

Analyzing Product Quality And Price On The Decision To Purchase Uniqlo Products

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ABSTRACT

Leadership and knowledge management play a pivotal role in enhancing employee performance, particularly within service offices where efficiency, quality, and adaptability are paramount. Effective leadership fosters a collaborative and goal-oriented work environment, empowering employees through motivation, clear direction, and supportive communication. Meanwhile, knowledge management ensures the systematic acquisition, storage, sharing, and application of organizational knowledge, enabling employees to perform tasks efficiently and innovate effectively.

This study examines the interplay between leadership styles and knowledge management practices in influencing employee performance within service offices. By analyzing qualitative and quantitative data from service organizations, the research identifies key leadership attributes—such as transformational and participative approaches—that align with robust knowledge-sharing cultures. The findings suggest that integrating adaptive leadership with strategic knowledge management not only improves individual and team performance but also enhances organizational agility and customer satisfaction.

This paper provides actionable insights for leaders and managers in service offices, emphasizing the importance of fostering a learning-oriented culture and aligning leadership strategies with knowledge management practices to achieve optimal employee performance.

INTRODUCTION

In today's competitive and dynamic business environment, service offices face increasing demands for efficiency, adaptability, and exceptional service delivery. Achieving these objectives requires more than just technical competence; it demands strong leadership and effective knowledge management practices to optimize employee performance. Leadership plays a vital role in shaping organizational culture, motivating employees, and driving performance outcomes. Leaders who embrace innovative, transformational, or participative approaches can inspire employees to reach their full potential and foster a collaborative work environment.

Simultaneously, knowledge management has emerged as a critical factor in organizational success. By systematically capturing, sharing, and utilizing organizational knowledge, service offices can enhance decision-making, streamline operations, and foster innovation. Effective knowledge management ensures employees have access to the tools and information they need to perform their tasks efficiently, ultimately improving both individual and team productivity.

This study explores the interplay between leadership and knowledge management in influencing employee performance within service offices. By identifying key leadership strategies and knowledge-sharing practices, this research aims to provide actionable insights for organizations striving to enhance their overall performance and competitiveness in the service sector.

Leadership and knowledge management are two interdependent constructs that significantly influence employee performance, especially in service-oriented organizations. Existing literature highlights the critical role of leadership in creating an environment conducive to knowledge sharing, innovation, and employee engagement.

1. Leadership and Employee Performance

Leadership theories such as transformational, transactional, and participative leadership have been extensively studied in relation to employee performance. Transformational leadership, characterized by

inspiring and motivating employees toward a shared vision, has been found to enhance employee creativity and job satisfaction. Bass (1985) argued that transformational leaders foster trust and encourage higher levels of commitment and productivity. Similarly, participative leadership styles, which involve employees in decision-making processes, have shown to improve morale and performance by fostering a sense of ownership and collaboration.

2. Knowledge Management in Organizations

Knowledge management (KM) encompasses the systematic processes of acquiring, organizing, sharing, and applying organizational knowledge. Nonaka and Takeuchi's (1995) SECI model emphasizes the dynamic interaction between tacit and explicit knowledge, which is essential for organizational learning and innovation. Effective KM practices enhance employee performance by providing access to relevant information, improving problem-solving abilities, and fostering innovation. In the service sector, where knowledge is a key resource, KM practices are particularly critical for delivering quality services and maintaining competitiveness.

3. The Interplay Between Leadership and Knowledge Management

Recent studies have increasingly recognized the symbiotic relationship between leadership and knowledge management. Leaders play a pivotal role in cultivating a knowledge-sharing culture, ensuring that organizational knowledge is accessible and effectively utilized. For instance, transformational leaders are known to promote a learning-oriented culture, encouraging employees to share insights and leverage collective knowledge to achieve organizational goals.

4. Employee Performance in Service Offices

Service offices demand high levels of efficiency, adaptability, and customer satisfaction. Employee performance in such environments is often influenced by both intrinsic and extrinsic factors. While intrinsic motivation stems from effective leadership and a supportive work culture, extrinsic factors such as training programs and access to knowledge management systems also contribute significantly. Studies by Drucker (1999) and others have shown that a well-integrated approach combining leadership and KM leads to improved service quality, customer satisfaction, and organizational growth.

This literature review underscores the importance of aligning leadership strategies with knowledge management practices to enhance employee performance. The interplay between these factors provides a foundation for exploring practical frameworks and interventions in service organizations.

Research methods

Study This use approach quantitatively analyzed through method statistics For identify meaningful patterns and relationships . Identifying variable One to variable others . Techniques of taking sample with method *non-probability sampling* use approach *accidental sampling*, namely taking sample that is not on purpose found but in accordance with characteristics and objectives research . Number sample as many as 102 respondents .

In research This is the data collected through questionnaire will analyzed use device soft SmartPLS 4. SmartPLS 4 is a tool analysis based on Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows researcher testing and modeling connection between variable in a way complex . The data analysis process begins with enter respondent data to in SmartPLS 4, where researchers will define measurement models and structural models . Measurement models explain connection between indicators (items on the questionnaire) with the construct being measured , while the structural model describe connection between construct the

Discussion

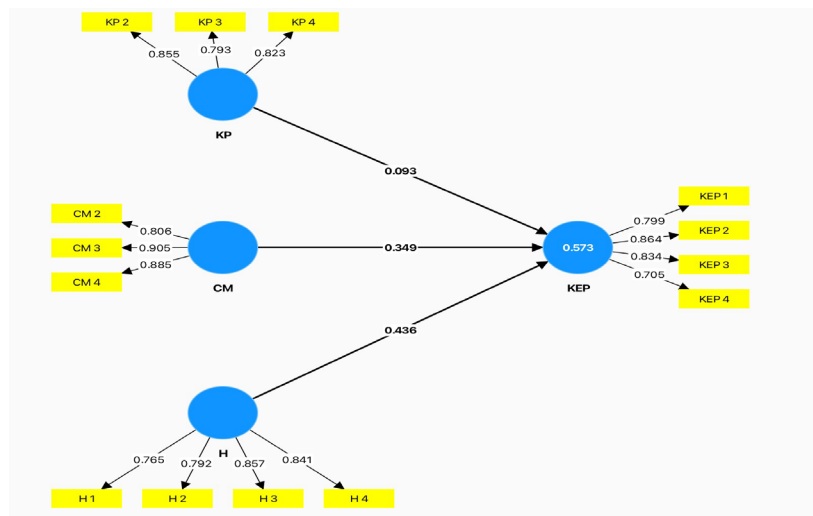


Figure 2: Testing Validity based on Loading Factor

Table 1 : Testing Validity Based on Loading Factor

	Outer Loadings	AVE	Composite Reliability
KP 2	0.855	0.679	0.77 1
KP 3	0.793		
KP 4	0.823		
CM 2	0.806	0.751	0.845
CM 3	0.905		
CM 4	0.885		
H 1	0.765	0.664	0.844
H 2	0.792		
H 3	0.857		
H 4	0.841		
CHAPTER 1	0.799	0.645	0.822
CHAPTER 2	0.864		
CHAPTER 3	0.834		
CHAPTER 4	0.705		

Source Data: 2024 data processing results .

In Figure 2 dsan table 1 above show that all variable study show mark on show results from the validity test , on the results the two statements were found that needed to be deleted namely KP 1 and CSM 1. Delete second statement the must done Because No fulfil condition outer loading value , where each

indicator should own value >0.6 . With existence deletion statement the affect the AVE value of each indicator Where will own value >0.5 . Then every variables in Composite Reliability have value >0.7 . The conclusion is overall from variable in study own level high reliability or called reliable .

Table 2. R Square

	R Square	R Square Adjusted
KEP	0.573	0.560

Based on table 2, there are R square results show results mark the KEP variable is 0.573, where meaning Brand Image, Price, Quality Product influential by 57.3% on Purchasing Decision (PEM)

Table 3. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CM > KEP	0.349	0.344	0.090	3,860	0.000
H > KEP	0.436	0.435	0.097	4,513	0.000
KP > KEP	0.093	0.100	0.095	0.983	0.325

In table 3, the results from the Path Coefficient shows that image brand to decision purchase (CM>KEP) has the original sample value is 0.349, with mark *t- statistic* of 3,860 (>1.96) with *p-value* 0.000 (<0.05) which means that image Uniqlo brand is influential positive and significant to decision purchase . Then variable price to decision purchase (H>KEP) has the original sample value is 0.436, with mark *t- statistics* of 4,513 (>1.96) with a *p-value* of 0.000 (<0.05) which means that price influential positive and significant to decision purchase . Then quality product to decision purchase (KP>KEP) has the original sample value is 0.093, with mark *t- statistic* of 0.983 with a *p-value* of 0.325, which means that in a way statistics quality Uniqlo products are influential positive but No significant to decision purchase

Discussion

1. The Influence of Brand Image on Purchasing Decisions

See results from the t-statistics which shows mark of 3,860 (>1.96) and p-values of 0.000 (<0.05) have been show that Brand Image is proven influential positive significant on Purchasing Decisions . If more Good Brand Image of Uniqlo, of course will influence on the decision Purchases by customers. With having a good brand image like from aspect services , products that have material quality , and comfortable *store* atmosphere Of course will give good impression from the customer and in the end the customer will do decision in do purchase .

2. The Influence of Price on Purchasing Decisions

See results from the t-statistics which shows mark of 4,513 (>1.96) and p-values of 0.000 (<0.05) have been show that Price is proven influential positive significant on Purchasing Decisions . If Uniqlo offers a fixed price affordable and appropriate with customer interest , then the customer will choosing Uniqlo over competitor others who sell similar products .

3. Influence Quality Product on Purchasing Decisions

See results from the t-statistics which shows mark of 0.983 (>1.96) and p-values of 0.325 (>0.05)

have been show that Quality product influential positive , but No significant on Purchasing Decisions . Sometimes , customers do not only focus on quality from a product , there are also more customers take importance other aspects such as an affordable price without ignore quality from product the .

Conclusion

Research result show that image brand own influence positive and significant to decision purchase . This is confirm importance elements like good service , quality consistent materials , and atmosphere comfortable shop in build image strong brand . In addition , the price is also proven own influence positive and significant to decision purchase , this also shows that competitive pricing strategy be one of factor key in decision purchase consumers . However , the quality product No show influence significant to decision purchase , which indicates that part consumer tend prioritize other factors such as price or image brand in determine choice they . In overall , research This give outlook that decision purchase consumers at Uniqlo more influenced by perception to brands and offers price compared to quality product That Alone .

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