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Branding Strategy, Pricing, and Customer Satisfaction towards the Product Life Cycle of Mixue Hang Tuah Branch

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A B S T R A C T

The development of the food and beverage industry, particularly in the dessert and ice cream segment, requires companies to implement effective marketing strategies in order to sustain product viability in the market. Mixue, as one of the rapidly growing international ice cream brands in Indonesia, needs to manage its product life cycle through branding strategies, pricing policies, and efforts to enhance customer satisfaction. This study aims to analyze the influence of branding strategy, pricing, and customer satisfaction on the product life cycle of Mixue at the Hang Tuah branch.This research employs a quantitative approach with a causal associative research design. Data were collected through questionnaires distributed to consumers of Mixue Hang Tuah Branch using non-probability sampling techniques, namely accidental and purposive sampling. The data analysis methods include descriptive statistical analysis, classical assumption tests, and multiple linear regression analysis using SPSS software.The results of this study are expected to demonstrate a significant influence, both partially and simultaneously, of branding strategy, pricing, and customer satisfaction on the product life cycle. The findings are expected to provide theoretical contributions to the development of marketing studies and serve as practical considerations for Mixue management in formulating sustainable marketing strategies to extend the product life cycle amid intense industry competition.

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INTRODUCATION

The food and beverage (F&B) industry in Indonesia has experienced rapid growth, particularly in the dessert and ice cream segment. Changes in lifestyle, urbanization, and shifts in consumer preferences have intensified competition among both local and international brands. Mixue, originating from China and entering the Indonesian market in 2018, has successfully attracted market attention through affordable pricing strategies, a strong brand identity, and aggressive outlet expansion via a franchise system. However, rapid growth must be balanced with the company's ability to manage product sustainability in order to remain competitive in the long term.

Product sustainability is closely related to the management of the product life cycle. The product life cycle is significantly influenced by the marketing strategies implemented, particularly branding strategy, pricing, and the level of customer satisfaction. Strong branding is able to create a positive image and emotional attachment with consumers, competitive pricing increases product accessibility, while customer satisfaction encourages repeat purchases and loyalty. Therefore, this study provides an academic contribution by empirically examining the influence of branding strategy, pricing, and customer satisfaction on the product life cycle of Mixue Hang Tuah Branch.

This study aims to analyze the influence of branding strategy, pricing, and customer satisfaction on the product life cycle of Mixue Hang Tuah Branch, both partially and simultaneously.

LITERATURE REVIEW

Product Life Cycle Theory

The Product Life Cycle (PLC) describes the stages a product goes through from its introduction to the market until it experiences a decline. According to Levitt, the product life cycle consists of four main stages: introduction, growth, maturity, and decline. The implementation of appropriate marketing strategies at each stage can extend a product's presence in the market.

Branding Strategy

Branding strategy refers to long-term planning aimed at building and strengthening brand equity in order to create strong differentiation from competitors. Kotler and Keller state that strong branding can enhance customer loyalty and perceived product value. Therefore, branding strategy is assumed to have a positive influence on the product life cycle.

H1: Branding strategy has a positive and significant effect on the product life cycle.Pricing Strategy

Price is the only element of the marketing mix that generates revenue for the company. Mixue implements a penetration pricing strategy with the objective of reaching a broad market. Pricing that aligns with consumers' purchasing power is believed to be able to extend the growth phase of the product life cycle.

H2: Pricing has a positive and significant effect on the product life cycle.

Customer Satisfaction

Customer satisfaction is defined as a feeling of pleasure or disappointment that arises after consumers compare a product's performance with their expectations. A high level of customer satisfaction encourages repeat purchases and customer loyalty, thereby contributing to product sustainability in the market.

H3: Customer satisfaction has a positive and significant effect on the product life cycle.

H4: Branding strategy, pricing, and customer satisfaction simultaneously have a significant effect on the product life cycle.

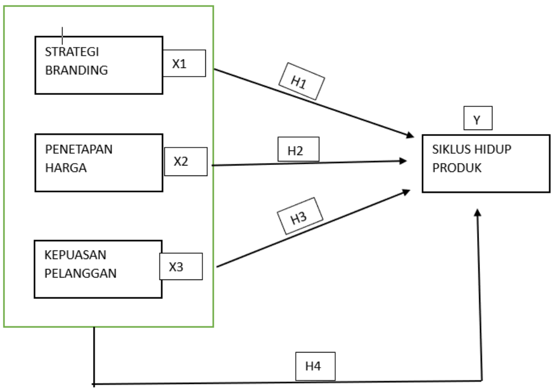

Figure 1. Conceptual Framework (images must be in good quality)

METHODOLOGY

This study employs a quantitative approach with a causal associative research design. The research population consists of all consumers of Mixue Hang Tuah Branch. The sample includes 115 respondents selected using accidental sampling and purposive sampling techniques. Data were collected through a structured questionnaire using a five-point Likert scale. Data analysis was conducted using descriptive statistical analysis, classical assumption tests, and multiple linear regression analysis with the assistance of SPSS software.

RESEARCH RESULT

The results of the regression analysis indicate that branding strategy, pricing, and customer satisfaction have a significant effect on the product life cycle of Mixue Hang Tuah Branch. The pricing variable has the most dominant influence compared to the other variables, followed by customer satisfaction and branding strategy.

The coefficient of determination indicates that 60.1% of the variation in the product life cycle can be explained by the three independent variables.

Table 1. Three Box Method (Well-Structured and Easy-to-Understand Table)

Variable	Unstandardized Coefficients (B)	Sig.
(Constant)	6.317	0.002
Branding Perception (X1)	0.203	0.004
Price Perception (X2)	0.385	0.000
Customer Satisfaction (X3)	0.240	0.001

All equations or formulas must be numbered.

$$(1)\ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

The data used in this study are primary data collected through a structured questionnaire. All variable indicators were measured using a five-point Likert scale (for example, from 1 = Strongly Disagree to 5 = Strongly Agree) to quantitatively assess respondents' attitudes, perceptions, and opinions

DISCUSSION

The findings of this study demonstrate that pricing is the most dominant factor influencing the product life cycle of Mixue Hang Tuah Branch. Affordable pricing creates a high value perception among consumers and encourages purchase frequency. Customer satisfaction plays a crucial role in maintaining the product at the maturity stage through repeat purchases and the dissemination of positive word-of-mouth. Meanwhile, branding strategy strengthens brand recognition and product differentiation amid competition, thereby supporting long-term product sustainability.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that branding strategy, pricing, and customer satisfaction have a significant effect on the product life cycle of Mixue Hang Tuah Branch, both partially and simultaneously. Mixue management is advised to maintain competitive pricing strategies, improve service quality, and strengthen brand communication to ensure product sustainability and competitiveness in the market.

ADVANCED RESEARCH

This study has limitations in that the research object is limited to a single branch and involves only three independent variables. Future research is recommended to incorporate additional variables such as promotion, location, and product quality, as well as to expand the geographical scope of the study.

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