The Influence of Customer Experience, Service Quality and Product Variations on Repurchase Intention in Mixue Ice Cream and Tea Products in Batam City

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Abstract. This study aims to analyze the influence of Customer Experience, Service Quality, and Product Variation on Repurchase Intention on Mixue Ice Cream & Tea products in Batam City. Using a quantitative approach, primary data was collected from 100 respondents selected by purposive sampling, consisting of consumers who have purchased Mixue products at least five times in the last three months. Data analysis was conducted using SmartPLS version 4.0, through the assessment of the outer model, inner model, and hypothesis testing. The results showed that there was a significant influence between Customer Experience and Service Quality on Repurchase Intention, while Product Variation did not have a significant influence. This finding indicates that positive experiences felt by consumers, as well as good service quality, are key factors that drive their desire to repurchase Mixue products. The practical implications of the results of this study emphasize the importance for Mixue outlets in Batam City to continue to maintain and improve service quality in order to create a positive experience for consumers. Strategies such as staff training to improve customer interaction and optimizing the store's atmosphere can be important steps. In addition, to overcome the shortcomings in product variation, Mixue is advised to develop a more attractive visual communication strategy, provide clear product descriptions, and offer product samples. This is expected to help customers better understand the options available and increase their interest in making repeat purchases.

Keywords: Mixue, Customer Experience, Service Quality and Product Variations

1   Introduction

The food and beverage industry, also known as food and beverage (F&B), continues to grow rapidly because this phenomenon is caused by the fact that food and beverages are essential needs for humans. There are many new developments in the culinary world, especially in the beverage sector and this increase has the potential to provide benefits for economic actors. Every year there are new and newest types of drinks that are in demand by various groups of people. This is influenced by many factors, including attractive taste, attractive product appearance, as well as a strong marketing strategy applied to the beverage product [1].

In the beverage industry, many new trends and innovations are starting to emerge and develop rapidly in Southeast Asian countries, especially in Indonesia. Examples are ice cream products and boba drinks. Based on data obtained in the Momentum Work report, Indonesia has the greatest interest in boba drinks in Southeast Asia with 268 million consumers, making it the country that consumes the most drinks overall in 2021 [2]. From the large amount of data obtained, of course this is due to the existence of a brand that previously and until now still maintains its business in Indonesia, namely the Mixue Ice Cream & Tea brand. Mixue Ice Cream & Tea is an ice cream and boba drink outlet that originates from China and has been established since 2017. Sales of Mixue products are increasing in Indonesia because distribution continues to grow, especially for ice cream products. Even after COVID-19 hit Indonesia, people were still able to accept Mixue. With good feedback from customers, Mixue can develop and expand its branches in Indonesia [3]. Like in the city of Batam, Mixue has the most branches among its competitors and this factor is also one of Mixue's advantages compared to other competitors, and Mixue also places its outlets in strategic locations for easy access for consumers from various regions.

After Mixue products gained popularity in Indonesia, especially in Batam City, the outlets of the brand are not spared from the crowds of consumers who come to buy Mixue products, and many consumers also buy Mixue Ice Cream & Tea products repeatedly. The increase in consumer visits to Mixue outlets indicates their success in creating positive experiences. To maintain excellence in the midst of intense competition, it is important for Mixue to understand three key variables: Customer Experience, Service Quality, and Product Variety. Customer Experience encompasses the customer's overall interaction with the brand, which has a direct effect on satisfaction and loyalty. High quality of service is also very important, as customers are more likely to return if they feel well served. Meanwhile, attractive product variations can attract the attention of new consumers and encourage repeat purchases. By understanding how these three variables interact with each other, Mixue can develop more effective strategies to increase repurchase intention.

2   Literature Review

2.1   Food and Beverage Industry

Food & beverage industry or what is known as F&B are all companies involved in processing food ingredients, packaging food, how to distribute it and how to serve it and how to get it into the hands of consumers. There are also types of businesses that are included in food & beverage, namely all types of businesses that place food or drink as an axis in their business ventures. Food & beverage services are also included in the food & beverage industry, such as food culinary shops, cafeterias, cafes, fast food shops, catering, restaurants, food transportation services and others. [4]

2.2   Customer Experience

Customer experience is an event that occurs as a result of stimuli generated by efforts both before and after a purchase. These stimuli may be observed directly or experienced through participation in virtual activities, hopeful thoughts, or reality based [5]. The term "customer experience" refers to the feelings or knowledge that customers gain by interacting with service provider components at different levels. When consumers buy something, they are also buying the experience as well as the product. This is also re-inforced by customer experience and can be measured with five indicators, namely:

a. Sense Experience
    Sense experience is an effort of sight, sound, touch, taste and smell to create an experience that appeals to the five senses. These elements are used to differentiate a business from its competitors and attract customers to buy the products being sold.

b. Feel Experience
    Every business needs to create a memorable experience so that it is always remembered and makes a deep impression on customers so that it can fulfill their expectations regarding purchasing decisions. Feel experience also arises from interactions that generate strong emotions and sentiments, as well as ideas, enthusiasm and a positive reputation for providing excellent customer service.

c. Think Experience
    Think experiences are designed to attract customers' interest and stimulate their creative thinking so they can evaluate businesses and brands in more detail. The concept of thinking experience is more related to future-oriented elements that can be expressed through high-tech elements, unexpected elements and sources of inspiration. These elements include focus, value, quality and growth.

d. Act Experience
    Act experience provides experience to Act experience offers a satisfying consumer experience by considering the long-term emotional, social and stylistic aspects of the relationship between buyers and sellers in addition to fulfilling utilitarian goals.

e. Relate Experience
    Relate experience helps customers to connect with various parties, such as social communities (such as career or lifestyle) or deeper and more complex communications (such as between countries, between communities or between cultures) which are usually explained through related experience.

2.3   Service Quality

In providing services that comply with standards, one of the main points that must be made is understanding customer needs [6]. This indicates that the image of quality service does not depend on the views or perceptions held by the service provider, but rather

depends on the point of view or perception of the customer himself. In measuring this variable, there are five indicators that can be used, including:

a. Tangibles

Tangibles refer to physical aspects involving the appearance of physical facilities, equipment, staff, and materials used. The tangible components and services that customers will enjoy are reflected visually in this dimension.

b. Reliability

The ability to provide services on time and with accuracy is referred to as reliability. Reliability generally means that a business can meet commitments to customers regarding service delivery, problem solving and pricing.

c. Responsiveness

Responsiveness means having the skills and drive to help customers to provide service quickly and well. When interacting with customers, this dimension relates to paying attention to details and answering their questions and complaints accurately.

d. Assurance

Assurance is a way in which companies convince customers so that they feel safe and confident in the products or services provided by the company. This involves efforts to build up the quality, expertise and courtesy of the staff.

e. Empathy

Empathy means providing individual attention and care to customers. Main purpose the main purpose of this dimension of empathy is to show customers that they are unique individuals with needs that can be appropriately met through the services offered

2.4   Product Variations

Variety is a method that allows a business to present a diversity of products under one brand [7]. That the more variations and types of products available in a place, the more likely it is that consumers will feel satisfied and choose to buy that product without needing to look for other products. This phenomenon shows that having different products on the market can also increase customer loyalty [8]. Product variations can also allow companies to customize their products to meet specific local or market requirements. By offering a variety of products that meet customer needs, a company can increase their satisfaction and achieve better business growth.

2.5   Repurchase Intentions

Repurchase intention is the desire to buy a product based on previous purchasing experience [9]. The high intention to repurchase indicates that the level of consumer satisfaction is also high. This is the internal motivation of consumers to buy products that they like and have purchased before because the product meets their expectations. Customer experience can be identified through the following indicators:

a. Transactional Interest
b. Referential Interest
c. Preferential Interest

d.   Exploratory Interest

3   Research Method

3.1   Population and Research Sample

Research methods are scientific approaches to collecting data for specific applications and purposes [10]. The research uses quantitative descriptive methods. The population studied was Mixue consumers in the Batam City area. Purposive sampling was used with the sample criteria used being respondents who had purchased mixue products 5 times in the last 3 months. To determine the number of samples in this study using the Lemeshow formula to calculate the sample if the population in the research sample is unknown population or unlimited population. The number of samples obtained is as follows:

$$n = \frac{Z^2 \, P \, (1 - P)}{d_2}$$

Note:
n = Sample size/number of respondents
z = z score at 95% confidence = 1.96
p = maximum estimate = 0.5
d = sampling error = 10%

With the above considerations, the result was 96.04, but the researcher rounded the result to 100 respondents with the provision that the number of samples was not less than the minimum number specified. SmartPLS 4 software was used in this study to process data and prove hypothesis. Because SmartPLS 4 can handle data that is not normally distributed and allows simultaneous study of structural and measurement models. The variables studied in this study were customer experience, service quality, and product variation as independent variables and repurchase intention as the dependent variable. The survey approach was made in the form of a Likert scale, in the form of a questionnaire and distributed via the Google Form platform. The following is a table of operational variables used:

Table 1. Operational Variable

No	Question
	CUSTOMER EXPERIENCE
	Sense Experience
CE1	Logo A logo or symbol that is easily recognized
CE2	The product has a unique and appetizing taste.
CE3	The design or layout of the outlet looks attractive

No	Question
	Feel Experience
CE4	I am satisfied because it didn't take long to receive the order I ordered.
CE5	I feel happy enjoying the product on the spot
	Think Experience
CE6	I have provided input in the form of criticism or suggestions regarding the services, products and facilities provided.
CE7	I always remember this product compared to other similar products.
	Act Experience
CE8	Always provide information about the latest products to consumers through social media platforms
CE9	Consuming these products has become part of my lifestyle.
	Relate Experience
CE10	Always maintain good relations with consumers
CE11	Always a favorite product as a side snack when gathering with friends or family.
CE12	I told other people about my experience when buying Mixue Ice Cream & Tea products.
	SERVICE QUALITY
	Tangible
SQ1	Mixue outlet staff always look attractive, neat and polite.
SQ2	The facilities provided are complete and comfortable.
SQ3	The cleanliness of the outlet area is always well maintained
	Reliability
SQ4	Service is always carried out quickly and in accordance with the estimated time given.
SQ5	The outlet staff can be relied upon to provide consistent service every time I visit.
	Responsiveness
SQ6	Quickly respond to customer questions or requests regarding products sold.
SQ7	Mixue has a policy of resolving customer complaints promptly and quickly.
	Assurance
SQ8	Outlet staff provide easy-to-understand information about price promotions or the latest products.
SQ9	Mixue provides a guarantee regarding the quality of service for ice cream products and boba drinks.
	Empathy
SQ10	Mixue staff are able to build good relationships with customers.
SQ11	Respond well when there are special requests regarding the product purchased
	PRODUCT VARIATIONS
	Size
VP1	Provides small, medium, and large sizes.
	Price
VP2	Mixue provides affordable prices, which are not too low and not too high.
	Appearance
VP3	The appearance of the products being sold has an attractive power so that it attracts the attention of buyers.
	Product availability
VP4	Product stock ranging from menu variants, flavors, to toppings is always available at the outlet.
	REPURCHASE INTENTION
	Transactional Interest
RI1	I am interested in making a repeat purchase and visiting the outlet again
	Referential Interest

No	Question
RI2	I recommend the product to others.
	Preferential Interest
RI3	I chose this product as my first choice compared to other products.
	Explorative Interest
RI4	I am interested in trying the newest products on offer.

3.2   Responden Profile

Respondents in this research were Mixue Ice Cream & Tea customers in Batam City. The total sample in this study was 100 respondents, along with tabulated data explaining the respondents obtained were as follows:

Table 2. Distribution of Respondents Based on Gender

Gender	Amount	Percentage (%)
Man	23	23%
Woman	77	77%

Based on table 2 above, it can be seen that there were 23 male respondents (23%), while there were 77 female respondents (77%). The number of respondents based on gender shows that conditions are dominated by women.

Table 3. Distribution of Respondents Based on Age

Age	Amount	Percentage (%)
17 - 25 years old	84	84%
26 - 35 years old	10	10%
36 - 45 years old	4	4%
46 - 60 years old	2	2%

Meanwhile, if you look at Table 3 above, it is dominated by respondents aged 17 - 25 years with a total of 84 respondents, 10 respondents aged 26 - 35 years, 4 respondents aged 36 - 45 years and 2 respondents aged 46 - 60 years.

Table 4. Distribution of Respondents Based on Occupation

| Work	Amount	Percentage (%)
Student/Students	62	62%
Private employees	27	27%
Laborer	8	8%
Businessman	2	2%
Bakeries	1	1%
Government employees	0	0%

Based on table 4 above, it was found that the majority of respondents came from 62 people who were students. Apart from that, 27 people work as private employees, 8 people work as laborers, 2 people work as entrepreneurs, and 1 person works as a bakery. Meanwhile, none of the respondents worked as civil servants.

Table 5. Distribution of Respondents Based on Number of Mixue purchases in the last 3 months

Mixue purchases within the last 3 months	Amount	Percentage (%)
5 times	84	84%
6 - 10 times	11	11%
> 10 times	5	5%

Based on table 5 above, there were 84 people who purchased Mixue Ice Cream & Tea 5 times in the last 3 months. And followed by 11 people who repurchased 6 – 10 times and 5 people repurchased Mixue Ice Cream & Tea products more than 10 times.

3.3   Partial Least Square (PLS)
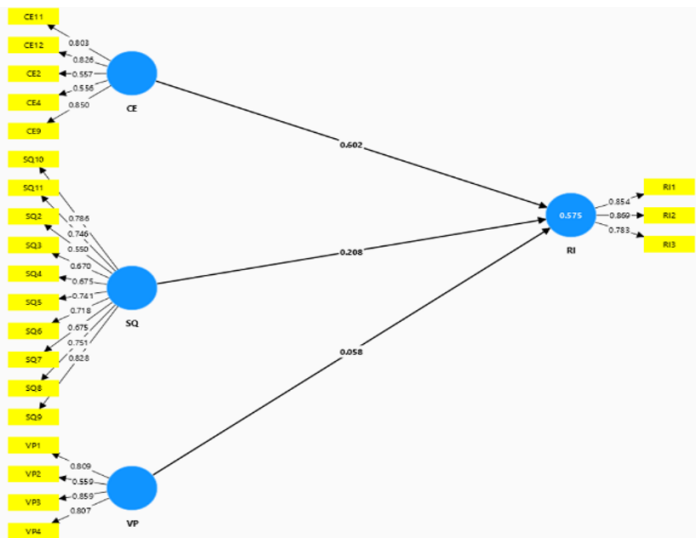
Picture 1. Results of Partial Least Square (PLS) Analysis

The study discusses the validity test through the loading factor value. The definition of loading factor is the definition of loading factor is the level of correlation created between the total score and the measurement indicator. Whether or not an indicator of a variable is valid depends on the loading factor that has a score above 0.5. From Figure 1, it can be seen that all indicators are valid because the loading factor value is > 0.5.

3.4   Outer Model

Convergent Validity
The purpose of this measurement is to show how strongly the indicators used to assess latent variables are related to each other. Reliable as any indicator with a correlation higher than 0.7 for large-scale investigations, factor values in the range of 0.5 to 0.6 are still appropriate [11]

Table 6. Convergent Validity Results

Variable	Indicator	Outer Loadings Value
Customer Experience (CE)	CE1	0.193
	CE2	0.557
	CE3	0.562
	CE4	0.556
	CE5	0.453
	CE6	0.432
	CE7	0.492
	CE8	0.618
	CE9	0.850
	CE10	0.661
	CE11	0.803
	CE12	0.826
Service Quality (SQ)	SQ1	0.462
	SQ2	0.550
	SQ3	0.670
	SQ4	0.675
	SQ5	0.741
	SQ6	0.718
	SQ7	0.675
	SQ8	0.751
	SQ9	0.828
	SQ10	0.786
	SQ11	0.746
Product Variation (VP)	VP1	0.809
	VP2	0.559
	VP3	0.859
	VP4	0.807
Repurchase Intention (RI)	RI1	0.854
	RI2	0.869
	RI3	0.783

Each indicator in the variable has a loading value of more than 0.7 as shown by the data results above. The results were that each indicator was considered feasible or suitable for use in this research. Although there are several indicators that have a value of less than 0.5, namely the CE1, CE5, CE6, CE7 and SQ1 indicators. These values are not sufficient to meet the requirements for convergent validity which has a factor value greater than 0.7 and if the resulting value is 0.5 – 0.6 it is still acceptable. Therefore, indicators that do not meet the requirements will be eliminated from the research data. Then the researchers also eliminated the CE3, CE8 and CE10 indicators because the AVE value of the customer experience variable was below 0.5. In order to increase the AVE value for this variable, the author decided to delete or eliminate these indicators.

Discriminate Validity
Through the process of comparing the loading values of the targeted construct with other constructs, we can determine whether the construct has appropriate discriminants.

Table 7. Discriminant Validity Results

Indikator	Customer Experience (X1)	Service Quality (X2)	Variasi Produk (X3)	Repurchase Intention (Y)
CE2	0.557	0.423	0.206	0.400
CE3	0.540	0.440	0.304	0.273
CE4	0.567	0.394	0.349	0.323
CE8	0.601	0.427	0.214	0.471
CE9	0.829	0.385	0.251	0.675
CE10	0.666	0.415	0.294	0.405
CE11	0.777	0.350	0.325	0.510
CE12	0.766	0.397	0.278	0.655
SQ2	0.388	0.550	0.532	0.298
SQ3	0.264	0.670	0.301	0.273
SQ4	0.479	0.675	0.419	0.414
SQ5	0.432	0.741	0.246	0.393
SQ6	0.363	0.718	0.186	0.293
SQ7	0.347	0.676	0.198	0.301
SQ8	0.318	0.751	0.263	0.322
SQ9	0.555	0.828	0.370	0.497
SQ10	0.455	0.786	0.468	0.487
SQ11	0.440	0.746	0.246	0.484
VP1	0.312	0.313	0.809	0.326
VP2	0.236	0.279	0.559	0.140
VP3	0.393	0.415	0.859	0.311
VP4	0.270	0.389	0.807	0.321
RI1	0.651	0.364	0.348	0.854
RI2	0.655	0.510	0.299	0.870
RI3	0.513	0.500	0.295	0.783

Average Variant Extracted

Table 8. AVE Results

Variable	Average Variant Extracted (AVE)
Customer Experience	0.451
Service Quality	0.515
Product Variations	0.589
Repurchase Intention	0.699

From table 4 it can be seen that the AVE value of the customer experience variable is below 0.5. In order to increase the AVE value for this variable, the author decided to delete or eliminate the CE3, CE8 and CE10 indicators. The results of the outer loadings from removing these indicators can be seen in table 4 below:

Table 9. Outer Loadings after elimination

Variable	Indicator	Outer Loadings Value
	CE2	0.557
	CE4	0.556

Variable	Indicator	Outer Loadings Value
Customer Experience (CE)	CE9	0.850
	CE11	0.803
	CE12	0.826
Service Quality (SQ)	SQ2	0.550
	SQ3	0.670
	SQ4	0.675
	SQ5	0.741
	SQ6	0.718
	SQ7	0.675
	SQ8	0.751
	SQ9	0.828
	SQ10	0.786
	SQ11	0.746
Product Variation (VP)	VP1	0.809
	VP2	0.559
	VP3	0.859
	VP4	0.807
Repurchase Intention (RI)	RI1	0.854
	RI2	0.869
	RI3	0.783

In table 9 above, the outer loading results after eliminating several indicators. Removing indicators also changes the outer loading value of the customer experience variable

Table 10. AVE Results

Variable	Average Variant Extracted (AVE)
Customer Experience	0.534
Service Quality	0.515
Product Variations	0.589
Repurchase Intention	0.699

The results show that all constructions have an AVE value of more than 0.50. Thus, after removing several indicators in outer loading, these results show that the measurement evaluation has good validity through the AVE model measurement. Values with outer loadings between 0.40 and 0.708 can be removed if doing so will increase convergent validity or consistent reliability [12]

Composite Reliability & Cronback Alpha

Table 11. Composite Reliability & Cronback Alpha Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customer Experience	0.775	0.827	0.847
Service Quality	0.895	0.909	0.913
Product Variations	0.767	0.809	0.848
Repurchase Intention	0.785	0.794	0.874

Reliability tests are discussed through composite reliability and Cronbach's alpha values. Table 7 shows that both have values above 0.7, which is considered reliable. This means that this research is considered reliable or meets existing requirements. The T-Statistic values associated with each path are then considered to test the significance of these values.

3.5   Inner Model

R-square coefficient (R2)
R- square is used to evaluate the dependent variable in the structural model and the path coefficient value is used to evaluate the independent variable

Table 12. R-square Result coefficient

	R-Square	R-Square Adjusted
Repurchase Intention (Y)	0.575	0.562

The above, namely customer experience (X1), service quality (X2) and product variety (X3), explain 57% of this model which is in accordance with the results obtained in table 5 above and the repurchase intention (Y) variable has an R- Square value of 0.575.

3.6   Hypothesis Test Results

The research results will be tested with a t- test using the bootstrapping method, namely the path coefficient test. The criteria used in this test are if the t- statistic is > 1.96 then it is considered significant. In addition, a P value of less than 0.05 indicates the significance level of the coefficient [13].

Table 13. Hypothesis Test Result

Hypothesis	t-Statistics	P Values
Customer Experience (X1) -> Repurchase Intention (Y)	7,557	0,000
Service Quality (X2) -> Repurchase Intention (Y)	2,636	0.008
Product Variations (X3) - > Repurchase Intention (Y)	0.723	0.470

Based on table 9, the determination of whether a hypothesis is accepted or rejected is explained as follows:

Hypothesis 1: The customer experience variable (X1) has a t-statistic value of 7,557 > 1.96 and a P value of 0.000 < 0.05, it can be said that H1 accepted, namely customer experience (X1) influences repurchase intention (Y)

Hypothesis 2: The service quality variable (X2) has a t-statistic value of 2,636 < 1.96 and a P value of 0.008 > 0.05, so it can be said that H2 is accepted, namely service quality (X2) has no effect on repurchase intention (Y).

Hypothesis 3: The product variation variable (X3) has a t-statistic value of 0.723 < 1.96 and a P value of 0.470 < 0.05, so it can be said that H3 is rejected, namely product variation (X3) has no effect on Repurchase Intention (Y).

From the results obtained from the data analysis that has been carried out, the discussion for the hypothetical relationship is as follows:

The influence of customer experience (X1) on repurchases intention (Y)

Based on the results of the data analysis test, it was found that the variable showed a t-statistic value of 7.557 which was greater than 1.96 and a P value of 0.000 which was smaller than 0.05. So, it is said that the first hypothesis states that customer experience has an influence on repurchase intention. The results of this research are in accordance with previous research conducted by [14] those who stated in their research that customer experience has a significant influence on repurchase intention. From a consumer's perspective, customer experience is not just about obtaining a product or service, but also about how they feel and are treated during the process. Research conducted [15] also found that customer experience has an impact on consumers repurchase interest in the context of services. If consumers experience satisfaction and things that make consumers feel that their needs are met when using the service, then consumers will have an interest in using the service again. So, the research that has been carried out regarding customer experience has a positive impact on the recurrence of interest in fast food.

The Influence of Service Quality (X2) on Repurchase Intention (Y)

The research results obtained from the influence of service quality on repurchase intention have a significant influence. The results of data analysis showed that the t- statistic value obtained was 2.636 which was greater than 1.96 and the P value was 0.008 which was smaller than 0.05. This is in line with research conducted which [16] suggests that service quality has a positive effect on repurchase intention. Customers who have purchased a brand's product will be able to feel whether the service provided by employees is in the good or bad category. If the service provided is very good, consumers will not hesitate to come back and repurchase the products being sold. This is also experienced by the Mixue franchise business. Research conducted [17] also obtained results that service quality has an impact on repurchase intention. Which proves that the better Sociolla's ability to provide handling of problems shown by the two e-service quality indicators will increase the trust of Sociolla website customers which can trigger repurchase intention.

The Influence of Product Variations (X3) on Repurchase Intention (Y)

Based on the results of the data analysis test, it was found that the variable showed a t-statistic value of 0.723 which was smaller than 1.96 and a P value of 0.470 which was greater than 0.05. So it can be said that the third hypothesis states that product variations do not have a significant influence on repurchase intention.Previous studies conducted by [14]show that product variations can influence repurchase intention in the context of mixue franchise products. These findings indicate that the greater the variety of products available, the higher the consumer's repurchase interest. Other research [18]in the context of the cafe business also concluded that product variations, such as the food or drink menu offered by Coffevillage-Oishi Pan Magelang, have a significant impact on

consumers' tendency to make repeat purchases. On the other hand, the decrease in product variety at Coffeevillage-Oishi Pan Magelang has a negative impact on consumers repurchase interest. When compared with the results of this study which show there is no significant relationship between product variety and repurchase intention, there is evidence to suggest that product variety can influence consumers repurchase interest in the Mixue product. One possible reason is that the variety of products offered may not match customer needs. If consumers do not feel that the product variety is relevant or interesting to them, they are less likely to repurchase the product. The views of one of the respondents in this study indicate that a lack of understanding of the variety of products offered or difficulty in understanding the product menu can be another factor that inhibits the desire to repurchase. Therefore, clear and persuasive communication about the added value of product variations can be the key to increasing repeat purchase rates.

4 Conclusion and Recommendations

4.1 Conclusion

This research was conducted at the Mixue Ice Cream & Tea outlet in Batam City - Riau Islands. Respondents from this study were dominated by female consumers with a percentage (77%). Respondents with an age range of 17 – 25 years had the highest presentation in this research at (84%) and the type of work of respondents was dominated by students and university students with a percentage of (62%). Based on the results of this research, it can be concluded that:

a. Customer experience (X1) has a significant influence on Repurchase Intention (Y). The positive experience that consumers get when they first buy a product can leave a strong impression and this can influence repurchase decisions as well. Along with the respondents' perspective which provides reinforcement that the experience they had previously greatly influenced how much they wanted to buy the product again. Their experiences include not only the acquisition of goods or services, but also how they are handled and perceived during the process.

b. Service Quality (X2) also has a significant influence on Repurchase Intention (Y). This means that businesses that provide excellent service can encourage customers to make repeat purchases. Consumers who have repurchased a brand will be able to judge whether the staff service is in the good or bad category. Customers will not think twice about returning and repurchasing the goods sold if the service is excellent. The majority of respondents also said that Mixue's excellent customer service encouraged them to purchase more Mixue products and consistent, reliable and quality service made consumers feel more confident and comfortable making repeat purchases.

c. However, Product Variety (X3) does not have a significant influence on Repurchase Intention (Y). This means that product variations have no effect on repeat purchases of Mixue products. It was found that some respondents stated that one of the reasons was because product variations may not be in accordance with customer needs or a lack of understanding of the product variations

offered. Therefore, improving visual communication through the use of clear images or illustrations is one solution to this phenomenon. Easy-to-understand product descriptions and offer samples or live demonstrations to help customers understand the product better.

4.2   Recommendation

a. For Mixue Ice Cream and Tea in Batam City, it is hoped that they can create a product or drink that is not only known as a refreshing drink but is also healthy. So, Mixue products are not just popular, but can be used as part of a lifestyle that is beneficial for consumers' health. Apart from that, it is hoped that Mixue Ice Cream and Tea products in Batam City can further improve promotional strategies through good communication or visuals to consumers about the variety of new products released by Mixue, so that consumers can understand and comprehend the promotions and offers provided by Mixue. Mixue employee.

b. Future researchers are expected to be able to expand or develop what factors can influence consumers repurchase interest, such as brand awareness, electronic word of mouth (E-WOM, promotions and so on. So that further research can further explain these factors. which can influence repurchase intentions for consumers.

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