b. The absence of multicollinearity symptoms is confirmed for Brand Image as the Tolerance value is 0.751 > 1 and 1.332 < 1.
c. For Food Quality, the Tolerance value of 0.573 > 1 and 1.745 < 1 indicates no presence of multicollinearity symptoms.
d. Similarly, there are no signs of multicollinearity for Food Price with Tolerance values of 0.573 > 1 and 1.745 < 1.

4.1.4. Heteroscedasticity Test

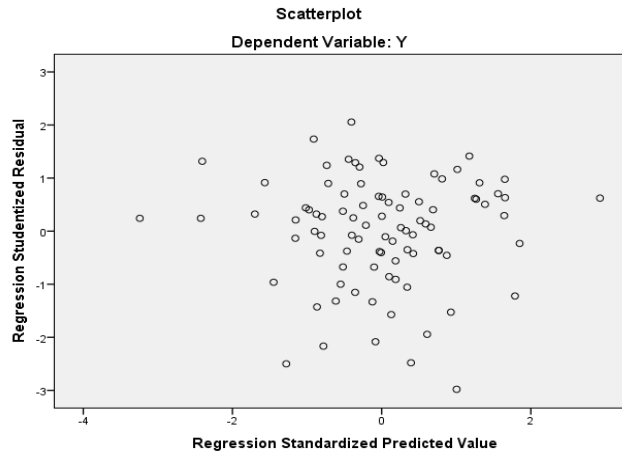The heteroscedasticity test produced the following outcomes:

Figure 1. Scatter Plot

In the provided Figure 1, the Scatterplot points are scattered randomly with no specific pattern, appearing both above and below the zero mark on the Y axis. This lack of consistent spread suggests the absence of heteroscedasticity.

4.1.5. Multiple Linear Regression Analysis

The findings obtained from the analysis of multiple linear regression are listed below:

Table 5. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	8,229	3,098	
	Viral Marketing	0,212	0,099	0,203
	Brand Image	0,277	0,113	0,233
	Food Quality	0,223	0,097	0,218
	Food Price	0,165	0,056	0,263
a.Dependent Variable: Repeat Order				

Source: Data processed (2023)

In Table 5. above get the following values:

Repeat Order = 8,229 + 0,212 Viral Marketing + 0,277 Brand Image + 0,223 Food Quality + 0,165 Food Price + *e*

Based on the above equation, it can be described as follows:
a) When the values of X1 to X4 are all 0, the Repeat Order value is 8.229.
b) The value of 0.212 for Viral Marketing suggests that for every one unit increase in Viral Marketing, the Repeat Order will increase by 0.212.

c) Brand Image has a value of 0.277, meaning that an increase in Brand Image by one unit will lead to a 0.277 increase in Repeat Order.
d) An increase in Food Quality of one unit results in a 0.223 increase in Repeat Order, as indicated by the value of 0.223.
e) The value of 0.165 for Food Price implies that for each unit increase in Food Price, the Repeat Order will increase by 0.165.

4.1.6. Coefficient of Determination

The following are the outcomes of the determination coefficient:

Table 6. Determinant Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643[a]	0,413	0,385	2,952

Source: Data processed (2023)

According to the findings in table 6, the analysis shows that the Adjusted R Square value, also known as the coefficient of determination, is 0.385. This indicates that 38.5% of the variability in the Repeat Order variable can be explained by factors such as Viral Marketing, Brand Image, Food Quality, and Food Price, while the remaining 61.5% is attributed to external factors not considered in the research model.

4.1.7. Simultaneous Test

The findings from the simultaneous test are outlined below:

Table 7. Simultaneous Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	521,122	4	130,281	14,951	.000[b]
	Residual	740,667	85	8,714		
	Total	1261,789	89			

Source: Data processed (2023)

The analysis presented in Table 7 indicates that the calculated F value (14.951) is greater than the tabulated F value (2.71), with a significance level of 0.000 which is less than 0.05. This allows for the conclusion that there is a significant impact of Viral Marketing, Brand Image, Food Quality, and Food Price on Repeat Orders at Mixue Medan when considered together.

4.1.8. Partial Test
The findings from the incomplete examination are detailed below:

Table 8. Partial Testing Results (t-test)

	Model	t	Sig
	(Constant)	2,657	0,009
	Viral Marketing	2,144	0,035
1	Brand Image	2,454	0,016
	Food Quality	2,292	0,024
	Food Price	2,962	0,004
b. Dependent Variable: Repeat Order			

Source: Data processed (2023)

From the data presented in Table 8, the following conclusions can be drawn:
a) Viral Marketing (X1) shows a tstatistic value of 2.144, which is greater than the ttable value of 1.987, with a significance level of 0.35, indicating a partially significant positive impact on Repeat Order at Mixue Medan.
b) Brand Image (X2) has a tstatistic of 2.454, surpassing the ttable value of 1.987, with a significance level of 0.16, suggesting a partially significant positive influence on Repeat Order at Mixue Medan.
c) Food Quality (X3) exhibits a tstatistic of 2.292, higher than the ttable value of 1.987, with a significance level of 0.24, indicating a partially significant positive effect on Repeat Order at Mixue Medan.
d) Food Price (X4) has a tstatistic value of 2.962, exceeding the ttable value of 1.987, with a significance level of 0.04, suggesting a partially significant positive effect on Repeat Order at Mixue Medan.

4.2. Discussion
4.2.1. The Effect of Viral Marketing on Repeat Order
The t-test results indicate a significant positive influence of Viral Marketing on Repeat Order at Mixue Medan. This is evident from the tstatistic value (2.144) being greater than the ttable value (1.987), with a significant level of 0.35 less than 0.05.

4.2.2. The Influence of Brand Image on Repeat Order
The study findings from the t-test indicate that the tstatistic value of 2.454 is greater than the ttable value of 1.987, with a significance level of 0.16 less than 0.05. Therefore, it can be inferred that there is a partially significant and positive relationship between Brand Image and Repeat Order at Mixue Medan.

4.2.3. Effect of Food Quality on Repeat Order
The t test results in the study show that the tstatistic value of 2.292 is greater than the ttable value of 1.987, indicating a partial significant positive relationship between Food Quality and Repeat Order at Mixue Medan. This relationship is found to be significant at a level of 0.24, which is less than the conventional threshold of 0.05.

4.2.4. Effect of Food Price on Repeat Order

In the research results using the t test, has a tstatistic value (2.962)> ttable (1.987) with a significant level of 0.04 <0.05 so it can be concluded that there is a partially significant positive influence between Food Price on Repeat Order at Mixue Medan.

4.2.5. The Effect of Viral Marketing, Brand Image, Food Quality and Food Price on Repeat Orders

In the research results using the F test, has a value of Fstatistic (14,951) > Ftable (2.71), and the statistical significance of 0.000, which is less than 0.05, indicates a strong link between Viral Marketing, Brand Image, Food Quality, and Food Price in relation to Repeat Order at Mixue Medan.

5. CONCLUSION

The study's findings indicate that viral marketing plays a crucial role in influencing repeat orders at Mixue Medan. Additionally, brand image has a notable impact on repeat orders at Mixue Medan. Moreover, the quality of food and its pricing also contribute significantly to repeat orders at Mixue Medan. Overall, viral marketing, brand image, food quality, and food pricing collectively have a positive and significant influence on repeat orders at Mixue Medan.

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