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Offline Store China "Oh! Some" in Jabodetabek: Brand Image, Price, Product Quality and Service to Purchase Decisions

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Abstract: Online shopping trends in Indonesia saw rapid growth during the COVID-19 pandemic. However, post-pandemic, interest in offline shopping increased again, especially in modern offline stores that combine modern store with lifestyle. This resurgence is driven by the need for direct product interaction, personalized customer service, and enjoyable shopping experiences that online shopping cannot be fully replaced by online shopping. The emergence of modern offline stores like OH!SOME, Miniso, Niceso, Usupso, Minigood, and Daiso, particularly in the Jabodetabek area, has led to intense competition to attract consumers. OH!SOME, as one of foreign retailer from KK Group China, has rapidly expanded in Indonesia with innovative marketing strategies and attractive store concepts. This research aims to analyze the influence of brand image, price, product quality, and service quality on purchasing decisions at OH!SOME offline stores in the Jabodetabek area. This research uses a quantitative method with Structural Equation Modelling - Partial Least Square (SEM-PLS) analysis technique using Smart PLS 4. The research sample consists of consumers who have made purchases at OH!SOME offline stores and live in the Jabodetabek area. The results show that the four independent variables have a positive and significant influence on purchasing decisions, with p-value < 0.05 and t-value > 1.96. Brand image has the greatest influence with a path coefficient of 0.287, followed by service quality and product quality, both having a path coefficient of 0.252, and price with a path coefficient of 0.171. These findings indicate that to increase purchasing decisions, OH!SOME needs to continue strengthening its brand image, improving service quality, maintaining product quality, and implementing competitive pricing strategies.

Keywords: Brand Image, Price, Product Quality, Service Quality, Purchase Decision, Offline Store, OH!SOME.

INTRODUCTION

Modern offline stores began to develop after the pandemic period ended because consumers still need direct interaction with products, personalized customer service and a pleasant shopping experience that cannot be completely replaced by online shopping, in addition to being supported by the location of the offline store in a strategic location and an attractive store design that supports the development of the business (Dexter, 2022). The development of the offline store business is a challenge in the midst of the online shopping trend which has experienced significant growth around the world, including in Indonesia, along with the presence of e-commerce platforms such as Tokopedia, Shopee, TikTok Shop and others, (Lutfiani et al., 2023). Based on Populix research (2024), although the trend of online shopping continues to increase, there is a condition that consumers who prefer offline shopping activities after the pandemic period ends have increased by more than 2 (two) times, supported by the presence of modern offline stores that combine modern retail stores with lifestyles that carry the concept of one stop shopping by providing a variety of unique and diverse products supported by visual merchandising attractive and relatively affordable prices (Dexter, 2022).

Affordable product prices are supported by the presence of products produced by China as the world's largest exporting country. Launching information from Industry Week (2022), China's achievement as the country with the largest exporter value is inseparable from cheap product prices and operational efficiency so that it can provide high profitability (Shafira, A. N., Sparta and Haryanti, E. 2024), influenced by factors including: large production scale so that it is possible to get lower raw material prices; low labor costs compared to other countries and high worker productivity contribute to production efficiency; subsidies from the Chinese government and incentives to local producers including export tax refunds that can reduce production costs; good and efficient infrastructure can support the distribution of goods quickly and cheaply; The "Dumpling" strategy policy implemented by the Chinese government by selling products in the international market at prices below production costs to dominate the market.

The development of modern offline stores in Indonesia is increasingly competitive with the entry of foreign retailers such as Miniso, Usupso, Daiso, and OH! SOME after the issuance of the Presidential Decree No. 118/2000 policy opened up foreign investment opportunities in the retail sector. OH! SOME, part of KK Group China, has become one of the fastest-growing foreign retailers in Indonesia since entering in 2020, with the number of branches reaching 58 outlets by 2024. Its popularity is supported by unique store concepts such as the aesthetically pleasing "Instant Noodles Wall" and the concept of different outlets in each location. OH! SOME also offers various product categories, ranging from food, fashion, to beauty. The main advantages of OH! SOME includes product diversity, product and service quality, speed of responding to market trends, and digital marketing strategies that involve influencers and Online-to-Offline (O2O) business models and are supported by the ease of digital payments in line with the development of the digital banking and fintech business which is currently heading towards the 4.0 revolution (Simatupang, B. 2021).

Indonesia, with a population of 278.8 million people in 2023, has great potential for the modern retail business, especially because Gen Z (26.88% of the total population) is the main target of modern retailers. The Greater Jakarta area is the center of retail business transactions, supported by stable national economic growth. Competition between foreign and local retailers is getting tighter, so that the factors of brand image, price, product quality, and service quality are the main factors in determining consumer purchase decisions in modern retail stores.

This study aims to praise and analyze how these factors affect customer purchase decisions in OH! SOME Jabodetabek, fills the gap from previous research that has not examined the influence of these combinations of factors in the context of modern Chinese retailers in Indonesia.

Purchase Decision

Purchase decision is the last decision made by customers to buy products in the form of goods or services offered by sellers based on special considerations. According to Kotler and Keller (2020), purchase decision is one aspect of consumer behavior, which is the process by which organizations, individuals, or groups make choices and buy products to meet needs (Kotler and Armstrong, 2016).

Brand Image

Brand image reflects beliefs, attitudes, and preferences towards a brand. Brand image is an important element for companies because the image formed will affect customer perception which can determine reputation. A positive brand image will encourage customers to make a purchase decision. According to Fanany and Oetomo (2015), brand image is an image, impression, or perception that a person has of something so that the image can be maintained. Based on this understanding, it can be concluded that brand image is a belief or perception of the brand of a product that reinforces.

Price

Price is the valuation of a product in a certain amount of money. According to Mardia et al., (2021), price is the amount of money spent on a product or value exchanged by customers to obtain benefits for goods or services.

Product Quality

Products are goods or services that are produced from the company's production process and offered to customers. The product affects the sales rate. The main value that makes a product attractive to customers is product quality. According to Maryari (2022), product quality is the totality of the characteristics possessed by a product or service that shows the measure of how high the level of consumer trust in a product is and how long that trust lasts.

Service Quality

Service quality is an important aspect that is a concern in optimizing business transactions. The perception of service quality is a driving factor in customer experience (Wulandari. N et al., 2024). Good service is determined by the extent to which the service provided to customers is in accordance with customer expectations. According to Tjiptono (2017), service quality is the expected level of excellence and control over the level of excellence to meet customer desires.

METHODS

This study intends to determine the influence of brand image, price, product quality and service on purchase decisions in the OH! SOME (Case Study of the Greater Jakarta Region). The object of this study is consumers or people who live in the Greater Jakarta area and have bought products at *the OH*! SOME.

The research design used is *Hypothesis Testing* which aims to test a predetermined hypothesis. Statistical data analysis was carried out on several samples that reflect the purpose of the research to test the hypothesis that has been determined (Sugiyono, 2017). The data processing technique in this study uses *the Structural Equation Modelling - Partial Least Square (SEM-PLS)* model with the help of *Smart PLS 4 software. Structural Equation Modelling (SEM)* is a statistical technique that can be used to analyze the pattern of relationships between variables and their indicators, variables from one to the other, and direct measurement errors.

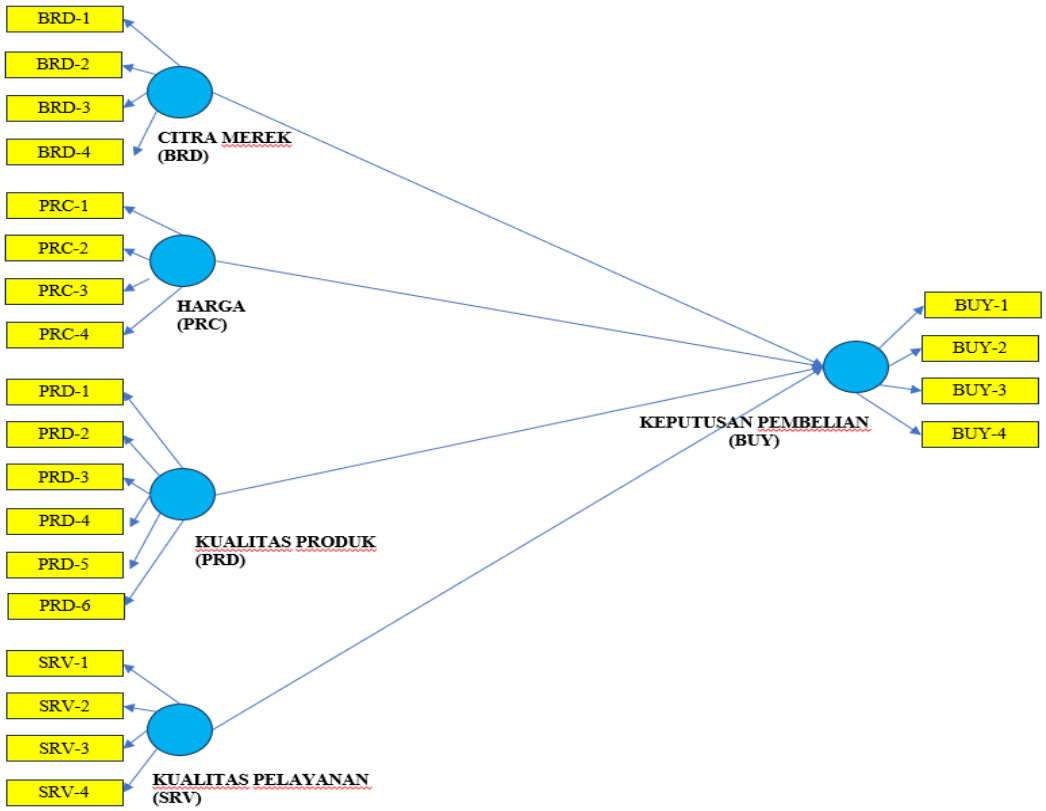

Figure 1. Mode Specifications

RESULTS AND DISCUSSION

Validity and Reliability Tests

Validity Test

The validity test in this study was carried out by collecting 110 samples. Data validity was carried out using a convergent validity test with the AVE (*Average Variance Extracted*) indicator in the SmartPLS program. The way to test the validity of the discriminator is to compare the square root value of AVE (√AVE) with the correlation value between constructs must be above 0.5 (Ghozali and Hengky Latan, 2020).

The following are the results obtained from the processing of the validity data:

Table 1. AVE (*Average Variance Extracted*) Validity Test Results

Variabel	Average Variance Extracted (AVE)
X1.BRAND IMAGE	0.700
X2.PRICE	0.569
X3.PRODUCT QUALITY	0.659
X4.SERVICE QUALITY	0.858
Y.PURCHASE DECISION	0.804

All variables pass the 0.5 test limit which indicates that all indicators used are valid. The next validity test is that the discriminant validity determined from the *cross loading* value for each variable must be > 0.7 obtained the following results:

Table 2. Results of *Cross Loading Validity Test*

INDICATOR	X1.BRAND IMAGE	X2.PRICE	X3.PRODUCT QUALITY	X4.SERVICE QUALITY	Y.PURCHASE DECISION
BRD1	0.845	0.646	0.676	0.704	0.717
BRD2	0.809	0.784	0.757	0.584	0.720
BRD3	0.814	0.518	0.710	0.612	0.622
BRD4	0.877	0.647	0.835	0.683	0.741
BUY1	0.788	0.685	0.741	0.749	0.904
BUY2	0.709	0.676	0.729	0.665	0.879
BUY3	0.756	0.713	0.753	0.688	0.907
BUY4	0.756	0.681	0.726	0.662	0.896
PRC1	0.734	0.750	0.676	0.774	0.687
PRC2	0.459	0.721	0.502	0.411	0.509
PRC3	0.651	0.814	0.636	0.458	0.593
PRC4	0.448	0.728	0.535	0.369	0.491
PRD1	0.681	0.651	0.829	0.566	0.693
PRD2	0.839	0.651	0.827	0.665	0.726
PRD3	0.742	0.664	0.837	0.601	0.671
PRD4	0.736	0.662	0.872	0.572	0.678
PRD5	0.707	0.645	0.765	0.570	0.675
PRD6	0.615	0.563	0.733	0.478	0.540
SRV1	0.722	0.633	0.674	0.926	0.696
SRV2	0.735	0.631	0.659	0.937	0.688
SRV3	0.731	0.681	0.680	0.929	0.741
SRV4	0.675	0.619	0.628	0.913	0.730

Based on the results of *cross loading* data processing, it was obtained that all indicators in each variable had a value of > 0.7 which means that all indicators in each variable had a higher correlation with the variable being measured and had a lower correlation with the other variables. Discriminant validity testing aims to ensure that the reflective construct has the strongest relationship to its own indicators compared to other constructs in the PLS model (Hair, *et al.*, 2022).

Reliability Test

Reliability testing is carried out to measure the consistency of measurements against the same object will produce the same data (Tharenou, 2017). In the SmartPLS program, the Cronbach alpha method was used with a test limit of 0.6 and *a composite reliability* with a test limit of 0.7, the results obtained were as follows:

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability
X1.BRAND IMAGE	0.857	0.903
X2.PRICE	0.749	0.840
X3.PRODUCT QUALITY	0.896	0.920
X4.SERVICE QUALITY	0.945	0.960
Y.PURCHASE DECISION	0.919	0.942

Based on the results of the reliability test data processing, both with *cronbach alpha* and *composite reliability*, results above the test limit of 0.7 were obtained, which means that all variables were consistent.

Inner Model

Hypothesis Test Results

The results *of bootstrapping* are used as a way to test hypotheses in research (Ghozali and Hengky Latan, 2020). There are 4 research hypotheses on variables, namely: brand *image* variables, price, product quality, and *service quality*. The *bootstrapping* results are as follows:

Table 4. Hypothesis Test Results

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.BRAND IMAGE -> Y.PURCHASE DECISION	0.287	0.289	0.115	2.502	**0.013**
X2.PRICE -> Y.PURCHASE DECISION	0.171	0.164	0.083	2.063	**0.040**
X3.PRODUCT QUALITY -> Y.PURCHASE DECISION	0.252	0.264	0.124	2.039	**0.042**
X4.SERVICE QUALITY -> Y.PURCHASE DECISION	0.252	0.248	0.098	2.558	**0.011**

Based on the *bootstrapping* results above, it can be seen that of the four independent variables used, all of them have a positive influence with ρa -value smaller than the significance value of 0.05 and a t-value of > 1.96 so that a construct that has a t-value of > 1.96 is declared to have a significant effect (Ghozali and Hengky Latan, 2020). Statistically it is proven that all independent variables, namely *brand image*, price, product *quality*, and service *quality*, have a positive or significant influence on *purchase decisions*.

R Square *Results*

The *R-Square* value is used to see how much influence an independent variable has on a dependent variable. The size of *the R Square value* is divided into three criteria, namely the value of < 0.25 has a weak influence; the value of 0.251 – 0.50 has a moderate influence; the value of > 0.50 has a strong influence (Hair, *et al.*, 2022). Here are the *results of R Square*:

Table 5. *R Square Results*

	R Square	R Square Adjusted
Y.PURCHASE DECISION	0.774	0.765

From the test results, an *R Square adjusted* value was obtained > 0.50 which means that the contribution of the influence of independent variables: *brand image* (brand image), *price* (price), *product quality* (product quality) and *service quality* (service quality) on dependent variables (purchase decisions) simultaneously has a strong influence with a value of 0.765.

Uji *Path Coefficient*

In the image below is the result of *the path coefficient* test of the PLS model where the indicators used have passed the validity and reliability test of convergent and discriminate data.

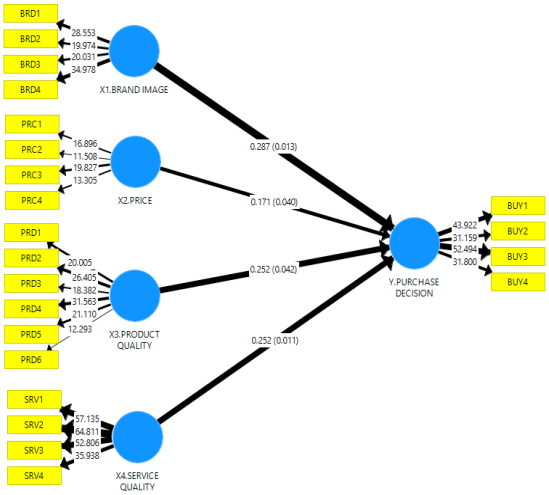

Figure 2. Inner Structural Model

The values obtained from the results of data processing are as follows:

Table 6. *Path Coefficient Test Results*

VARIABEL	Y.PURCHASE DECISION
X1.BRAND IMAGE	0.287
X2.PRICE	0.171
X3.PRODUCT QUALITY	0.252
X4.SERVICE QUALITY	0.252

The path *coefficient* results of all variables are very well shown with positive results so that they can support the hypothesis that has been determined.

Results of Age and Gender Moderation Test on the Influence of Brand Image, Price, Product Quality, Service Quality on Purchase *Decision*

Validity Test

The validity test in this study used a convergent validity test with the AVE (*Average Variance Extracted*) indicator in the SmartPLS program. The way to test the validity of the discriminator is to compare the square root value of AVE (√AVE) with the correlation value between constructs must be above 0.5 (Ghozali and Hengky Latan, 2020). The following are the results obtained from the processing of the validity data:

Table 7. Results of AVE (*Average Variance Extracted*)
Validity Test with Age and Gender Moderation Variables

VARIABEL	Average Variance Extracted (AVE)
X1.BRAND IMAGE	0.700
X2.PRICE	0.568
X3.PRODUCT QUALITY	0.659
X4.SERVICE QUALITY	0.858
Y.PURCHASE DECISION	
Z. AGE	1.000
Z*X1	1.000
Z*X2	1.000
Z*X3	1.000
Z*X4	1.000
z2. GENDER	1.000
z2*x1	1.000
z2*x2	1.000
z2*x3	1.000
z2*x4	1.000

All variables passed the test limit of 0.5 which indicates that all indicators used are valid, while the *outer loading* value which describes the magnitude of correlation between each indicator and its construct was obtained as follows:

Table 8. Results *of Cross Loading* with Age and Gender Moderation Variables

INDICATOR	X1.BRAND IMAGE	X2.PRICE	X3.PRODUCT QUALITY	X4.SERVICE QUALITY	Y.PURCHASE DECISION	Z	Z*X1	Z*X2	Z*X3	Z*X4	z2	z2*x1	z2*x2	z2*x3	z2*x4
AGE	0.735	0.632	0.659	0.937	0.695	1.000	-0.274	-0.245	-0.187	-0.363	-0.147	0.034	0.021	0.030	0.088
BRD1	0.846	0.647	0.676	0.704	0.719	0.646	-0.346	-0.336	-0.252	-0.319	-0.061	-0.051	-0.009	-0.042	0.012
BRD2	0.809	0.784	0.758	0.584	0.722	0.585	-0.153	-0.203	-0.144	-0.145	0.018	0.030	0.055	0.017	0.055
BRD3	0.814	0.519	0.709	0.612	0.625	0.577	-0.275	-0.266	-0.284	-0.233	-0.172	-0.033	-0.036	0.031	-0.047
BRD4	0.877	0.647	0.836	0.683	0.742	0.648	-0.277	-0.209	-0.262	-0.244	-0.194	0.030	0.064	0.081	0.038
BUY1	0.788	0.686	0.742	0.749	0.921	0.695	-0.258	-0.254	-0.172	-0.299	-0.063	0.078	0.124	0.093	0.101
BUY2	0.709	0.676	0.729	0.665	0.866	0.582	-0.129	-0.214	-0.142	-0.173	-0.052	0.013	-0.057	0.028	-0.043
BUY3	0.756	0.714	0.753	0.688	0.911	0.596	-0.200	-0.235	-0.188	-0.198	-0.179	0.034	0.079	0.056	0.001
BUY4	0.756	0.682	0.726	0.662	0.881	0.592	-0.203	-0.205	-0.187	-0.143	-0.125	0.026	0.053	0.047	-0.041
GENDER	-0.120	-0.059	-0.077	-0.166	-0.118	-0.147	0.029	0.018	0.025	0.066	1.000	0.117	0.058	0.078	0.171
PRC1	0.734	0.752	0.676	0.774	0.691	0.696	-0.391	-0.381	-0.323	-0.333	-0.123	0.000	0.058	-0.003	0.057
PRC2	0.459	0.719	0.503	0.410	0.505	0.375	-0.125	-0.117	-0.132	-0.137	0.009	0.048	-0.002	-0.007	-0.018
PRC3	0.651	0.814	0.636	0.458	0.594	0.432	-0.190	-0.101	-0.144	-0.140	-0.043	0.021	0.071	0.063	0.053
PRC4	0.448	0.727	0.534	0.369	0.485	0.329	-0.145	-0.130	-0.185	-0.146	0.012	0.011	-0.053	0.004	-0.011
PRD1	0.681	0.651	0.828	0.566	0.687	0.534	-0.117	-0.195	-0.209	-0.060	-0.026	-0.008	-0.081	0.039	-0.025
PRD2	0.839	0.652	0.828	0.665	0.728	0.625	-0.290	-0.187	-0.251	-0.243	-0.217	-0.002	0.063	0.070	0.018
PRD3	0.742	0.665	0.837	0.601	0.669	0.535	-0.285	-0.287	-0.281	-0.266	-0.010	0.061	0.024	0.061	0.032
PRD4	0.736	0.662	0.871	0.572	0.675	0.495	-0.198	-0.221	-0.269	-0.127	-0.123	-0.027	-0.037	0.027	-0.031
PRD5	0.707	0.645	0.766	0.570	0.684	0.511	-0.199	-0.175	-0.170	-0.130	0.012	-0.016	0.089	0.028	0.022
PRD6	0.615	0.563	0.731	0.478	0.534	0.500	-0.260	-0.252	-0.303	-0.137	0.012	0.147	0.040	0.104	0.090
SRV1	0.722	0.635	0.674	0.926	0.702	0.844	-0.309	-0.264	-0.245	-0.367	-0.133	0.004	0.053	0.028	0.078
SRV2	0.735	0.632	0.659	0.937	0.695	1.000	-0.274	-0.245	-0.187	-0.363	-0.147	0.034	0.021	0.030	0.088
SRV3	0.731	0.682	0.681	0.929	0.748	0.819	-0.300	-0.259	-0.207	-0.373	-0.198	-0.040	0.015	-0.033	0.047
SRV4	0.675	0.620	0.628	0.913	0.729	0.816	-0.229	-0.279	-0.162	-0.390	-0.137	0.074	0.029	0.044	0.104
X1.BRAND IMAGE * Z	-0.313	-0.301	-0.275	-0.300	-0.229	-0.274	1.000	0.854	0.904	0.837	0.029	-0.169	-0.245	-0.190	-0.170
X1.BRAND IMAGE * z2	-0.006	0.025	0.026	0.019	0.048	0.034	-0.169	-0.215	-0.168	-0.159	0.117	1.000	0.767	0.892	0.780
X2.PRICE * Z	-0.302	-0.259	-0.268	-0.283	-0.257	-0.245	0.854	1.000	0.830	0.771	0.018	-0.215	-0.273	-0.181	-0.155
X2.PRICE * z2	0.025	0.032	0.019	0.031	0.070	0.021	-0.245	-0.273	-0.189	-0.179	0.058	0.767	1.000	0.808	0.704
X3.PRODUCT QUALITY * Z	-0.280	-0.271	-0.301	-0.216	-0.193	-0.187	0.904	0.830	1.000	0.707	0.025	-0.168	-0.189	-0.197	-0.107
X3.PRODUCT QUALITY * z2	0.026	0.020	0.065	0.018	0.068	0.030	-0.190	-0.181	-0.197	-0.127	0.078	0.892	0.808	1.000	0.749
X4.SERVICE QUALITY * Z	-0.281	-0.264	-0.199	-0.403	-0.241	-0.363	0.837	0.771	0.707	1.000	0.066	-0.159	-0.179	-0.127	-0.234
X4.SERVICE QUALITY * z2	0.020	0.033	0.018	0.086	0.020	0.088	-0.170	-0.155	-0.107	-0.234	0.171	0.780	0.704	0.749	1.000

Based on the results of data processing using *the cross loading* method, all indicators have a > value of 0.7, which means that age and gender *as* moderation variables for all indicators are significant as indicators that measure constructs (latent variables) in each variable have a higher correlation with the measured variable and are low correlated with the variable that is Other.

Reliability Test

Reliability testing was conducted on the SmartPLS program using the cronbach alpha method with a test limit of 0.6 and *composite reliability* with a test limit of 0.7 (Tharenou, 2017). The results obtained are as follows:

Table 9. Reliability Test Results with Age and Gender Moderation Variables

VARIABEL	Cronbach's Alpha	Composite Reliability
X1.BRAND IMAGE	0.857	0.903
X2.PRICE	0.749	0.840
X3.PRODUCT QUALITY	0.896	0.920
X4.SERVICE QUALITY	0.945	0.960
Y.PURCHASE DECISION		
Z. AGE	1.000	1.000
Z*X1	1.000	1.000
Z*X2	1.000	1.000
Z*X3	1.000	1.000
Z*X4	1.000	1.000
z2. GENDER	1.000	1.000
z2*x1	1.000	1.000
z2*x2	1.000	1.000
z2*x3	1.000	1.000
z2*x4	1.000	1.000

Based on the results of the reliability test data processing, both with *cronbach alpha* and *composite reliability*, results above the test limit of 0.7 were obtained, which means that all variables were consistent.

R square *result*

The *R-Square value* is divided into three criteria, namely the value of < 0.25 has a weak influence; the value of 0.251 – 0.50 has a moderate influence; the value of > 0.50 has a strong influence (Hair, *et al.*, 2022). Here are the *results of R Square*:

Table 10. R *Square* Results with Age and Gender Moderation Variables

	R Square	R Square Adjusted
Y.PURCHASE DECISION	0.806	0.777

From the test results, an *R Square adjusted* value was obtained > 0.50 which means that the contribution of the influence of independent variables: *brand image, price, product quality* and *service quality* are moderated by age and gender variables On the dependent variable (purchase decision) simultaneously/simultaneously has a strong influence with a value of 0.777.

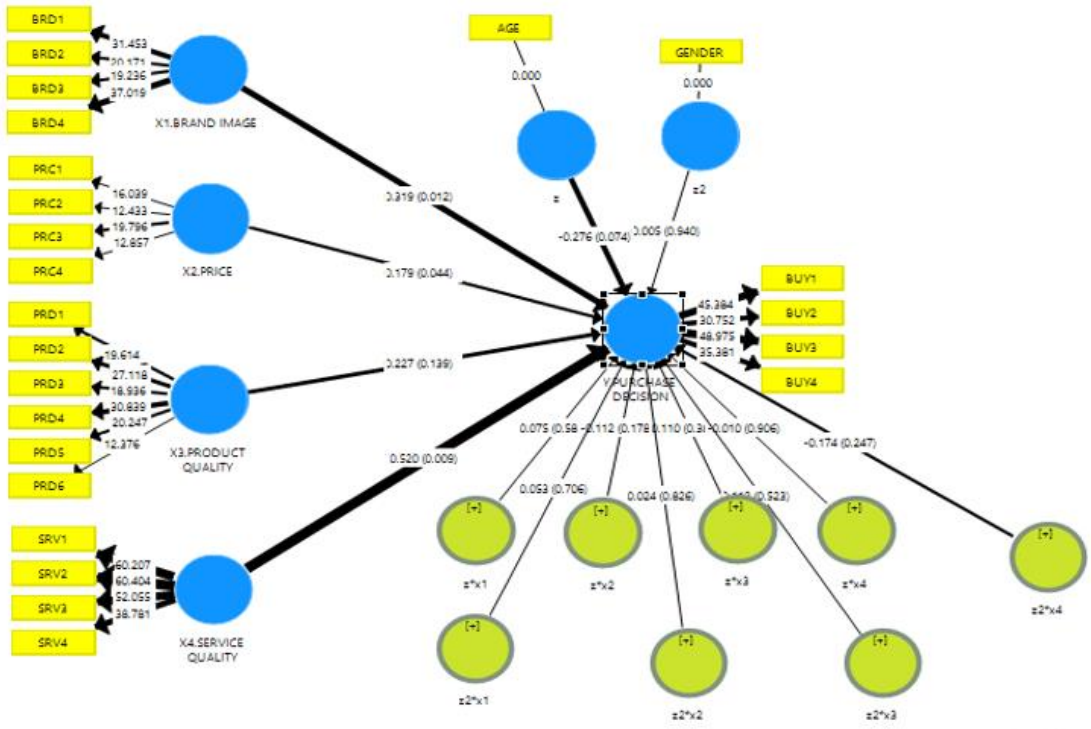

Figure 3. Inner Model Structural Model with the Addition of Age and Gender Moderation Variables

Discussion

The Influence of Brand *Image* on Purchase Decisions

The hypothesis of this study is that there is an influence between brand image on purchase decisions. Based on the results of the hypothesis test, it shows that ρthe -value is 0.013 < 0.05 (less than 0.05) and the t-value is 2.502 > 1.96 which means that the brand image has a significant effect on the purchase decision and from the results of the *path coefficient* test a positive result of 0.287 was obtained. From these results, it can be concluded that brand image has a positive and significant effect on purchase decisions. In accordance with the hypothesis of this research, brand *image* affects purchase *decisions*. This condition is in line with research

that has been conducted by Amilia, S (2017) and Meutia, K. I., Hadita, H., & Widjarnarko, W. (2021), which states that brand image has a significant influence on purchase decisions. The better the brand image perceived by consumers, the better the purchase decision.

The Effect of Price on *Purchase Decisions*

The hypothesis of this study is that there is an influence between price on purchase decisions. Based on the results of the hypothesis test, it shows that ρ the -value is 0.040 where the value is smaller than the significance value of 0.05 which is the limit of the ρtest -value statistically and the t-value value is 2.063 > 1.96 which means that the price has a significant effect on the purchase decision as well as from the results of *the path coefficient* test A positive result of 0.171 was obtained. From these results, it can be concluded that price has a positive and significant effect on purchase decisions, in accordance with the hypothesis of this research, namely price affects purchase *decisions*. This is supported by research that has been conducted by Dwijantoro *et al.*, (2021) and Ahmad Taufik (2020), which states that price has a significant influence on purchase decisions, which means that indicators contained in price variables include price affordability, price suitability with quality, price suitability with benefits and price competitiveness make a positive contribution to purchase decisions. The importance of pricing by OH! SOME is a consideration for consumers in making purchases.

The Influence of Product Quality on Purchase *Decisions*

The hypothesis of this study is that there is an influence between product quality on purchase decisions. Based on the results of the hypothesis test, it shows that ρ the -value is 0.042 where the value is smaller than the significance value of 0.05 which is the limit of the ρtest -value statistically and the t-value value is 2.039 > 1.96 which means that the product quality has a significant effect on the purchase decision and from the results of *the path coefficient* test A positive result of 0.252 was obtained. From these results, it can be concluded that product quality has a positive and significant effect on purchase decisions, in accordance with the hypothesis of this study, namely that product quality affects purchase *decisions*. This is supported by research that has been conducted by Wicaksono *et al*., (2023) and Barreto, Julio Saldanha., Luh Komang Candra Dewi and Ximenes, Lucio. (2023), which states that products that have good quality can influence a person in deciding a purchase.

The Influence of *Service Quality* on Purchase *Decisions*

The hypothesis of this study is that there is an influence between service quality on purchase decisions. Based on the results of the hypothesis test, it shows that the ρ-value is 0.011 where the value is smaller than the significance value of 0.05 which is the limit of the ρtest -value statistically and the t-value is 2.558 > 1.96 which means that the quality of service has a significant effect on the purchase decision and from the results of *the path coefficient* test A positive result of 0.252 was obtained. From these results, it can be concluded that service quality has a positive and significant effect on purchase decisions, in accordance with the hypothesis of this study, namely that service quality affects purchase *decisions*. This is supported by research that has been conducted by Maharani (2019) and Franco Pranoto., PM. Budi Haryono., and Adrie Frans Assa. (2022), which states that by providing the best service, services that are felt to be in harmony with what consumers want and receive will increase purchase decisions.

The Influence of Brand Image, Price, Product Quality, and Service Quality moderated by Age and Gender on *Purchase Decision*

Based on the test results, it was shown that the *adjusted R square* value *of 0.777 was greater than 0.5 (> 0.50) which means that the variables of age and gender* strongly *moderate the influence of* brand image, *price*, product quality, and service quality on purchase decisions *(purchase decision)*. This is supported by research conducted by Safrida., Edy Marsudi and Putri Jannah. (2019) which states that age and gender affect purchase decisions because as consumers age, consumers can carefully consider the needs needed and gender affects behavior in making a purchase decision.

CONCLUSION

This study aims to determine the influence of brand image, price, product quality, and service quality variables on purchase decisions in the OH! SOME. The results of the analysis showed that all independent variables had a positive and significant influence as seen from the results of the hypothesis test with a □-value value of < 0.05 and a t-value of > 1.96. The purchase decision variable is well explained by its independent variables which simultaneously have a strong influence by obtaining the R Square Adjusted result value > 0.50, which is 0.765. Based on the results of the data processing analysis that has been informed in the previous chapter, it can be concluded as follows:

1. The brand image variable has a positive and significant influence on purchase decisions with a p-value of 0.013 and a t-value of 2,502 which means that the brand reputation of OH! A better SOME will increase positive consumer perception so that it can improve purchasing decisions.
2. The price variable has a positive and significant influence on the purchase decision with a p-value of 0.040 and a t-value of 2.063 which means that the price offered by OH! SOME with affordable price conditions, price compatibility with quality, price compatibility with benefits and competitive prices with competitors can improve purchasing decisions
3. The product quality variable has a positive and significant influence on the purchase decision with a p-value of 0.042 and a t-value of 2.039, which means that the products sold by OH! SOME with conditions to meet consumer needs, a wide variety of variations, have good durability and reliability and follow market trends can improve purchasing decisions.
4. The service quality variable has a positive and significant influence on the purchase decision with a p-value of 0.011 and t-value of 2,558 which means that with the condition of OH! SOME that has knowledge, customer satisfaction orientation and friendliness can improve purchasing decisions.
5. At the time of the research, there had been a change in the brand name (rebranding) from the previous KKV to OH! SOME which occurred in August 2024, this condition became a challenge in this study because during the transition period of name change which only lasted for 2 months, research was carried out with the variable influence of brand image on purchase decisions, but from the results of the study, it was obtained that brand image had the highest influence compared to other variables: price, product quality and service quality to the purchase decision can be seen from the results of the path coefficient test of 0.287 so that with these conditions, it can be concluded that the brand image inherent in the perception of KKV consumers can still be maintained when there is a change of brand name to OH! SOME.

Implication

Based on the results of analysis and discussion of the influence of brand image, price, product quality and service on purchase decisions at the OH! SOME there are several considerations and benefits for offline stores, in this case OH! SOME.

1. Implications of Brand Image on Purchase Decisions

Based on the results of the research on the brand image variable, the results of the hypothesis test can be seen which shows that the brand image has a positive and significant effect on purchase decisions. It can be seen that the significance value obtained from the brand image variable (X1) is 0.013 < 0.05 and the t-value is 2.502 > 1.96, by looking at the brand image OH! SOME, which was previously known as KKV, changed its name from KKV to OH! SOME with the aim of re-branding as a form of brand image refreshment and market strategy change to position itself as a broader global lifestyle brand to attract more international consumers and expand market reach must be balanced with a strong and attractive marketing strategy so that the positive perception of the existing brand image in the minds of consumers is stronger.

2. Price Implications on Purchase Decisions
   Based on the results of the research on the price variable, the results of the hypothesis test can be seen which show that price has a positive and significant effect on the purchase decision. It can be seen that the significance value obtained from the price variable (X2) is 0.040 < 0.05 and the t-value is 2.063 > 1.96, with the condition of product prices that compete with competitors, the need for creativity and innovation as part of the marketing strategy by providing discount promos as applied by the online store on certain dates every month such as promo 12.12, which is on the 12th of the 12th month (December) getting a special price in the form of a discount price by 12% in the hope of increasing the purchase of OH! SOME.
3. Implications of Product Quality on Purchase Decisions
   Based on the results of the research on product quality variables, the results of the hypothesis test can be seen which show that product quality has a positive and significant effect on purchase decisions. It can be seen that the significance value obtained from the product quality variable (X3) is 0.042 < 0.05 and the t-value is 2.039 > 1.96, with the condition of the product OH! SOME that is in demand by consumers and can always follow market trends, so it is regularly necessary to carry out innovative collaborations such as those carried out by competitors with licensees such as Harry Potter, Walt Disney, Marvel and others to sell various kinds of products including clothes, toys, accessories so that it can attract consumers to buy products at OH! SOME.
4. Implications of Service Quality on Purchase Decisions
   Based on the results of the research on the service quality variable, the results of the hypothesis test can be seen which shows that the quality of service has a positive and significant effect on the purchase decision. It can be seen that the significance value obtained from the service quality variable (X4) is 0.011 < 0.05 and the t-value is 2.558 > 1.96, by looking at the service provided by OH! SOME has done well, so to be able to maintain and improve the quality of service for the better, the management of OH! SOME can award the employee with the best performance as "Employee of the Month" and be displayed at the OH! SOME so that it can improve staff performance which can have an impact on the quality of service to consumers.
5. Implications of the Influence of Brand Image, Price, Product Quality, Service Quality moderated by Age and Gender on Purchase Decision
   Based on the results of the study, it shows that the adjusted R square value of 0.777 is greater than 0.5 (> 0.50) which means that the variables of age and gender strongly moderate the influence of brand image, price, product quality, and service quality on purchase decisions. In the respondents' profiles, the majority of genders who purchase products at the OH! SOME is female, which is 65%. This is because women are more likely to make impulsive purchases, namely buying solely because they are based on a desire or desire to do it without first considering it and tend to buy products for the sake of aesthetics,

appearance and prestige and are supported by the most respondents aged 36 to 45 years (age) by 38% where this age is a productive age and has matured financially.

OH! SOME, which is identical and positioned as an offline store with its main market being Gen Z, from the results of the research, there are different conditions where the majority of consumers are millennials and work as private employees as much as 73% so that with this position it can be assumed that OH! SOME is a career woman with mature financial ability and high purchasing power both making purchases for herself and buying goods for others. With these conditions, OH! SOME needs to create a promotional strategy with the target of career women by providing products that can improve appearance, exclusive office equipment trinkets and products to channel hobbies so that they can increase product sales.

Suggestion

Suggestions that can be given for further research include:

1. To obtain broader research results, the respondent criteria are not only limited to the Greater Jakarta area but can be done for respondents who are domiciled on the island of Java and others.
2. Analyze comparisons with other retailers besides OH! SOME competes with other retailers such as Miniso, Usupso, Daiso, and Minigood. Further research can compare the factors that most influence purchase decisions in various modern offline stores from China operating in Indonesia.
3. The most respondents in this study are in the vulnerable age of 36 to 45 years so it is necessary to conduct comparative research with specific gen z respondents who are in the vulnerable age of 26 to 35 years which is the main segmentation of modern offline stores such as OH! SOME.
4. It is necessary to identify other variables of 23.5% that affect purchasing decisions to complete this study such as lifestyle, store experience, visual store and visual merchandising, consumer behavior adjusted to the background of the study.
5. Measure customer satisfaction as a loyalty factor. In addition to purchasing decisions, advanced research can measure customer satisfaction and loyalty to OH! SOME to understand whether a customer only makes a one-time purchase or becomes a regular customer

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