

## **ABSTRACT**

*The purpose of this study is to determine how much influence Product, Price, Place, Information Quality, Information Quantity, Information Credibility have on Purchase Decision of Mixue.*

*The study was carried out with a survey of 400 respondents participated, and the data were analyzed using the Structural Equation Modeling with Smart PLS 4.0 Software.*

*This study finds that Product, Price, Place, and Information Quality variables had a positive and significant influence on Purchase Decision. While the Information Quantity and Information Credibility doesn't have a significant influence on Purchase Decision.*

*This study investigates Product, Price, Place, Information Quality, Information Quantity, and Information Credibility. By using relevant marketing theory, this research highlights The Influence of Product, Price, Place, Information Quality, Information Quantity, and Information Credibility on Purchase Decision in Mixue.*

*Mixue needs to focus on the their Information Quality improvement by verifying the information disseminated about Mixue on their official social media accounts so it can establish a strong perspective that the information is fact-based. As well as on the place of their outlets by considering the traffic condition of the roads that consumer's used to reach their outlets.*

**Keywords:** *Marketing Mix, Product, Price, Place, E-WOM, Information Quality, Information Quantity, Information Credibility, Purchase Decisions.*