

LIST OF FIGURE

Figure 1. 1.	Mixue Logo	1
Figure 1. 2.	Indonesia as The Biggest Market of Bubble Tea in Southeast Asia (2021)	3
Figure 1. 3.	Number of Bubble Tea (Boba) Outlets in Southeast Asia by Company (2021).....	4
Figure 1. 4.	Reaction of social media users to Mixue expansion in Indonesia....	5
Figure 1. 5.	Electronic Word of Mouth of Mixue in Tiktok Source: Tiktok accessed on 28 December 2022.....	6
Figure 2. 1.	Purchase Decision Process Source: Kotler and Keller (2016)	16
Figure 2. 2.	Research Framework	26
Figure 3. 1.	Continuum Lines	46
Figure 4. 1.	Respondents Age Range.....	50
Figure 4. 2.	Respondents Age Range.....	50
Figure 4. 3.	Respondents Educational Background	51
Figure 4. 4.	Respondents Occupation	52
Figure 4. 5.	Respondents Income.....	53
Figure 4. 6.	Product Descriptive Analysis	54
Figure 4. 7.	Price Descriptive Analysis	55
Figure 4. 8.	Place Descriptive Analysis	56
Figure 4. 9.	Information Quality Descriptive Analysis.....	57
Figure 4. 10.	Information Quantity Descriptive Analysis.....	58
Figure 4. 11.	Information Credibility Descriptive Analysis	59
Figure 4. 12.	Purchase Decision Descriptive Analysis	60
Figure 4. 13.	Measurement Model.....	61
Figure 4. 14.	Structural Model.....	67
Figure 4. 15.	Model Result	69