Analyzing What Drives Consumers to Buy: An SEM–PLS Study at Onde-Onde Bo Liem Empunala Mojokerto

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Abstract

Purpose – This study is to analyzing factors that can contribute to consumer purchasing decisions for goods or services. Based on the efforts that need to be made by a business in maintaining its existence amidst business competition with similar products and services offered to the market.

Methodology – This study applies quantitative methods and associative research types with a sampling technique, namely quota sampling where the number of samples is 100 respondents. The data analysis technique used is Structural Equation Modeling - Partial Least Square.

Findings – Referring to the results of the analysis carried out, it shows that in the Onde-onde Bo Empunala business, the factors that contribute significantly to the purchasing decision process are the quality of the products owned and brand image, while the service and location factors do not contribute significantly.

Implications – Brand image reflects the store's success in building consumer trust and emotional attachment through effective branding strategies.

Originality – This study find two play a crucial role in shaping consumer perceptions and ultimately encouraging purchasing behavior, which are product quality and brand image.

Introduction

The development of globalization today has led to the emergence of numerous new businesses in both goods and service sectors. A business can be described as a series of efforts carried out by individuals or groups to gain profit through the offering of goods and services they produce. The increasing number of new businesses has intensified market competition, requiring companies to continuously improve their performance to achieve success. Business success can only be attained through the optimization of marketing management, which plays a vital role in managing all corporate activities (Sule & Saefulloh, 2019).

Marketing management is an effort undertaken by a company to achieve its objectives in accordance with current market demands(Poniman & Choerudin, 2017). To maintain existence and growth, every company needs an effective and efficient marketing management system. In today's highly competitive business environment, where many similar products exist, companies

are required to conduct marketing activities as optimally as possible. Businesses that sell products must implement appropriate strategies so that their products can reach broader markets and effectively meet consumer expectations. Therefore, marketing management does not merely focus on promoting products or services but also on understanding consumer behavior.

The decision to purchase a product is a process that involves several considerations (Kotler, 2018). Consumers face multiple choices and factors before determining which products to buy or which services to use. The final stage in the purchasing process occurs when consumers make their ultimate decision to consume a product or use a service (Lamb et al., 2006). Companies play an important role in designing strategies to attract consumers' interest in purchasing their products. On the other hand, consumer purchasing decisions are also influenced by psychological factors.

The consumer decision-making process in purchasing a product involves a series of steps to solve specific needs or problems (Permatasari & Erdkhadifa, 2022)). This process includes various considerations related to the products being purchased. Consumers have different reasons for making their choices, which helps them determine the most suitable product or service. In this sequence, the purchase decision represents the final stage, which is influenced by external factors such as a company's ability to create products that align with consumer needs and preferences. One of the legendary snack businesses located in Mojokerto, Onde-Onde Bo Liem, which operates four outlets across the city, has been able to sustain its existence since its founding in 1929 by continuously developing its products according to market demands.

Based on observations, Onde-Onde Bo Liem in Mojokerto targets a wide market segment, as its products are not limited to onde-onde but also include various snacks such as keciput, assorted chips, and other traditional Mojokerto delicacies. One of the key strengths of Onde-Onde Bo Liem Empunala Mojokerto lies in its product quality. Additionally, customers can observe the production process directly, which creates a unique characteristic that differentiates it from other similar snack businesses. However, increasing competition has made it more challenging for the company to build consumer confidence, especially with the presence of competitors offering lower prices. Moreover, the instability of raw material prices has caused the selling price of Onde-Onde Bo Liem Empunala to be higher than that of its competitors. Therefore, to maintain business sustainability, it is essential to understand consumer behavior in shaping purchasing decisions. This can be achieved by focusing on several key factors such as product quality, service, location, and brand image (Christian & Sulistiyani, 2021).

In the purchasing decision process, one of the most important aspects for consumers is product quality, including that of Onde-Onde Bo Liem. Product quality refers to the physical condition and usefulness of the offered product in fulfilling consumer needs, wants, and preferences (Prawirosentono, 2007). Improving product quality enhances consumer desire to make purchases, even leading to repeat purchases. Conversely, when product quality declines, it negatively affects purchasing decisions. As a result, sales volume decreases, which subsequently impacts managerial aspects such as reduced income, loss of market reputation, and deterioration of business cash flow.

Customer service is another crucial factor influencing consumer purchasing decisions. Service quality relates to how business owners sell their products and how well they meet consumer expectations (Tjiptono, 2015). The service process plays an important role in generating positive emotional responses from consumers, particularly regarding their satisfaction with the services provided. The better the service quality, the stronger the consumer's intention to make a purchase decision for the offered products or services.

Another major factor that consumers consider when deciding to purchase goods or services is location. Therefore, entrepreneurs must pay close attention to business location when running their operations (Kotler & Kotler, 2009). Determining a suitable location requires consideration of several aspects, such as accessibility, target market conditions, operational costs, and the competitive environment. Proper location selection greatly influences business success, as accessibility is one of the main factors of consumers consideration when making purchasing decisions.

Brand image or reputation is another crucial element that shapes consumers' perceptions. Every consumer forms opinions based on personal experiences and information obtained from others, which subconsciously influences their purchasing behavior. Brand image is also closely linked to a company's market reputation (Kotler, 2018). A strong and positive brand image easily attracts consumers to make purchase decisions, whereas a poor reputation can have the opposite effect. Therefore, business owners must take the right measures to maintain and strengthen their brand image.

The increasingly intense competition in the business world, especially in producing similar products with distinct advantages, has made consumers more selective in making purchasing decisions. Various factors influence these decisions, including product quality, service quality, location accessibility, and brand image. Based on the background described above, this study focuses on analyzing the factors influencing consumer purchase decisions at Onde-Onde Bo Liem Empunala Mojokerto. The main problem addressed in this research is to what extent product quality, service quality, location, and brand image affect consumers' purchasing decisions. The study also aims to identify which of these variables has the most dominant influence in encouraging consumer decisions. This approach is crucial since the increasingly competitive traditional culinary industry requires business owners to better understand consumer behavior in order to maintain sustainability and strengthen competitiveness (Sopiyan, 2022).

Grounded in theoretical and empirical studies, the hypotheses proposed in this research state that product quality, service quality, location, and brand image each have a positive and significant effect on purchase decisions. Furthermore, brand image is expected to be the most dominant factor influencing consumer purchasing behavior. By employing the Structural Equation Modeling – Partial Least Squares (SEM–PLS) approach, this research seeks to provide a comprehensive understanding of the interrelationships among these variables and to serve as a strategic reference for decision-making in managing traditional culinary businesses, particularly Onde-Onde Bo Liem Empunala Mojokerto.

Literature Review

Purchase Decision

A purchasing decision is the final process undertaken by consumers after various stages of consideration to determine the product or service to be used to meet their needs. Purchasing decisions are a process that has long-term effects with the selection and fulfillment of various options offered in the market (Sunyoto & Yanuar Saksono, 2022). As consumers' needs increase, consumers are also required to seek more information where each piece of information obtained has a different function. Therefore, this can impact consumer awareness about improving features and brands available in the market. In general, factors that can affect purchasing decisions include psychological, personal, cultural, and social environmental factors. Thus, it is necessary for consumers to have principles and attitudes to achieve what they want. In this case, consumers are required to seek several alternatives in solving problems related to purchasing decisions. Measurement of purchasing decisions uses the theory of (Kotler & Kotler, 2009) which includes several indicators: stability in a product where consumers determine alternative products to use, habits in purchasing products where consumers always use products or services that are indeed habitual, providing recommendations to others, and making repeat or continuous purchases after consumers feel comfortable with the product or service received.

Product Quality

The quality of products and services offered by a company is directly related to consumer satisfaction. Consumer satisfaction is demonstrated by the decisions made regarding the products selected to meet their needs. To achieve the desired product quality, companies need to understand consumer needs and have specific standards for the products offered. It is important for companies to establish product quality so that consumers will not lose trust in the product in question, because the desired product has met the standards expected by consumers (Martini et

al., 2021). In addition, the resulting product must have characteristics and advantages compared to similar products from other companies. The higher the quality of the product offered, the greater the consumer satisfaction. Product quality can provide the highest decision for consumers because it can strengthen the product's position and status so that it will be the first choice for future purchases. Some indicators used to measure product quality are as follows: performance, aesthetics, features, durability, and conformance to specifications (Kotler, 2018). Performance indicators show the condition of the product or service provided to consumers, and aesthetic indicators are the appearance of the product seen from the color, model or design, taste, aroma, and other things that create attraction to consumers. Feature indicators indicate the distinctive characteristics or special features of the product or service being offered, while durability indicators are those that are assessed based on the utility obtained and the quantity of utility provided. Conformance to specification indicators is those that measure the product's performance and quality against the desired standards and customer expectations.

Services Quality

Service is a crucial part of a company and determines its success. Service is a stage of the buying and selling process where a business interacts directly with consumers and can identify their needs. Therefore, a business needs to identify consumer behavior to convince consumers to use the products or services offered by a business. Service quality is a benchmark in purchasing decisions because it allows companies to assess company performance, and good quality will impact repeat purchases (Sudirjo et al., 2025). Conversely, if the service provided does not meet consumer expectations, it will create dissatisfaction for consumers and can affect sales levels. Service quality is measured using several indicators: reliability, responsiveness, empathy, assurance, and tangibles (Tjiptono, 2015). The reliability indicator examines the ability of the service to accurately provide services or explain products. The responsive indicator is the service process in responding to consumer desires about products and providing assistance to consumers regarding the services provided quickly. The empathy indicator is the care and personal attention given to consumers. This is demonstrated to consumers through special service. The assurance indicator is the confidence of employees to increase customer confidence in determining the product or service that will be used to meet their needs. Tangible indicators relate to the service provided to consumers as a whole and look at the appearance of employees.

Location

In conducting business activities, location is a crucial element. Location determines the success of the business and its long-term sustainability. Location is one of the strategies business owners must implement to easily attract customers. Therefore, location is a crucial factor for entrepreneurs to consider in attracting consumers (Ramdan et al., 2023). Location selection requires careful consideration because the level of ease of access to a location can be assessed based on its location and proximity to other surrounding locations. Furthermore, traffic flow is also an important consideration, as the smoothness or busyness of traffic around the business area can influence consumer interest in visiting and potentially making purchases (Manalu & Thamrin, 2024). Location is related to various marketing activities aimed at simplifying and expediting the distribution of goods and services from producers to consumers. Selecting a strategic location will provide easy access for consumers, ultimately increasing customer base. Therefore, there is a significant relationship between location factors and consumer purchasing decisions. Several indicators for measuring location variables include access, visibility, and the environment (Tjiptono, 2015). The access indicator relates to the ease of access for consumers to reach the business location, whether by public transportation or private vehicle. The easier the location, the more confidence consumers will have in purchasing a product or using a service. The visibility indicator measures the extent to which the business location is clearly visible and attractive, making it easier for consumers to make a purchase. The environmental indicator assesses how the business's surrounding conditions support consumer purchasing decisions.

Brand Image

A strong brand image provides various strategic benefits for a company, one of which is the ability to create a competitive advantage in the market. Products with a positive brand image are generally more easily accepted by consumers, because the brand is able to foster trust, perception of quality, and emotional value that differentiates it from competitors' products. A positive brand image can increase consumer tendencies in making purchasing decisions (Sitanggang & Sitanggang, 2021). When consumers have a good perception of a brand, they tend to be more trusting and encouraged to establish a sustainable relationship with the brand, and make repeat purchases whenever the need arises for the product or service offered. The indicators used to measure brand image include 3 things, namely the favorability of brand association, the strength of brand association, and the uniqueness of brand association (Firmansyah, 2023). The indicator of favorability of brand association is related to the advantages possessed by a product which includes the usefulness and completeness of the product that is able to meet consumer needs so that this can foster a positive view of consumers towards the product. Another indicator is the strength of brand association where the process is formed through the process of how consumers receive, store, and remember information about a brand. When consumers actively think about, interpret, and give meaning to information about a product or service, the emotional and cognitive connection between them and the brand strengthens. Another indicator, uniqueness of brand association, describes the way a product's characteristics are portrayed compared to similar products, impacting customer perception.

Research Methods

This study employs a quantitative research approach with an associative design, aiming to measure and analyze the relationship between independent and dependent variables. The associative quantitative approach was selected because it allows for an objective assessment of the influence among variables based on empirical data collected from respondents (Solekah & Erdkhadifa, 2023).

The population of this study consists of all consumers who have purchased products from Onde-Onde Bo Liem Empunala Mojokerto. This population was chosen because they have direct experience with the product and services, thus providing relevant information regarding the factors influencing purchasing decisions. The sampling technique used in this study is non-probability sampling with a quota sampling method, where the researcher determined the number of samples based on specific considerations relevant to the research objectives (Sugiyono, 2017). Based on preliminary observations and data accessibility, the total number of samples determined for this study was 100 respondents.

Data collection was carried out using a structured questionnaire distributed directly to consumers at Onde-Onde Bo Liem Empunala Mojokerto. The questionnaire was designed using a five-point Likert scale to measure respondents' perceptions and attitudes toward each statement related to the research variables. Each item in the questionnaire was developed according to operational definitions and indicators of the respective variables.

The outer model evaluation aims to assess the measurement model by testing the relationship between latent variables and their respective indicators. This evaluation includes convergent validity, discriminant validity, and composite reliability to ensure that each indicator accurately and consistently measures the intended construct. Meanwhile, the inner (structural) model evaluation is conducted to examine the relationships among latent variables within the model. The analysis involves assessing the coefficient of determination (R^2) to measure the explanatory power of the model, predictive relevance (Q^2) to evaluate the model's predictive capability, and effect size (f^2) to determine the magnitude of each variable's influence on the structural model. Finally, hypothesis testing is carried out using the bootstrap resampling method and the t-test, with a significance level of 5% ($\alpha = 0.05$), as suggested by (Sholihin & Ratmono, 2020).

Results and Discussion

The following are the findings of the study entitled "Analyzing What Drives Consumers to Buy: An SEM–PLS Study at Onde-Onde Bo Liem Empunala Mojokerto"

Outer Model Evaluation
Convergent validity

The results of convergent validity can be observed from the communality values presented in the table below.

Table 1. Communality Value

Variable	Number of Item	Communality Value
Product Quality (X_1)	I	0,560
	II	0,657
	III	0,774
	IV	0,746
	V	0,521
	VI	0,516
Services Quality (X_2)	I	0,609
	II	0,546
	III	0,619
	IV	0,518
	V	0,635
	VI	0,577
Location (X_3)	I	0,519
	II	0,570
	III	0,519
	IV	0,617
Brand Image (X_4)	I	0,608
	II	0,567
	III	0,508
	IV	0,531
Purchase Decision (Y)	I	0,573
	II	0,527
	III	0,736
	IV	0,619

The results show that the variables of service quality, product quality, brand image, and location in each statement item have communality values greater than 0.50, indicating that all indicator items meet the required standard of convergent validity. Therefore, it can be concluded that all constructs in this study are valid. In addition to the communality values, convergent validity is also assessed based on the Average Variance Extracted (AVE) value, where an AVE value greater than 0.50 indicates that the construct explains more than half of the variance of its indicators. Table 2 below presents the results of the AVE analysis for each research variable:

Table 2. Average Variant Extracted Value

Variable	Average Variant Extracted
X_1	0,620
X_2	0,585
X_3	0,557
X_4	0,554
Y	0,606

Referring to the measurement results of the AVE values, it is shown that all variables used in the analysis have AVE values greater than 0.5. Based on this analysis, both the dependent and independent variables meet the standard requirements of convergent validity, indicating that all constructs in the model are considered valid.

Discriminant validity

The following presents the results of the discriminant validity test based on the Fornell–Larcker criterion:

Table 3. Fornell-Larcker Value

Variable	X_1	X_2	X_3	X_4	Y
X_1	**0,787**				
X_2	0,497	**0,765**			
X_3	0,439	0,618	**0,746**		
X_4	0,418	0,597	0,587	**0,744**	
Y	0,520	0477	0,429	0,545	**0,779**

Discriminant validity is assessed by comparing the latent construct of each research variable with the values of other constructs. Referring to the results presented in Table 3, the Fornell–Larcker values for each latent construct are higher than those of the other constructs. Therefore, it can be concluded that all research variables meet the requirements of discriminant validity.

Composite Reliability

The reliability measure is assessed based on the values of Cronbach's Alpha and Composite Reliability. Table 4 below presents the results of the reliability testing.

Table 4. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
X_1	0,873	0,875
X_2	0,861	0,858
X_3	0,746	0,737
X_4	0,736	0,734
Y	0,781	0,781

Referring to the results presented in Table 4, it can be observed that the constructs of each research variable show values greater than 0.7 for both Cronbach's Alpha and Composite Reliability. Therefore, based on these results, it can be concluded that all constructs are reliable.

Inner Model Evaluation

Coefficient of Determination

The table below presents the coefficient of determination (R^2) values obtained in this study:

Table 5. Coefficient of Determination

Statistics	Value
R^2	0,409

The goodness-of-fit value indicated by the R^2 is 0.409. This figure shows that the model's ability to describe purchase decisions can explain 40.9% of the variance in the actual conditions.

Predictive Relevance (Q²)

The calculation of predictive relevance (Q^2) is carried out using the following equation:
$Q^2 = 1 - (1-R^2_1)(1-R^2_2) \dots (1-R^2n)$
$Q^2 = 1 - (1-0,409) = 0,409$
The calculation result of predictive relevance (Q^2) is 0.409, indicating that the Q^2 value is greater than 0. This means that the model used in this study demonstrates adequate predictive relevance, implying that the research model has the capability to predict the observed variables effectively.

Effect Size

The following Table 6 presents the Effect Size (F^2) values, which describe the relationship between each independent variable and the dependent variable.

Table 6. Effect Size Value

Variable	F^2	Conclusion
X_1 againt Y	0,121	Strong
X_2 againt Y	0,009	Weak
X_3 againt Y	0,001	Weak
X_4 againt Y	0,016	Moderate

The Effect Size (F^2) for the product quality variable is 0.121, indicating a strong influence on the purchase decision variable. The service quality variable has an F^2 value of 0.009, which suggests a weak influence on purchase decisions. Similarly, the location variable, with an F^2 value of 0.001, also shows a weak effect on the dependent variable. Meanwhile, the brand image variable shows a moderate influence on purchase decisions, with an effect size value of 0.016.

Hypothesis Test

The following presents the results of the hypothesis testing for each predictor variable on the response variable, as shown in Table 7 below:

Table 7. Hypothesis Test

Variable	p-*value*	Conclusion
X_1 againt Y	0,006	Significant
X_2 againt Y	0,465	Not Significant
X_3 againt Y	0,814	Not Significant
X_4 againt Y	0,007	Significant

Based on the results of the analysis presented in Table 7, it can be concluded that the independent variables that significantly influence purchasing decisions are product quality and brand image. This finding indicates that high-quality products and a strong, positive brand image play a crucial role in encouraging consumers to make purchasing decisions at Onde-Onde Bo Liem Empunala Mojokerto. The conclusion is supported by the p-values of these variables, which are lower than the established significance level, confirming their substantial impact.

In contrast, the service quality and location variables do not show a significant effect on purchasing decisions. This suggests that, although service and location are important supporting factors, they are not the main determinants influencing consumers in choosing to buy the products. Therefore, the company should continue to strengthen its product quality and brand image while also improving service and location aspects to enhance customer satisfaction and loyalty.

The Contribution of Product Quality to Purchase Decisions

Based on the results of the analysis, it was found that the purchase decision for products at Onde-Onde Bo Liem Empunala Mojokerto is significantly influenced by product quality. This finding emphasizes that the company prioritizes offering products that meet consumer expectations and align with their preferences. Consumers perceive that Onde-Onde Bo Liem Empunala Mojokerto consistently uses high-quality ingredients and maintains a high standard of production, which strengthens consumer confidence and encourages repeat purchases. Furthermore, the store's unique selling proposition—allowing consumers to directly observe the production process—adds authenticity and transparency, further enhancing trust in the product. This result is consistent with the findings of Martini et al., who argue that products with quality that matches consumers' needs and desires positively affect purchasing decisions (Martini et al., 2021). In essence, superior product quality not only drives initial purchase interest but also plays a crucial role in maintaining long-term customer loyalty.

The Contribution of Service Quality to Purchase Decisions

The analysis indicates that service quality does not have a significant effect on purchasing decisions at Onde-Onde Bo Liem Empunala Mojokerto. This implies that consumers tend to focus more on the tangible quality of the product rather than the service experience during their visit. Although service may not directly influence purchase decisions, it still contributes indirectly to overall customer satisfaction and brand perception. Therefore, the company should continue to improve employee competence, hospitality, and responsiveness to ensure a more positive consumer experience. Enhancing service quality could strengthen emotional engagement and encourage customers to make repeat purchases. This result supports the findings of Baihaky et al., who revealed that service quality does not significantly impact purchasing decisions (Baihaky et al., 2022).

The Contribution of Location to Purchase Decisions

The analysis results show that location does not have a significant influence on consumers' purchasing decisions. This suggests that the accessibility or visibility of the store does not play a dominant role in shaping consumer behavior toward Onde-Onde Bo Liem products. Despite its relatively less strategic location, the brand continues to attract loyal customers, which indicates that product reputation and quality are stronger determinants of consumer choice. This finding demonstrates that in the context of traditional snack businesses, consumers are often willing to travel further to obtain products that are trusted and recognized for their quality. These results are consistent with the research of Debby Cynthia et al., which found that location does not significantly affect purchasing decisions (Cynthia et al., 2022).

The Contribution of Brand Image to Purchase Decisions

The findings reveal that brand image has a significant positive impact on purchasing decisions at Onde-Onde Bo Liem Empunala Mojokerto. This indicates that the company has successfully built a strong brand identity and consumer trust through consistent product quality and heritage value. The brand's long-standing history and reputation serve as a foundation for customer loyalty, as consumers associate Onde-Onde Bo Liem with authenticity, reliability, and tradition. Positive consumer experiences not only lead to repeat purchases but also encourage word-of-mouth recommendations, which further strengthen the brand's position in the market. The company's ability to maintain and communicate a trustworthy brand image is therefore essential in influencing consumer purchasing behavior. This conclusion is supported by the findings of Fahrezi and Sukaesih, who stated that brand image has a significant effect on purchasing decisions (Fahrezi & Sukaesih, 2023).

Conclusion

Based on the findings of this research, it can be concluded that the dominant factors influencing purchasing decisions at Onde-Onde Bo Liem Mojokerto are product quality and brand image. This result indicates that the superior quality of products not only provides added value to the business but also strengthens its competitive position in the local market. Meanwhile, a strong and positive brand image reflects the store's success in building consumer trust and emotional attachment through effective branding strategies. These two aspects play a crucial role in shaping consumer perceptions and ultimately encouraging purchasing behavior.

Conversely, the factors of service quality and store location were found to have no significant impact on purchasing decisions. This suggests that consumers prioritize product excellence and brand reputation over convenience or service experience when choosing Onde-Onde Bo Liem products. However, to further enhance purchase intention and sales performance, the store is encouraged to improve service quality and ensure that the store environment remains comfortable and accessible. Furthermore, additional strategic efforts such as promotional activities, attractive store layout, and competitive pricing strategies can be implemented to strengthen customer engagement and sustain long-term business growth.

Author Contributions

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