

THE INFLUENCE OF ADVERTISING IN MARKETING STRATEGY ON PURCHASE DECISIONS AT MIXUE OUTLET, LAWANG, MALANG REGENCY

Luluk Anisa^{*1}, Putri Ardellia Agustina², Fina Damayanti³

Yudharta University of Pasuruan^{*1,2,3}

lulukanisaaaa@gmail.com^{*1}, putricii1108@gmail.com², vdamayanti927@gmail.com³

Abstract : The rapid growth of the food and beverages industry in Indonesia has driven companies to remain their business in the dynamic and competitive market. Effective and efficient marketing strategies can help companies establish their brands and attract consumer purchasing interest. The use of digital technology can be a big opportunity for developing market strategy in this modern era. One of the methods is through advertising. One of the popular food and beverage brands, Mixue, which has even entered international markets. The success of Mixue can not be separated from the role of advertising in shaping consumer perception and influencing customer behavior, thereby encouraging purchase decisions. This research aims to determine the influence of advertising as a marketing strategy on purchase decisions. The data used in this primary data was collected through Gform and completed by 63 respondents. Data analysis using simple linear regression and t-test with SPSS software. The results of the study show that advertising has a positive and significant influence on purchase decisions. Interactive and interesting content on advertising about products and its various offers can build positive responses from consumers so it can increase purchase decisions.

Keywords : Advertising, Marketing Strategy, Purchase Decision

INTRODUCTION

The development of the food and beverage industry in Indonesia is increasingly rapid. Based on data from the 2023 Food and Beverage Supply Statistics Publication released by BPS, the number of food and beverage providers reached 4.85 million businesses in 2023, an increase of around 21.13 percent compared to 2016 (Service & Statistics, 2024). The increasingly tight competition in the business world requires business actors to optimize their company's performance in order to survive and thrive in a dynamic market. One of the main factors in winning the competition in the food and beverage industry is an effective marketing strategy. The right marketing strategy can help companies build brand awareness, attract consumer interest, and increase customer loyalty.

Besides therefore, the use of digital technology, such as social media and e-commerce platforms, is increasingly expanding the reach of marketing and allowing companies to adjust their strategies based on consumer behavior data. Therefore, marketers need to have a deep understanding of consumer behavior so that marketing strategies can be implemented effectively and achieve company goals (Minahasa, 2024). Based on BPS data, the number of food and beverage providers using the internet for marketing or product promotion reached 18.59 percent (Service & Statistics, 2024). This shows that the use of digital media in promotion has become an important part of modern marketing strategies.



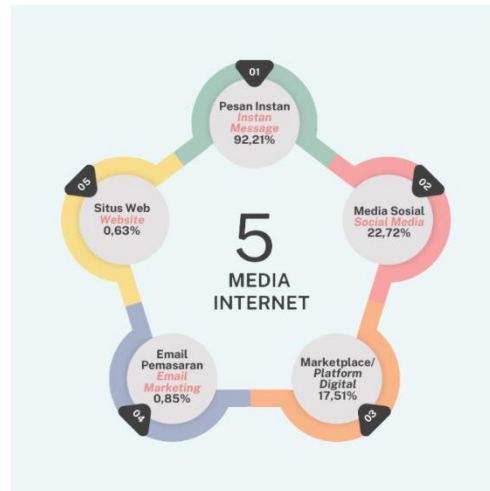


Figure 1. Distribution of food and beverage supply businesses/companies according to the internet media used

Source: Central Bureau of Statistics, 2023

One of the beverage and food brands that has succeeded in attracting the attention of the Indonesian people is Mixue. Originating from China, this brand has been popular in its home country before expanding its reach to the international market, including Indonesia (Hartadijaya & Lego, 2023). Mixue Ice Cream & Tea is an ice cream and tea shop company from China that was founded in 1997. To date, this business has grown rapidly with more than 10,000 outlets spread across various countries, including Vietnam, Singapore, Malaysia, and Indonesia (Tiara Kasih et al., 2023).

Mixue's success is inseparable from the implementation of targeted marketing strategies and effective use of digital media. One important element in this strategy is advertising, which plays a major role in shaping perceptions and driving consumer purchasing decisions. However, a deeper understanding is still needed regarding how advertising as part of a marketing strategy can influence consumer behavior in a real context. Therefore, this study is important to examine the influence of advertising on purchasing decisions at Gerai Mixue Lawang, Malang Regency. The results of this study are expected to provide a clearer picture of the effectiveness of Mixue's advertising strategy, as well as being a reference for other business actors in designing marketing strategies that can increase consumer appeal and loyalty amidst competitive industry competition.

METHOD

This research uses descriptive quantitative. PDescriptive quantitative research is research that is only intended to describe a phenomenon or variable based on quantitative measurements (Tiara Kasih, 2022). The purpose of this study is to determine the effect of advertising in marketing strategies on consumer purchasing decisions at Gerai Mixue, Lawang, Malang Regency. The type of descriptive quantitative research was chosen because it can describe the phenomenon based on data collected from respondents through questionnaires.

The population in this study focuses on people who have made purchases at Gerai Mixue Lawang To reach this population, researchers distributed questionnaires online via Google Form which was shared via social media such as WhatsApp, to facilitate access and participation of respondents. Sampling was carried out using a purposive sampling approach, which is carried out by selecting samples based on certain characteristics that are in accordance with the objectives of the study (Kusumastuti et al., 2021). The criteria include

consumers who have made purchases at Gerai Mixue Lawang and have knowledge or experience of advertising or promotions carried out by the outlet. The number of respondents used as samples in this study was 63 people.

The types of data used in this study consist of primary data and secondary data. Primary data is data obtained directly from the source such as a survey conducted by researchers (Hanifah et al., 2025). In this study, primary data was obtained from respondents through the distribution of questionnaires compiled using a Likert scale as a measuring tool. This data includes respondents' responses regarding advertising variables, marketing strategies, and purchasing decisions. Meanwhile, secondary data is data that already exists and has been collected by other parties previously, such as scientific publications (Hanifah et al., 2025). Primary data sources were obtained from the results of filling out questionnaires shared via Google Form, while secondary data were obtained from references that support the strengthening of the theory and analysis in this study.

All collected data were analyzed using the SPSS (Statistical Package for the Social Sciences) application. SPSS is a computer program used to create statistical analysis (Suri & Arifin, 2022). The analysis process includes validity and reliability tests to assess the quality of the instrument in ensuring that each question item is suitable for use in further analysis. The validity of a questionnaire is determined through a validity test, where a statement is considered valid if it is able to describe the measured variable accurately (Ramdani et al., 2023). Next, a descriptive analysis is conducted to describe the characteristics of respondents and the tendency of answers, and finally a simple linear regression test to determine the extent of advertising's influence on consumer purchasing decisions at Gerai Mixue Lawang.

DISCUSSION

Respondent Characteristics

Table1. Respondent Data Based on Gender

Gender	Amount
Woman	50
Man	13

Table 1 represents the data of respondents based on gender in this study. Of the 63 respondents who have filled out the questionnaire, the majority are women, namely 50 people or around 79%. While the remaining 21% or 13 people are male. From the data of respondents based on gender, it shows that the majority of those interested in mixue products are women.

Table 2. Respondent Data Based on Age

Age	Amount
15 – 20	24
21 – 25	33
26 – 30	4
31 – 40	1
> 40	1

Table 2 describes the characteristics of respondents based on age. A total of 24 people are aged between 15-20 years, 33 people are aged 21-25. While the remaining 6 people are aged 26 years and above. Based on respondent data by age, it can be seen that mixue products attract a lot of attention from young people.

Data analysis

Validity Test

Validity testing is useful for measuring the validity of the questionnaire used in the study. Validity testing is seen from the calculated r value. The questionnaire is said to be valid if the calculated r value $> r$ table.

Table 3. Advertising Variable Validity Test Results (X)

	X1	X2	X3	X4	X5	X6	X7	X8	TOTAL_X
X1	1	.681**	.627**	.587* *	.509* *	.641* *	.371* *	.527**	.822**
X2	.681**	1	.727**	.398* *	.537* *	.542* *	.481* *	.565**	.808**
X3	.627**	.727**	1	.451* *	.533* *	.434* *	.684* *	.638**	.834**
X4	.587**	.398**	.451**	1	.678* *	.291*	0.183	.411**	.678**
X5	.509**	.537**	.533**	.678* *	1	.337* *	.367* *	.418**	.742**
X6	.641**	.542**	.434**	.291*	.337* *	1	.400* *	.548**	.707**
X7	.371**	.481**	.684**	0.183	.367* *	.400* *	1	.439**	.654**
X8	.527**	.565**	.638**	.411* *	.418* *	.548* *	.439* *	1	.751**
TOTAL_X	.822**	.808**	.834**	.678* *	.742* *	.707* *	.654* *	.751**	1

Table 4. Results of Validity Test of Purchase Decision Variable (Y)

	Y1	Y2	TOTAL Y
Y1	1	.503**	.857**
Y2	.503**	1	.877**
TOTAL Y	.857**	.877**	1

This study used a sample of 63 people with a significance value of 0.05 (5%) which means that the r table is $df = n - 2 = 63 - 2 = 61$. So the r table in this study is 0.248. Tables 3 and 4 show the calculated r values of the advertising variables (X) and purchasing decisions (Y). Based on the results of the validity test above, it shows that:

- Each research item on the advertising variable (X) has a calculated r value of more than $0.6 > 0.248$. This can be stated that all statements on the advertising variable are valid.
- Each research item on the purchasing decision variable (Y) has a calculated r of more than $0.8 > 0.248$. From these results, it can be concluded that all statements on the purchasing decision variable are declared valid.

Reliability Test

Sugiyono (2022) stated that the reliability test is the extent to which the measurement results using the same object will produce the same data. The reliability test is measured by the Cronbach's alpha number. If the Cronbach's alpha value of each variable is greater than 0.60, then the statement on that variable is declared reliable.

Table 5. Results of Reliability Test of Advertising Variables and Purchasing Decisions

Reliability Statistics		
	Cronbach's Alpha	N of Items
X	0.881	8
Y	0.668	2

Table 5 illustrates the results of the reliability test. The advertising variable (X) shows a figure of 0.881 and the purchasing strategy variable (Y) shows a figure of 0.668. Each Cronbach's alpha figure is more than 0.60 so it can be stated that all statements of the variables in this study are reliable.

Classical Assumption Test

Normality Test

Normality testing in research is used to test whether or not data is normally distributed. If the data is normally distributed, then the data is declared good. The normality test in this study uses the one-sample kolmogorov-smirnov monte carlo test. Research data is said to be normally distributed if the significance value is more than 0.050. The following are the results of the normality test of this study:

Table 6. One Sample Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		63	
Normal Parameters,a,b	Mean		0.0000000
	Std. Deviation		1.03671158
Most Extreme Differences	Absolute		0.166
	Positive		0.071
	Negative		-0.166
Test Statistics			0.166
Asymp. Sig. (2-tailed)			.000c
Sig.			.057d
Monte Carlo Sig. (2-tailed)	99% Confidence Interval	Lower Bound	0.051
		Upper Bound	0.063

Based on the data above, the Monte Carlo significance value in this study is 0.057. This value is greater than 0.050 which can be stated that the data has passed the normality test and is normally distributed.

Simple Linear Regression

Simple linear regression analysis is used to test the effect of an independent variable (X) on the dependent variable (Y). In this study, simple linear regression analysis tests the effect of the advertising variable (X) on the purchasing decision variable (Y).

Table 7. Simple Linear Regression Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,044	0.759		1,375	0.174
	ADVERTISING	0.210	0.025	0.733	8,416	0,000

The table above is the result of a simple linear regression analysis in this study which is stated in the following formula:

$$Y = a + bX$$

$$Y = 1.044 + 0.210X$$

a = constant

b = regression coefficient

From the following equation it can be explained that:

- The constant number a is 1.044 which shows that the Advertising variable (X) has a positive value. A positive constant value means that there is a positive influence between the independent variable and the dependent variable. This constant number shows that if the advertising variable has a value of 0, then the consistent value of the purchasing decision is 1.044.
- The regression coefficient number b is 0.210. A positive value indicates a positive or unidirectional influence, which means that the advertising variable has a positive influence on the purchasing decision variable. The value of 0.210 illustrates that if the advertising variable increases by 1%, the purchasing decision also increases by 0.210.

Hypothesis Testing

Hypothesis testing is needed to show the level of significance between independent variables and dependent variables. In this study, the hypothesis test functions to test the significance of advertising on purchasing decisions at the Mixue Lawang outlet.

t-test

The t-test or partial test is measured through the significance value and t count. A significance value of less than 0.05 indicates that variable X has an effect on variable Y.

Table 8. T-Test Results (Partial)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,044	0.759		1,375	0.174
	ADVERTISING	0.210	0.025	0.733	8,416	0,000

The table represents the results of the significance test of advertising variables on purchasing decision variables. The results of the t-test show that the significance value is $0.000 < 0.005$. This can be stated that the Advertising variable has a significant influence on the Purchasing Decision variable. The t-table value shows a figure of $8.416 > 1.67$. This figure shows that there is a significant positive influence of the advertising variable on the purchasing decision variable.

DISCUSSION

Summary of Validity and Reliability Test Results

Based on the results of the study, in the validity test, all data from variables X and Y have met the requirements, namely having a calculated r value of more than 0.248. The average calculated r value of variable X is above 0.65 and variable Y is above 0.88 so that all statement items in the study are declared valid. Similar to the reliability test, the statement in variable X has a value of 0.88 and Y has a value of 0.66. Both of these Cronbach alpha numbers are more than 0.60 so that the data can be declared to meet the reliability criteria.

Relevance of Research Variable Theory

The Advertising variable is a variable that is used as variable X in this study which has an influence on the Purchase Decision variable which is variable Y. The relationship between these two variables is included in the scope of marketing management. There are five factors that influence consumer purchasing decisions, namely advertising, personal selling, direct marketing, sales promotion, and publicity (Safitri, 2023). These five factors are strategies to educate the public about the existence of products on the market. One way to market a product is to use advertising, especially digital advertising.

Advertising is the main means for companies to influence their consumers (Kotler and Keller in Yapan, 2023). Through advertising, companies can promote their products to encourage interest, involvement, and product sales (Siregar et al., 2025). Advertisements that are said to be effective are advertisements that are able to convey messages creatively and trigger the attitudes of customers as an audience. The attitude of customers is reflected in their reactions to a product later. This will generate interest so that it encourages purchasing decisions for a product.

Previous Research

Research conducted by Siregar, et al. (2025) stated that partially, advertising has a positive and significant effect on purchasing decisions on a digital shopping platform. The results of this study are also supported by Wulandari, et al. (2025) and Yulianti (2025) namely that social media advertising has a significant and positive effect on purchasing decisions in the retail business. This study tested the effect of advertising on purchasing decisions for beverage products, namely mixue gerai lawang.

Research Results Based on Questionnaires

In this study, the respondents used were people who knew or had experience purchasing at mixue gerai lawang. The characteristics of the respondents showed that the mixue gerai lawang products attracted a lot of attention and were in demand by most women and young people.

Data analysis through a simple linear regression test is useful for determining how advertising affects purchasing decisions. In addition, the t-test is used to determine the partial effect between the two variables. The results of the analysis state that the advertising variable has a significant positive effect on purchasing decisions at the Lawang Outlet Mixue. This



finding is reinforced by several previous studies conducted by Siregar et al. (2025), Yusuf et al. (2025), and Yulianti (2025) that advertising is an important aspect in influencing consumer purchasing decisions.

Advertising is one of the strategies that can be developed by companies to attract consumers. In today's digital era, technological developments and the rapid spread of information through social media are great opportunities for companies to intensify more interactive and attractive product advertising.

According to the characteristics of the respondents, which are dominated by women and young people, they are groups that are familiar with the use of smartphones and social media. Therefore, social media can be an effective means to advertise products and their various offers, such as offers related to discounts, new product launches, or special events on certain days.

Interesting advertising content can arouse consumer curiosity about the products offered. This causes a positive reaction from customers, thus encouraging purchases. Thus, advertising has a positive and significant influence on purchasing decisions.

CONCLUSION

The success of Mixue as a brand that provides various kinds of drinks cannot be separated from the marketing strategy implemented. One of the strategies is effective marketing through advertising on social media. The results of this study state that advertising can be one of the marketing strategies that has a positive and significant effect on the purchasing decision of Mixue Gerai Lawang products. The better the advertisement presented, the greater the possibility of consumers making a purchase.

Strategy this advertisement fits the current era where technological developments and the dominance of social media make creative and relevant advertising an effective method to reach consumers, especially among certain groups such as women and young people. Informative advertisements that are in accordance with the needs of the target market can foster curiosity, thus encouraging consumers to decide on a purchase.

REFERENCES

- Anastasia, R., Ruruk, N., Jaya, A., Halik, JB, & Londong, JP (2023). The influence of relationship marketing and customer loyalty on consumer purchasing decisions of Makassar mixue. *Yos Soedarso Economic Journal (YEJ)*, 5(2), 56-70.
- Hanifah, A., Munawaroh, A., Husainah, N., Jamilah, Anastasia, R., Ruruk, N., Jaya, A., Halik, J. B., & Londong, J. P. (2023). Pengaruh relationship marketing dan loyalitas pelanggan terhadap keputusan pembelian konsumen mixue makassar. *Yos Soedarso Economic Journal (YEJ)*, 5(2), 56-70.
- Hanifah, A., Munawaroh, A., Husainah, N., Jamilah, S., Hartinah, S., Harun, S. H., Annas, M., & Tsabit, A. M. (2025). *Pengantar Ilmu Statistik*. Duta Sains Indonesia. <https://books.google.co.id/books?id=QoZCEQAAQBAJ>
- Hartadijaya, J., & Lego, Y. (2023). Faktor-Faktor yang Mempengaruhi Kepuasan Konsumen Mixue Taman Ratu di Jakarta Barat. *Jurnal Manajerial Dan Kewirausahaan*, 5(2), 501–510. <https://doi.org/10.24912/jmk.v5i2.23421>
- Kusumastuti, A., Khoiron, A. M., & Achmad, T. A. (2021). *Metode Penelitian Kuantitatif*. Deepublish. <https://books.google.co.id/books?id=AU5PEQAAQBAJ>
- Minahasa, K. (2024). *Pengaruh Advertising Dalam Komunikasi Pemasaran Terhadap Keputusan Pembelian Minuman Mixue di Sukabakti Tangerang*. 24(7), 28–42.



- Safitri, N. A. (2023). Manajemen pemasaran.
- Ramdani, D., Supriatna, E., & Yuliani, W. (2023). Validitas Dan Reliabilitas Angket Kematangan Emosi. *FOKUS (Kajian Bimbingan & Konseling Dalam Pendidikan)*, 6(3), 232–238. <https://doi.org/10.22460/fokus.v6i3.10869>
- Rosmayanti, M. (2023). Pengaruh brand image dan brand awareness terhadap keputusan pembelian konsumen Mixue. *Journal on Education*, 5(3), 8126-8137.
- Service, B., & Statistics, A. (2024). *Statistik Penyediaan*.
- Siregar, H., Zebua, Y., & Arjuna, S. (2025). Pengaruh Promosi Gratis Ongkos Kirim, Iklan, dan Celebrity Endorsement Terhadap Keputusan Pembelian Ditinjau dari Platform Shopee dan Tiktok. *JUMBIWIRA: Jurnal Manajemen Bisnis Kewirausahaan*, 4(1), 190-203.
- Sugeng, B. (2022). *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)*. Deepublish. <https://books.google.co.id/books?id=Q7NNEQAAQBAJ>
- Sugiyono. (2022). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Suri, G. P., & Arifin, N. Y. (2022). Pelatihan Pengolahan Data Aplikasi SPSS Pada Siswa SMK Ibnu Sina Batam. *Jurnal Media Pengabdian Kepada Masyarakat ...*, 1(1), 29–32.
- Tiara Kasih, A., Saraswati Dewi, N. A., Budiayati, K., Damayanti, A. P., & Fatkhiatul Khasanah, V. (2023). Pengaruh Kemasan, Harga, Dan Kualitas Produk Terhadap Minat Beli Konsumen Mixue (Studi Pada Mahasiswa STIE Widya Wiwaha Yogyakarta). In *Seminar Nasional STIE Widya Wiwaha*.
- Wulandari, R. S., Yusuf, M., Kurniawan, A., & Derajat, S. P. (2025). Keterkaitan Antara Periklanan Sosial Media Terhadap Keputusan Pembelian Pada Konsumen Generasi Z. *Krakatau (Indonesian of Multidisciplinary Journals)*, 3(1), 134-148.
- Yapan, U. F. (2023). Analysis Of Advertising And Sales Promotion On Purchase Decisions At PT. Alfamart Lampung. *Jurnal Riset Akuntansi*, 1(3), 344-350.
- Yulianti, A., & Megawati, M. (2025). Pengaruh Pengaruh Periklanan dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Hypermart PSx Palembang. *Publikasi Riset Mahasiswa Manajemen*, 6(2), 191-203.
- S., Hartinah, S., Harun, SH, Annas, M., & Tsabit, AM (2025). Introduction to Statistics. Indonesian Science Ambassador. <https://books.google.co.id/books?id=QoZCEQAAQBAJ>
- Hartadijaya, J., & Lego, Y. (2023). Factors Affecting Consumer Satisfaction at Mixue Taman Ratu in West Jakarta. *Journal of Managerial and Entrepreneurship*, 5(2), 501–510. <https://doi.org/10.24912/jmk.v5i2.23421>
- Kusumastuti, A., Khoiron, AM, & Achmad, TA (2021). Quantitative Research Methods. Deepublish. <https://books.google.co.id/books?id=AU5PEQAAQBAJ>
- Minahasa, K. (2024). The Influence of Advertising in Marketing Communication on Purchase Decisions for Mixue Drinks in Sukabakti Tangerang. 24(7), 28–42.
- Safitri, NA (2023). Marketing management.
- Ramdani, D., Supriatna, E., & Yuliani, W. (2023). Validity and Reliability of the Emotional Maturity Questionnaire. *FOKUS (Guidance & Counseling Study in Education)*, 6(3), 232–238. <https://doi.org/10.22460/fokus.v6i3.10869>
- Rosmayanti, M. (2023). The influence of brand image and brand awareness on Mixue consumer purchasing decisions. *Journal on Education*, 5(3), 8126-8137.
- Service, B., & Statistics, A. (2024). Provision Statistics.
- Siregar, H., Zebua, Y., & Arjuna, S. (2025). The Influence of Free Shipping Promotion, Advertising, and Celebrity Endorsement on Purchasing Decisions Reviewed from the Shopee and Tiktok Platforms. *JUMBIWIRA: Journal of Entrepreneurship Business Management*, 4(1), 190-203.
- Sugeng, B. (2022). Fundamentals of Quantitative Research Methodology (Explanatory).

- Deepublish. <https://books.google.co.id/books?id=Q7NNEQAAQBAJ>
- Sugiyono. (2022). Quantitative, Qualitative, and R&D Research Methods. Bandung: Alfabeta.
- Suri, GP, & Arifin, NY (2022). SPSS Application Data Processing Training for Students of SMK Ibnu Sina Batam. *Journal of Community Service Media ...*, 1(1), 29–32.
- Tiara Kasih, A., Saraswati Dewi, NA, Budiyati, K., Damayanti, AP, & Fatkhiatul Khasanah, V. (2023). The Influence of Packaging, Price, and Product Quality on Consumer Purchase Interest of Mixue (Study on Students of STIE Widya Wiwaha Yogyakarta). In *National Seminar of STIE Widya Wiwaha*.
- Wulandari, RS, Yusuf, M., Kurniawan, A., & Derajat, SP (2025). Relationship Between Social Media Advertising And Purchase Decisions Of Generation Z Consumers. *Krakatau (Indonesian of Multidisciplinary Journals)*, 3(1), 134-148.
- Yapan, UF (2023). Analysis Of Advertising And Sales Promotion On Purchase Decisions At PT. Alfamart Lampung. *Journal Of Accounting Research*, 1(3), 344-350.
- Yulianti, A., & Megawati, M. (2025). The Influence of Advertising and Sales Promotion on Purchasing Decisions at Hypermart PSx Palembang. *Student Management Research Publication*, 6(2), 191-203.