

A Comparative Study of the Influence of Online Store Perception and Offline Store Perception on Purchase Decisions with Customer Satisfaction as a Mediating Variable in the Islamic Business Perspective

Rindi Julia Eksanti^{1*}, Mardhiya Hayati², Yeni Susanti³
Raden Intan State Islamic University Lampung, Indonesia
rindijulia0@gmail.com*

Received 24 May 2025 | Revised 18 September 2025 | Accepted 21 September 2025

* Correspondence Author

Abstract

This study aims to examine and compare the influence of online store perception and offline store perception on consumer purchasing decisions at Sociolla in Bandar Lampung, considering customer satisfaction as a mediating variable from an Islamic business perspective. Employing a quantitative approach with a descriptive method, the research focuses on Sociolla consumers residing in Bandar Lampung who have made purchases both online and offline. Data collection was conducted through questionnaires, and the analysis utilized Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The findings reveal that offline store perception has a positive and significant effect on customer satisfaction and on purchasing decisions. Conversely, online store perception does not significantly affect customer satisfaction or purchasing decisions. Customer satisfaction significantly mediates the effect of offline store perception on purchasing decisions, but does not mediate the effect of online store perception. In conclusion, offline store perception positively and significantly influences purchasing decisions, mediated by customer satisfaction, while online store perception does not have a significant impact and is not mediated by customer satisfaction. From an Islamic business perspective, these results underscore the importance of honesty, transparency, and quality service in fostering customer satisfaction and encouraging purchasing decisions. However, the study has limitations, including its reliance on the subjective perceptions of respondents, which may be influenced by personal experiences, and its focus on consumers in Bandar Lampung, which restricts generalizability. Additionally, the research has not explored other variables such as brand loyalty or perceived value.

Keywords: *Persepsi Online Store; Offline Store Perception; Purchase Decision; Customer Satisfaction; Islamic Business Perspective*

INTRODUCTION

Technological developments and ease of access to information have changed consumption patterns in Indonesia, encouraging companies to innovate and update marketing strategies to remain competitive. Marketing, as a process of fulfilling needs and desires through the creation and exchange of value, is now largely done through *E-commerce* (Istiana, 2024). *E-commerce* is a strategy used to introduce new products or services to the market as well as establish communication with consumers through internet media (Purnamasari et al., 2022). The use of the internet as a means of marketing is triggered by the rapid advancement of communication technology, especially in the field of the internet. Presence *E-commerce* Driving growth *Online Store* which makes it easy for consumers to shop quickly and efficiently through websites or apps, providing a convenient and seamless shopping experience (Nguyen et al., 2024).

Shop *Online* Make it easier for consumers to order and receive goods practically (Utamanyu & Darmastuti, 2022). Sales *Online* be an effective strategy to promote products or services, touch the minds and feelings of consumers through the internet accessed by computers or *Smartphone*. This method is considered efficient and promising because it is able to overcome geographical limitations and increase sales (Lindiawatie et al., 2024). While *Offline store* offer a social experience through direct interaction and the store's atmosphere, but *Online Store* more practical for consumers who have limited time. Problems with the difference in consumer perception of *Online Store* and *Offline store* influence

the purchase decision. Even though *Online Store* offers practicality and wider reach, *Offline store* providing an irreplaceable social experience. Changes in consumption patterns due to technological advances and growth *E-commerce* poses challenges for companies to integrate marketing strategies *Online* and *offline* Effectively. Changing spending behavior drives growth *E-commerce* and approaches *Omnichannel* that combines *Online* and *Offline store*. *Online store* has a wider range, while *Offline store* requires physical visits (Sapitri et al., 2024).

Sociolla, utilizes *online stores* and *offline stores* to meet the needs of its consumers. Offering a variety of cosmetic products from well-known brands, PT Social Bella Indonesia is the most trusted and complete *e-commerce* platform in Indonesia that focuses on beauty products such as make-up, cosmetics, perfumes, and skin care. The company was founded in 2015 by Christopher Madiam, Chrisanti Indiana, and John Rasjid. Initially, PT Social Bella Indonesia's head office was located at Grand Aries Niaga, Jalan Taman Aries Blok E1/2Q, West Jakarta, before finally moving to St. Moritz Office Building, Unit #1502, Jl. Puri Indah Raya, Kembangan, West Jakarta. Sociolla has a number of excellent features, including *SOCO*, *Beauty Journal*, and *Lilla* by Sociolla. *SOCO* is a beauty platform that combines *e-commerce* functions with Sociolla's online media, where users can find reviews or reviews from consumers who have tried various products. *Beauty Journal* serves as a medium that presents the latest content around beauty and lifestyle, with more than 20,000 product reviews written by the Sociolla user community. Meanwhile, *Lilla* by Sociolla is a platform specifically designed to provide beauty and personal care products that meet the needs of mothers in Indonesia.

Sociolla is known among *Beauty Enthusiast* and regularly hold *Beauty Award*. With a strategy *Omnichannel Marketing*, Sociolla combines all *Channel* marketing, including stores *Offline*, *online*, social media, email, and *Event*, thus providing an integrated shopping experience. This approach improves *Brand Exposure* and make it easier for consumers to find Sociolla on various platforms (Salsabila, 2023).

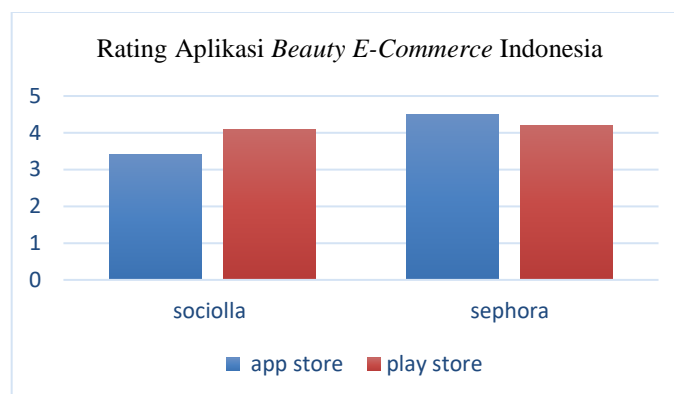


Figure 1. Beauty E-Commerce Indonesia Application Rating
Source: App Store and Play Store (2023)

Based on data from the App Store and Play Store 2023 in the chart above, Soco by Sociolla has a rating of 3.4 on the App Store and 4.1 on the Play Store. This allegedly reflects user dissatisfaction with innovation *E-commerce* and quality of electronic services (*E-service quality*) that have not met expectations. Recognizing these challenges, Sociolla continues to evaluate its marketing strategy to maintain its position in the market. Such dissatisfaction can negatively impact overall customer satisfaction, ultimately influencing purchasing decisions. Recognizing these challenges, Sociolla continues to evaluate and adapt its marketing strategy to improve the overall customer experience. One of the steps taken is to expand market share through the opening of physical stores, which began in 2019 to meet the needs of consumers who want to check products in person. One of the outlets at Boemi Kedaton Mall, Bandar Lampung, is the 29th and first branch in Lampung, opening on October 26, 2021. Known as '*Beauty Wonderland*', Sociolla offers more than 150 fire and 5,000 beauty products, cooperate with authorized distributors to guarantee the authenticity of products (Larassaty, 2021).

The phenomenon observed is the change in consumption patterns of the Indonesian people due to technological developments and ease of access to information, which encourages the growth of *e-commerce* and *omnichannel* approaches. Consumers now tend to choose *online stores* for practicality, while *offline stores* remain in demand because of the social experiences they offer. The competition between *online* and *offline stores* in influencing purchase decisions and the role of customer satisfaction

in the perspective of Islamic business is an interesting phenomenon to be researched, especially among Sociolla consumers.

In Islamic business, transactions must be in accordance with sharia principles such as honesty, openness, and freedom from fraud (*Gharar*). Positive consumer perception of *Online* and *Offline store* related to business integrity and service quality, which creates customer satisfaction. This satisfaction is important in Islamic business because it reflects ethical values such as fairness and customer satisfaction. (Widyasari, R., & Pratama, 2022).

Surah Al-Mutaffifin verses 1-3 which reminds the importance of honesty in doing business: (Qur'an Ministry of Religion).

وَيْلٌ لِّلْمُطَفِّفِينَ
الَّذِينَ إِذَا كَانُوا عَلَى النَّاسِ يَسْتَوْفُونَ
وَإِذَا كَانُوا لَهُمْ أَوْ وَرَثَهُمْ يُخْسِرُونَ

Meaning: "Woe to those who cheat, (i.e., those who, when they receive a measure from others, they ask to be fulfilled, and when they measure or weigh for others, they reduce."

This verse emphasizes the importance of honesty in business transactions, both *online* and *offline*, in order to create customer satisfaction and trust. In this context, a consumer's positive perception of a business, which is based on integrity and satisfaction, is one of the factors that drive a purchase decision.

The success of a marketing strategy depends on customer satisfaction, although the level of satisfaction of each customer is different. Good service increases product satisfaction and demand, while dissatisfaction decreases it. Customer satisfaction strengthens the relationship with the company, driving repurchases, loyalty, and positive recommendations (Sari Rahayu, 2023). In the context of perceptions of *Online* and *offline store*, Positive perceptions of service and shopping experience increase customer satisfaction, loyalty, repeat purchases, and recommendations.

According to research (Mustofa & Wiyadi, 2023) Purchasing decisions are one of the components of consumer behavior, which is the study of how individuals, groups, and organizations choose, obtain, and use products, services, concepts, or experiences to meet their needs and desires. Consumers need to consider several factors before making a purchase. First, when choosing a product, they tend to look for the one that best suits their needs. Second, cost greatly influences the purchase decision. Consumers will consider the value of the product or service compared to the price. Third, ease of access, product availability, and the existence of a purchase location are important factors. Consumers tend to choose products that are easily accessible and available in convenient places. Factors such as location *Offline store* availability *Online*, and the availability of product stock plays a role in determining ease of access. (Sobandi, August, 2020) revealed that the purchase decision is an important aspect to pay attention to, because this is the basis for consideration in designing the company's future marketing strategy. The consumer decision process plays a crucial role, as it includes various stages that occur sequentially before the consumer makes a final decision.

This study adopts *Theory of Planned Behavior* TPB as a theoretical foundation because of its significant role in understanding the relationship between research variables. Each component in the SDGs has an impact on the intention to behave. *Theory of Planned Behavior* (TPB) can explain the relationship between variables by analyzing behavioral intentions (Nugraha et al., 2023). Consumer attitudes towards *Online Store* and *Offline store* can shape their confidence in the shopping experience, which in turn influences the intention to make a purchase. Subjective norms, such as recommendations from friends or family, also influence the decision to choose between shopping *Online* or *offline*. This theory is very relevant to perception *Online Store* and perception *Offline store*. In Islam, the attitude towards business transactions must be based on fairness and transparency. Positive attitude towards the store *Online* And *offline* influenced by the belief in the quality of products and services, which in Islam is known as the concept of *Al-Amanah* (trust).

By applying *Theory of Planned Behavior* This study aims to find out how consumers' attitudes towards *Online Store* and *Offline store* can shape their belief in the shopping experience, which in turn influences the intention to make a purchase, although some previous studies have explored a direct relationship between perceptions *Online Store* and *Offline store* In purchasing decisions, there is still a significant gap in customer satisfaction as a mediating variable that connects the two in the sharia approach. From an Islamic business perspective, transactions must be in accordance with sharia principles, such as honesty, openness, and the absence of elements of fraud (*Gharar*) in the transaction.

Good consumer perception of *Online* And *offline* With regard to the integrity of the business and the quality of services provided (Widyasari, R., & Pratama, 2022).

The background of this research begins by describing several previous studies that are relevant to support the research context. Research by (Gunadi, 2023) suggests that the shopping experience *Online Store* and *Offline store* has a significant influence on consumer value perception. Positive reception to *Online Store* and *Offline store* can increase consumer buying interest. Furthermore, research by (Agitha, Senastri Dahlan, 2023) states that the outlets *offline* and retail *Online* has a positive and significant influence on product purchase decisions. This means that the respondents in this study if they go through the outlets *offline* can see the product directly so that it is more guaranteed and there is no need to wait in line for product delivery, because products purchased on the spot can be taken home immediately.

Meanwhile, if you go through the outlets *Online*, respondents can save time from choosing to search for products to the last stage of payment without the need to queue. Research by (Bryan et al., 2021) The results of the study show that the variables of shopping experience *Online* have a positive effect on customer satisfaction. Research by (Hayatul Syamila, 2023) The results of the study stated that *Experiential Marketing* and service quality has a significant positive influence on customer satisfaction *offline store*. Research by (Nainggolan et al., 2024) The results of the study show that there are two types of sales carried out, namely *Online* and also *offline* which the results obtained that the sale *offline* more dominating than sales *Online* with a ratio of 70% of sales *offline* and 30% of sales *Online*.

The factor that causes consumers to be more dominant in making direct purchases is because the products sold are relatively expensive products and consumers feel that they have to see directly the products they buy to be compared to the prices offered. Research by (Fauzi & Sicily, 2020) The results of this study show that purchasing decisions on *Offline customer* higher than *Online Customer*. In addition, there are generally significant differences in purchasing decisions *offline and online* with a significant value of <0.05 except for the dimension of the product selection whose significant value is >0.05 . Research by (Hidayah et al., 2022) The results of the study stated that the value felt in the store *Online* and in general each motivates the purchase decision. Research by (Fitriansyah et al., 2023) Based on the results of the analysis and research that has been conducted, it shows that the marketing strategy *offline* more effective than marketing strategies *Online*. Consumers prefer to buy directly to the place rather than ordering directly *Online*. Furthermore, the research conducted by (Prakasa & Wandebori, 2024) The results of the study state that digital transformation (*Omnichannel Marketing*) has a positive influence on consumers' purchasing decisions in store shopping *Online* and *offline*.

The gap in this study lies in the lack of studies on the influence of *online store* and *offline store* perceptions on satisfaction and purchase decisions in the omnichannel context, especially from the perspective of Islamic business on Sociolla consumers. Although several previous studies have explored the direct relationship between *online store* and *offline store* perceptions on purchase decisions, few have examined the role of customer satisfaction as a mediating variable linking the two in the sharia approach. In addition, this study seeks to meet the need to understand consumer behavior who want an integrated shopping experience between *online* and *offline*, which has been rarely discussed in the previous literature.

The novelty of this study lies in the use of customer satisfaction as a mediating variable that links the perception of *online stores* and *offline stores* with purchasing decisions, while many previous studies have only discussed the direct relationship between variables. In addition, this study examines aspects of sharia values such as justice, honesty, and ethical principles in the context of Islamic business, which have not been widely discussed in previous research. Sociolla's focus on consumers provides a specific perspective that differs from previous studies that may have examined other regions or companies.

Literature Review and Hypothesis Development

This study uses the Grand theory of *Planned Behavior* (TPB) introduced by Ajzen (1991) as a development of the *Theory of Reasoned Action* (TRA) which was first proposed by Ajzen in 1980. TRA states that a person's intention to act is influenced by two main factors, namely subjective norms and attitudes towards behavior. Then, in 1988, Ajzen added a new factor, namely *perceived behavioral control*, which changed TRA to TPB. In the development of the *Theory of Reasoned Action* (TRA) into the *Theory of Planned Behavior* (TPB), an additional factor that affects behavioral intentions was

introduced, namely the perception of behavioral control. There are three main factors that affect a person's intention in behavior, namely attitudes towards behavior, subjective norms, and perceptions of behavior control.

This study adopts TPB as the theoretical foundation because of its significant role in understanding the relationship between research variables. Each component in the SDGs has an impact on the intention to behave (Nugraha et al., 2023). Consumer attitudes towards *Online Store* and *Offline store* can shape their confidence in the shopping experience. If consumers have a positive perception of *Online Store* and *Offline store*, they will be more likely to have the intention to make a purchase. In addition, subjective norms, such as recommendations from friends or family, can also influence their decision to choose between shopping *Online* or *offline*. Perceived behavioral controls, such as ease of access and trust in the payment system, also determine the extent to which consumers feel able to buy products from the store *Online* or *offline*.

This research highlights Islamic business principles, such as honesty in transactions by avoiding *gharar* (uncertainty) and emphasizing transparency in the delivery of product information. In addition, Islam emphasizes the importance of justice in buying and selling, where every transaction must be free from exploitation and usury. In the process of making purchasing decisions, Islam also directs its people to choose halal and blessed products. *The Theory of Planned Behavior* (TPB) is related to Islamic business, especially in sharia-compliant purchasing decisions. TPB states that the intention to behave is influenced by attitudes, subjective norms, and perceptions of behavior control. In Islamic business, consumer attitudes reflect an assessment of the honesty, transparency, and halalness of products. Both *online stores* and *offline stores*, applying Islamic principles, consumers tend to be more trusting and encouraged to transact. Thus, this study not only examines aspects of marketing and consumer behavior, but also how businesses can operate in accordance with Islamic values.

Perception of *Online* and *Offline store* affect customer satisfaction and purchase decisions. Good user experience, secure transactions, responsive service, and product availability in *Online Store* Improve customer satisfaction, encourage repurchases, and recommendations. Conversely, a bad experience can hinder a purchase decision. Meanwhile, in *Offline store*, customers are more confident because they can inspect the products directly and interact with the seller. Strategic locations, convenient shopping experiences, attractive promotions, and transparent pricing all increase satisfaction, which encourages re-purchases or impulse purchases. In transactions *Online*, the risks faced by sellers or consumers are very high. This is due to the relatively long transaction process compared to *Offline store*. In addition, consumers and sellers do not meet each other. This makes trust between the two very important to maintain the continuity of the next transaction (Hayati & Heri, 2019).

Online store is a process, and the place where the transaction of selling goods or services occurs through the internet. *Online store* have the flexibility to create a variety of designs, products, brands, and services for sale (Dewi Suma, 2023). . One example of a company's presence using internet media is *Online store* (Hayati, 2018). Through *Online Store*, buyers can see the products offered by the seller through the website used for promotions and transactions (Supriyanti, 2017). The indicators *Online Store* be *User Experience* (UX), transaction security (*security*), customer support (*Customer Support*), availability and diversity of products (Chaffey, 2015).

Next, *Offline store* is a shopping place that involves direct interaction between buyers and sellers, so that buyers can get accurate information about buying and selling, such as materials and product quality. *Offline Store* It usually refers to physical stores that are frequented to buy goods, such as stores located inside shopping malls (Masruri, 2021). *Offline store* usually have fixed working hours, however some *Offline store* It may also be open 24 hours depending on the type and location of the business (Kusuma et al., 2024). In this store, customers have the opportunity to inspect the items in person before deciding to buy (Levy, M., & Weitz, 2012). The indicators *Offline store* is, the strategic location (*Place*), shopping experience (*customer experience*), Product Availability (*Product Availability*), transparent pricing (*Price*), promotions *offline* (*Promotion*) (Kotler, P., & Keller, 2016).

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (outcome) of a product in mind to the expected performance (or outcome) (Yamit, 2017). Customer satisfaction plays an important role in creating value for customers. When customers are satisfied, the company gets various benefits, such as the creation of a harmonious relationship between the company and the customer, a solid foundation for continuous satisfaction, and positive word-of-mouth recommendations that benefit the company. This can encourage customers to

be interested in buying or using the company's services (Shawn O'Neill, 2021). The indicators of customer satisfaction are, suitability of expectations, interest in returning visits, availability to recommend (Indrasari, 2019).

A purchase decision is an action made deliberately, based on desire, and occurs when the consumer consciously chooses one of the various alternative actions available (Etta Mamang Sangadji, 2013). Purchasing decisions are a series of processes that start from consumers recognizing the problem they are facing, looking for information about a particular product or brand, and evaluating the extent to which each alternative can solve the problem. This process then leads to the decision to buy (Tjiptono, 2014). The indicators of purchasing decisions include belief in the product, the habit of buying the product, giving recommendations to others, making repurchases (Philip Kotler and Kevin Lane Keller, 2018).

Thus, this study examines the influence of perception of *online* and *offline stores* on customer satisfaction and purchase decisions based on *the Theory of Planned Behavior* (TPB). TPB explains that attitudes, subjective norms, and perceptions of behavior control affect consumers' shopping intentions. In Islamic business, this research highlights honesty, transparency, and fairness, which encourages consumer trust. Thus, this research contributes to marketing, consumer behavior, and the application of sharia principles in business.

A hypothesis is a temporary answer to the formulation of a research problem. Hypotheses are formulated based on relevant theories and will be tested for truth through research (Scott, 2018). The hypotheses proposed in this study are as follows:

The Influence of Online Store Perception on Purchase Decisions.

According to *Theory of Planned Behavior* (TPB) There are three main factors that affect a person's intention in behavior, namely attitudes towards behavior, subjective norms, and perceptions of behavior control. Each component in the SDGs has an impact on the intention to behave (Nugraha et al., 2023). Consumer attitudes towards *Online Store* forming their shopping confidence. Positive perceptions increase purchase intent, while subjective norms, such as recommendations and reviews, reinforce those beliefs. Perceived behavioral controls, such as easy access, fast delivery, and payment security, affect the convenience of making purchases *Online*.

Online store is a process, and the place where the transaction of selling goods or services occurs through the internet. *Online store* have the flexibility to create a variety of designs, products, brands, and services for sale (Supriyanti, 2017). Good perception of the store *Online* can increase consumer confidence, reduce perceived risk, and drive purchasing decisions. This statement is supported by research conducted by (Hidayah et al., 2022) The results of the study stated that the value felt in the store *Online* and in general each motivates the purchase decision. Furthermore, the research conducted by (Prakasa & Wandebori, 2024) The results of the study state that digital transformation (*Omnichannel Marketing*) has a positive influence on consumers' purchasing decisions in store shopping *Online*. From this description, the researcher made the following hypotheses:

H1: Online store perception has a positive and significant effect on purchase decisions.

The Influence of Offline Store Perception on Purchase Decisions.

According to *Theory of Planned Behavior* (TPB) There are three main factors that affect a person's intention in behavior, namely attitudes towards behavior, subjective norms, and perceptions of behavior control. Each component in the SDGs has an impact on the intention to behave (Nugraha et al., 2023). Perception of *offline store* shaping consumer attitudes in shopping. A positive perception of product quality, service, and convenience strengthens purchase intent and decisions. Subjective norms, such as recommendations from friends or family, also influence a purchase decision. Meanwhile, the perception of behavioral controls, such as easy access, product availability, and convenience of transactions, strengthens consumers' confidence to shop *offline*.

Perception *Offline store* refers to a consumer's views, opinions, or experiences of physical stores. Superiority *Offline store* It lies in the ease of potential buyers to see directly the form, condition, and desired goods or services. Activities in *Offline store* It also does not depend on internet-based technology, so it is not affected by connectivity constraints (Sari, Dewi Manda, Murti Sumarni, 2023). With advantages such as the ease of viewing and evaluating products directly, consumers tend to feel more confident in making purchasing decisions. The report is supported by researchers conducted by

(Agitha, Senastri Dahlan, 2023) The results of the study stated that outlets *offline and retail online* has a positive and significant effect on product purchase decisions. In line with research conducted by (Gunadi, 2023) suggests that the shopping experience *Offline store* has a significant influence on consumer value perception. Positive reception to *Offline store* can increase consumer buying interest. From this description, the researcher made the following hypotheses:

H2: offline store perception has a positive and significant effect on purchase decisions.

The Influence of Customer Satisfaction Mediates the Relationship Between Online Store Perception and Offline Store Perception and Purchase Decision

According to *Theory of Planned Behavior* (TPB) There are three main factors that affect a person's intention in behavior, namely attitudes towards behavior, subjective norms, and perceptions of behavior control. Each component in the SDGs has an impact on the intention to behave (Nugraha et al., 2023). Consumer perception of the store *Online* and *offline* can influence their attitudes towards purchases, which in turn influences purchase intentions and decisions. Customer satisfaction acts as a mediator in this relationship, where a positive perception of the store increases satisfaction, which in turn reinforces the intention and purchase decision.

Customer satisfaction creates value, strengthens relationships with companies, supports continuous satisfaction, and encourages positive recommendations, which increases customers' buying interest (Shawn O'Neill, 2021). If expectations are higher while performance is ordinary, satisfaction is not achieved, on the other hand, if performance exceeds expectations, satisfaction increases (Maryati & Husda, 2020). If customers feel completely satisfied, they will be more likely to make a repeat purchase and recommend the product or service to others (Fahlevi et al., 2024). Customer satisfaction is an important factor in the success of a business, especially in an effort to encourage consumers to make repeat purchases. This statement is supported by research conducted (Bryan et al., 2021) The results of the study show that the variables of shopping experience *Online* Positive Effect on Customer Satisfaction, Consumer Satisfaction Positive Effect on Repurchase Intention, and Shopping Experience *Online* has a positive effect on the intention of the purchase decision. Furthermore, the research conducted by (Hayatul Syamila, 2023) The results of the study stated that *Experiential Marketing* and service quality has a significant positive influence on customer satisfaction *Offline store*. This is supported by research (Anjar Trianita & Riski Wahyuning Damayanti, 2024) The results of the study stated that customer satisfaction was able to mediate the influence of display quality *Online Shop* on buying interest. It can be interpreted that the higher the quality of the application's display will give customers their own satisfaction so as to foster interest in buying a product on *Ecommerce* aforementioned. Then the research conducted by (Suryani & Ramdhani, 2022) The results of the study state that customer satisfaction can mediate the relationship between *Brand image* physical stores with purchase decisions. From this description, the researcher made the following hypotheses:

H3: Customer satisfaction mediates the relationship between online store perception and offline store perception and purchase decisions.

METHOD

This study uses a quantitative descriptive method. The quantitative approach is a research based on the philosophy of positivism to research a specific population or sample and random sampling by collecting data using instruments, statistical data analysis. The data collection technique in this study using a questionnaire was carried out by giving a set of questions or written statements to the respondents for them to answer. Questionnaire is a data collection technique carried out using Likert scale (Scott, 2018). This research is descriptive In nature, descriptive research is used to find the widest possible knowledge of the research object at a certain time. Research aims to explain or describe a state as it is and interpret objects according to what they are, events, or everything related to variables that can be explained either by numbers or words. Descriptive research is mostly not intended to test a specific hypothesis, but rather to describe what a variable, symptom, or circumstance is. (Zellatifanny & Mudjiyanto, 2018).

Population is the whole object of research. Population is defined as a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Scott, 2018). The population in this study is an unknown number of Sociolla consumers in the city of Bandar Lampung. In this study, the sample size was

determined using the Lemeshow formula. This formula is used to calculate the number of samples when the size of the population is unknown. The calculations used are as follows:

$$n = \frac{Z^2 p(1-p)}{d^2} = = = . \frac{1,96^2 .0,5 (1-0,5)}{0,1^2} \frac{3,8416 .0,25}{0,01} 96,04 = 100$$

The result of the calculation was that the number of samples used was 100 respondents.

The data collection technique is carried out by giving a set of questions or written statements to the respondents for them to answer. Questionnaire is a data collection technique that is carried out using a Likert scale, where each answer is given a value scale (Scott, 2018).

This study uses the *Structural Equation Model (SEM)* method based on *Partial Least Square (PLS)*, which is implemented with SmartPLS 4. SmartPLS has advantages such as data that does not have to be distributed normally, can be used on minimal research samples, and is able to analyze quite a lot of paths. Multiple linear The data analysis tool used in this study is multiple regression analysis. Multiple regression analysis, aims to test the influence of more than one independent variable on dependent variables

RESULTS and DISCUSSION

Result

The unit of analysis in this study is Sociolla consumers who have made purchases both online and *offline* who are domiciled in the city of Bandar Lampung. With the sample criteria consisting of: the population used is Sociolla consumers who have made purchases both *online* and *offline* who are domiciled in the city of Bandar Lampung. The following is the distribution of respondents in this study, namely:

Table 1. Tabulation of Respondent Characteristics by Age and Gender

Yes	Age	Frequency	Percentage
1.	17 - 21	49	49%
2.	22 - 26	41	41%
3.	27 – 31	10	10%
4.	Total	100	100%
Yes	Gender	Frequency	Percentage
1.	Men – men	14	14%
2.	Woman	86	86%
3.	Total	100	100%

Source : Data processed 2025

Based on demographic data, the majority of respondents were in the age range of 17-21 years as much as 49%, followed by 22-26 years old as much as 41%, and the rest aged 27-31 years as much as 10%. In terms of gender, respondents were dominated by women as much as 86%, while men 14%.

Smallest Square Analysis (PLS)

Outer Model (*Measurement Model*)

The convergent validity in SEM-PLS (*outer model*) or CFA (*covariance-based SEM*) was assessed on a reflective construct based on two criteria: *loading* > 0.7 and p-value < 0.05. *Loading* 0.40–0.70 can be maintained if you increase AVE (> 0.50) and *composite reliability* (> 0.70). Indicators with a load < of 0.40 should be removed, unless they support the validity of the construct's content. Figure 2. Displays the loading value for each indicator.

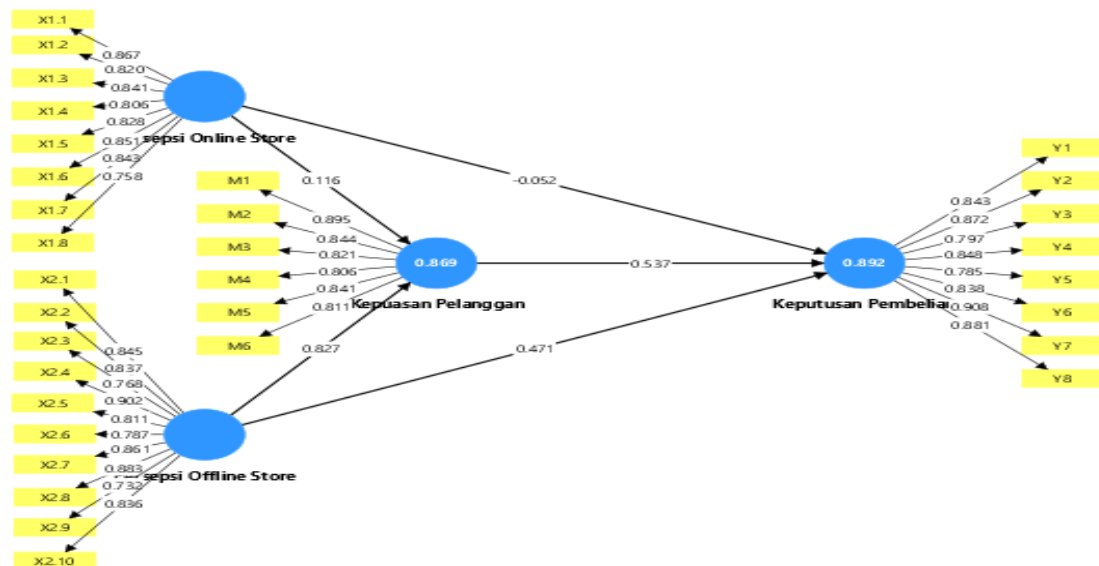


Figure 2. Validity Testing based on Outer Loading

Source : Data processed 2025

Figure 2 shows the results of the validity test based on the outer loading value for each indicator in the research model. The outer loading value is used to assess the validity of the indicator against the construct it is measuring. Based on general standards, an indicator is declared valid if the outer loading value is more than 0.7. In the figure, all indicators have an outer loading value above 0.7, which means that all indicators used in this study have met the requirements for convergent validity and are statistically feasible to be used in the measurement of the construct variables studied. This shows that the indicator is able to represent its variables well, so that the results of the analysis are reliable.

Loading factor value

It is measured from the correlation between the indicator score and the construct variable. An indicator is considered valid if it has a correlation above 0.70, or a minimum of 0.60 is still acceptable. If it is not eligible, the indicator must be removed. The results of the validity test in table 2.

Table 2. Validity Test Results

Symbol	Variable	Indicators	R count	Sig	Status
X1	Online Store Perception	X1.1	0.867	0,70	Valid
		X1.2	0.820	0,70	Valid
		X1.3	0.841	0,70	Valid
		X1.4	0.806	0,70	Valid
		X1.5	0.828	0,70	Valid
		X1.6	0.851	0,70	Valid
		X1.7	0.843	0,70	Valid
		X1.8	0.758	0,70	Valid
X2	Offline Store Perception	X2.1	0.845	0,70	Valid
		X2.2	0.837	0,70	Valid
		X2.3	0.768	0,70	Valid
		X2.4	0.902	0,70	Valid
		X2.5	0.811	0,70	Valid
		X2.6	0.787	0,70	Valid
		X2.7	0.861	0,70	Valid
		X2.8	0.883	0,70	Valid
		X2.9	0.732	0,70	Valid
		X2.10	0.836	0,70	Valid
Y	Purchase Decision	Y.1	0.843	0,70	Valid
		Y.2	0.872	0,70	Valid
		Y.3	0.797	0,70	Valid
		Y.4	0.848	0,70	Valid
		Y.5	0.785	0,70	Valid
		Y.6	0.838	0,70	Valid

M	Customer Satisfaction	Y.7	0.908	0,70	Valid
		Y.8	0.881	0,70	Valid
		M.1	0.895	0,70	Valid
		M.2	0.844	0,70	Valid
		M.3	0.821	0,70	Valid
		M.4	0.806	0,70	Valid
		M.5	0.841	0,70	Valid
		M.6	0.811	0,70	Valid

Source: Data processed 2025

Test results *Loading Factor* Table 1.2 shows that all statements on the perspective leadership variable *Online Store* Perspective *Offline store*, customer satisfaction and purchase decisions have value *Loading Factor* > 0.7, so it can be declared valid. These findings indicate that the indicators or statements used effectively measure the correlation between the indicator's score and its constructs or variables, thus supporting the validity of the construct in the measurement model.

Discriminant Reability

Discriminant validity ensuring that each latent variable has a clear distinction from the others. A model is said to have *Discriminant validity* good when *Loading Factor* The indicator on the latent variable is higher compared to the loading on the other variable. In addition, reliability and validity can be evaluated through *Composite Reliability* (CR) and *Average Variance Extracted* (AVE). A construct is considered reliable if the CR value is > 0.70 and AVE > 0.50, which indicates the internal consistency of the indicator as well as the ability of the latent variable to explain the indicator. The full results of the analysis are presented in Table 1.3.

Table 3. Results of the Feasibility Test of Research Instruments

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Status
Online Store Perception (X1)	0.934	0.945	0.684	Reliable
Offline Store Perception (X2)	0.948	0.956	0.685	Reliable
Purchase Decision (Y)	0.944	0.953	0.718	Reliable
Customer Satisfaction (M)	0.914	0.933	0.701	Reliable

Source: Data processed 2025

The recommended AVE value is more than 0.5. The results of the analysis showed that the entire AVE value was > 0.5, so that it met the validity criteria based on the AVE. Furthermore, reliability was tested using the value *Composite reliability* (CR), with a recommended standard of more than 0.7. It is known that the entire CR value > 0.7, thus meeting the reliability criteria based on CR. In addition, reliability is also tested using the *Cronbach's Alpha* (CA), where the recommended value is above 0.7. The results of the analysis showed that the entire CA value > 0.7, so that it met the reliability criteria based on *Cronbach's Alpha*. Thus, it is known that the Perception variable *Online Store* (X1), Perception *Offline Store* (X2), Purchase Decision (Y) and Customer Satisfaction (M) are reliable.

Bootstrapping and Inner Model

Structural Model Testing (Inner Model)

Test *Inner model* or structural models aim to analyze the relationships between constructs, measure the level of significance, and assess the value of *R-square* in the research model. Structural model evaluation is carried out by looking at *R-square* on dependent constructs, t-tests, and significance of structural path coefficients.

Table 1.4
R-Square Value

Items	R-square	R-square adjusted
Customer Satisfaction	0.869	0.867

Purchase Decision	0.892	0.889
-------------------	-------	-------

Source: Data processed 2025

Based on the results of the analysis, the *R-square* 0.869 for the customer satisfaction variable indicates that 86.9% of the variation in this variable can be explained by independent variables in the model, while the remaining 13.1% are influenced by other factors outside the model, so the relationship between independent variables and customer satisfaction can be considered very strong. Meanwhile, the value of *R-square* 0.892 for the purchase satisfaction variable indicates that 89.2% of the variation in this variable can be explained by independent variables in the model, with 10.8% being influenced by external factors. This value shows a fairly moderate relationship, meaning that the model is able to explain most of the factors that influence the purchase decision, although there are still many influences from outside the model.

Hypothesis Testing

t-test (Partially)

The significance of the estimated parameters provides important information related to the relationship between variables in the study. The basis for hypothesis testing uses the values found in the *output result for inner weight*. Table 1.5 presents the estimated results for the structural model test, which shows the extent to which independent variables affect the dependent variables in this study.

Table 1.5
Path Coefficient & Significance Effect Test

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction -> Purchase Decision	0.537	0.533	0.086	6.272	0.000
Offline Store <i>Perception</i> -> Customer Satisfaction	0.827	0.825	0.118	7.036	0.000
Offline Store <i>Perception</i> -> Purchase Decision	0.471	0.471	0.100	4.720	0.000
Online Store <i>Perception</i> -> Customer Satisfaction	0.116	0.118	0.126	0.919	0.179
Online Store <i>Perception</i> -> Purchase Decision	-0.052	-0.050	0.087	0.597	0.275

Source: Data processed 2025

Based on the results in Table 1.5

- 1) The path coefficient between customer satisfaction and purchase decisions with a *T-statistical value* of 6,272 (>1.96) and a *P-value* of 0.000 (<0.05). These results show that customer satisfaction has a positive and significant effect on purchasing decisions. This means that the higher the customer satisfaction rate, the more likely the customer is to make a purchase decision.
- 2) The path coefficient between offline store *perception* and customer satisfaction with a *T-statistic value* of 7,036 (>1.96) and a *P-value* of 0.000 (<0.05). These results show that the perception of *offline stores* has a positive and significant influence on customer satisfaction. In other words, the better the customer's perception of the *offline store*, the higher the customer satisfaction rate.
- 3) The path coefficient between offline store *perception* and purchase decisions with a *T-statistical value* of 4,720 (> 1.96) and *P-value* 0.000 (< 0.05). These results show that Perception of *offline stores* also has a positive and significant influence on purchase decisions. This means that customers who have a positive perception of *offline stores* tend to be more likely to make a purchase.
- 4) The coefficient of the path between online store *perception* and customer satisfaction with a *T-statistical value* of 0.919 (< 1.96) and *P-palue* 0.179 (> 0.05). These results show that

the perception of *online stores* does not have a significant effect on customer satisfaction. This means that while there is a slight positive correlation, perceptions of *online stores* are not strong enough to significantly affect customer satisfaction levels.

- 5) The coefficient of the path between *online store perception* and purchase decisions with a *T-statistical value* of 0.597 (< 1.96) and a *P-value* of 0.275 (> 0.05). These results show that the perception of *online stores* does not have a significant effect on purchasing decisions. In fact, a negative path coefficient indicates that the higher the perception of *an online store*, the stronger it is to significantly influence the rate of purchase decisions.

Specific Indirect Effect

Table 1.6
Specific Indirect Effect Results

Needle Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Offline Store <i>Perception</i> -> Customer Satisfaction -> Purchase Decision	0.444	0.439	0.096	4.628	0.000
Online Store <i>Perception</i> -> Customer Satisfaction -> Purchase Decision	0.062	0.063	0.070	0.885	0.188

Source: Data processed 2025

Based on the results in table 1.6

- 1) The influence of *offline perception of store* with purchasing wisdom through customer satisfaction.

The results of the analysis showed that *offline store perception* had a significant indirect influence on purchase decisions through customer satisfaction, with a coefficient value of 0.444, statistical T of 4.628 (> 1.96) and P values of 0.000 (< 0.05). The direct relationship between *offline store perception* and purchase decisions is significant, customer satisfaction acts as *partial mediation*, which means that customer satisfaction strengthens the influence of *offline store perception* on purchase decisions.

- 2) The influence of *online store perception* on purchase decisions through customer satisfaction.

The results of the analysis showed that *online store perception* did not show a significant influence on purchase decisions through customer satisfaction. With a coefficient value of 0.062, T statistic 0.885 (< 1.96) and P values value 0.188 (> 0.05). The direct relationship between *online store perception* and purchase decisions is not significant, purchase satisfaction does not act as a mediator of the relationship between *online store perception* and purchase decisions.

Convidence Intervals

Table 1.7
Convidence Intervals Results

Needle Coefficient	Original sample (O)	Sample mean (M)	Convidence Intervals	
			5.0%	95.0%
Offline Store <i>Perception</i> -> Customer Satisfaction -> Purchase Decision	0.444	0.439	0.292	0.599
Online Store <i>Perception</i> -> Customer Satisfaction -> Purchase Decision	0.062	0.063	-0.048	0.184

Source: Data processed 2025

Based on the results in table 1.7, the results of the path analysis show that the perception of *offline stores* mediated by customer satisfaction has a significant influence on purchase decisions, with a *confidence interval* value at the level of 5.0% of 0.292 and at the level of 95.0% of 0.599. This shows that increasing positive perceptions of *offline stores*, such as good direct service, shopping convenience, and trust in the products offered, have great potential to increase customer satisfaction which ultimately drives purchase decisions. On the other hand, in the *online store* perception path mediated by customer satisfaction, the influence on purchase decisions tends to be insignificant, shown by the range of *confidence intervals* starting from negative values, which is -0.048 (5.0%) to 0.184 (95.0%). Therefore, the perception of *online stores* needs to be improved, especially in terms of ease of navigation, clarity of product information, transaction security, and online customer service, in order to provide higher satisfaction and have a significant impact on consumer purchase decisions.

Discussion

The Influence of *Online Store* Perception on Purchase Decisions

Based on the results of statistical analysis, it is known that the perception of *Online Store* does not have a positive and significant effect on the purchase decision of Sociolla consumers in Bandar Lampung. This can be explained theoretically through the *Theory of Planned Behavior (TPB)*, which states that the intention to engage in a behavior such as a purchase decision is influenced by three main components, namely attitudes towards behavior, subjective norms, and perceptions of behavioral control (*perceived behavioral control*). Despite consumer perceptions of *Online Store* Such as ease of access, transaction security, attractive site appearance, and product diversity can form a positive attitude, which is not enough to encourage purchase decisions. This indicates a weak subjective norm, namely a lack of encouragement or influence from the social environment such as recommendations from friends or family to shop openly. *Online*. Moreover *perceived behavioral control* Low, such as concerns about product authenticity, the risk of damage in shipping, or limitations in the return system, also hinder consumers' intention to buy.

In the previous study, it was also stated that there was no influence of perception *Online Store* on the purchase decision. For example, research by (Mariah & Nurbaiti, 2019) which states that the perception *Online* is not a determining factor in the purchase decision. This study found that, consumers feel that purchases *Online* less effective and efficient due to the risk of errors such as inappropriate size and color. Most of the consumers in this study were still more comfortable and felt *Prestige* when shopping in person.

In the context of TPB, it can be concluded that the purchase decision does not depend solely on a positive perception of the features *Online Store*, but also greatly influenced by social support and consumer self-confidence in the ability and convenience of making transactions *Online*. Therefore, Sociolla is recommended to improve transaction security, transparency of product authenticity, and responsive customer service. In addition, clarifying return and warranty policies can increase consumer confidence, thereby increasing purchase intentions and decisions *Online*. More research is needed to explore other factors that influence consumer decisions towards purchasing *Online*.

The Influence of *Offline Store* Perception on Purchase Decisions.

Based on the results of statistical analysis, it is known that the perception of *Offline store* has a positive and significant effect on the purchase decisions of Sociolla consumers in Bandar Lampung. Positive influence *Offline store* to these purchasing decisions can be analyzed and strengthened using *Theory of Planned Behavior (TPB)*. According to *Theory of Planned Behavior (TPB)*, a person's intention to perform an action is influenced by three main factors, namely attitudes towards behavior, subjective norms, and perceptions of control over behavior. In relation to *Offline store*, positive consumer perceptions such as ease of access to location, convenience during shopping, availability of products, and direct interaction with store staff can form a supportive attitude to make purchases. In addition, encouragement from the social environment, such as recommendations from friends or family to shop directly to ensure the quality of goods, also affect consumer intentions. On the other hand, perceived behavioral control, such as the ability to see and try products directly and acquire products on the spot, provides a sense of confidence and convenience that reinforces the desire to buy.

In previous research (Gunadi, 2023) Assert that perception *Offline store* have a positive influence on purchasing decisions with a pleasant shopping experience, ease of navigation, quality of service trust in customers, and brands can motivate consumers to make purchases on *offline store*.

So, with the support *Theory of Planned Behavior* (TPB), it can be understood that positive perceptions of *Offline store* has an important role in shaping consumer purchase intentions and decisions. Therefore, businesses like Sociolla need to strengthen key elements in the physical store shopping experience to drive stronger purchasing decisions.

The Influence of Customer Satisfaction Mediates the Relationship Between Online Store Perception and Offline Store Perception and Purchase Decision

Based on the results of the analysis, customer satisfaction is proven to mediate the relationship between perceptions *Offline store* and purchasing decisions, but not significantly mediated the relationship between perceptions *Online Store* and purchase decisions at Sociolla consumers in Bandar Lampung. In the framework *Theory of Planned Behavior* (TPB), positive perception of good stores *Online And offline* influences consumer attitudes, which ultimately shape purchase intentions and decisions. However, the role of customer satisfaction as a mediating variable becomes important when the perception has not directly driven purchase decisions. Perception of *Offline store*, positive consumer perceptions such as ease of access to location, convenience during shopping, availability of products, and direct interaction with store staff can form a supportive attitude to make purchases. On the other hand, perception *Online Store* which is not significant in forming satisfaction shows that online shopping still needs to be improved.

This research is supported by research (Suryani & Ramdhani, 2022) and (Gunananda et al., 2024) which states that customer satisfaction can be an important bridge that connects store perceptions both physical and digital to purchase decisions. Specifically, perceptual relationships *Offline store* The purchase decision is partially mediated by customer satisfaction, while the perception of *Online Store* did not show a significant mediating relationship.

In an Islamic perspective, the concept of customer satisfaction is closely related to the principles of *ihsan* (doing the best) and *maslahah* (bringing benefits). Good service, honesty in delivering product information, fairness in prices, and sincerity in serving customers are part of the mandate that must be maintained in transactions. Therefore, building customer satisfaction is not only aimed at improving purchasing decisions, but also as a form of realization of Islamic values in business.

Based on the results of research with *the Theory of Planned Behavior* (TPB), it can be concluded that positive perceptions of *offline stores* play an important role in shaping purchase intentions and decisions, which are strengthened through customer satisfaction as a significant mediating variable. Meanwhile, the perception of *online stores* has not been able to effectively increase customer satisfaction and purchase decisions directly or indirectly. Therefore, it is recommended for Sociolla to continue to develop the quality of the shopping experience in *offline stores* and improve aspects of convenience, security, and trust in *online* transactions to encourage stronger purchasing decisions.

Online Store Perception, Offline Store Perception, Customer Satisfaction and Sociolla Purchase Decision in Bandar Lampung in Islamic Business Perspective.

In the perspective of Islamic business, the perception of *Online Store* It is necessary to pay attention to the principles of honesty (*Ṣiddiq*) and transparency (*tablīgh*). When consumers feel doubtful about the authenticity of the product, transaction security, or unclear information related to the return of goods, this indicates that the value of the trust in online transactions has not been fulfilled. In Islam, good transactions should be avoided *Gharar* (ambiguity) and ensuring that consumer rights are protected. Therefore, the improvement of the quality of service *Online Store* Sociolla must reflect Islamic values by clarifying product information, ensuring authenticity, and providing responsive and transparent services to build trust and customer satisfaction.

Meanwhile, positive perceptions of *Offline store* It shows that direct interaction, friendly service, and product availability are key in shaping satisfaction and driving purchase decisions. In Islam, good service to customers is a form of implementation of the values of *ihsan* (doing the best) and *maslahah* (providing benefits). Customer satisfaction obtained through honest service (*Ṣiddiq*), fair (*adl*), and professionalism is proof of commitment to the principle of *muamalah* in Islam. Therefore,

businesses like Sociolla in Bandar Lampung need to make Islamic ethical values as the basis for building sustainable business relationships with their consumers.

CONCLUSION

Based on the results of the analysis, this study shows that the perception of *offline stores* has a positive and significant effect on customer satisfaction and purchase decisions. Conversely, the perception of *online stores* does not have a significant influence on both customer satisfaction and purchase decisions. Customer satisfaction has been shown to have a positive and significant effect on purchase decisions, and partially mediates the influence of *offline store* perception on purchase decisions, but does not mediate the relationship between *online store* perception and purchase decisions. This shows that in the context of Sociolla consumers in Bandar Lampung, the experience of shopping directly at *offline stores* is more able to create satisfaction and drive purchase decisions compared to the experience of *shopping online*. Therefore, a marketing strategy that emphasizes on strengthening positive perceptions of *offline stores* and increasing customer satisfaction is the main key in driving purchase decisions, especially in the framework of Islamic businesses that emphasize honesty, transparency, and quality service.

BIBLIOGRAPHY

1. Agitha, Senastri Dahlan, K. S. (2023). The Influence of Price Competition and Trust on Electronic Product Purchase Decisions at Offline and Online Retail Outlets. *Journal of Social Science*, 2(10), 927.
2. *The Qur'an and its Translation*, 'QS. Al-Mutaffifin: 1-3. (2019). Department of Religion of the Republic of Indonesia.
3. Anjar Trianita, & Riski Wahyuning Damayanti. (2024). The Effect of Application Display Quality and Price on Gen Z's Buying Interest with Customer Satisfaction as a Mediation for Social Commerce Users of Tiktok Shop in Yogyakarta. *Journal of Accounting and Business Management*, 4(2), 113–126. <https://doi.org/10.56127/jaman.v4i2.1619>
4. Bryan, I., Wicaksono, A., & Sukpto, P. (2021). The impact of online shopping experiences with fashion products on customer satisfaction and repurchase intention. *Economic Forum*, 23(1), 20–28. <http://journal.feb.unmul.ac.id/index.php/Forumekonomi>
5. Chaffey, D. (2015). *Digital Marketing: Strategy, Implementation, and Practice (6th Edition)*. Pearson Education.
6. Dewi Suma, B. A. S. (2023). *Digital Business*. CV. Azka Puataka.
7. Etta Mamang Sangadji, S. (2013). *Consumer Behavior, Practical Approach Accompanied: A Collection of Research Journals*. Andi Offset.
8. Fahlevi, R. A., Bhayangkara, U., Raya, J., & Author, C. (2024). The Effect of Service Quality and Product Quality on Customer Satisfaction Through Promotion as an Intervening Variable at Perumda Tirta Bhagasasi Bekasi. 2(3), 2727–2735.
9. Fauzi, N. R., & Sicily, K. (2020). Comparative analysis of online and offline customer purchase decisions at or-k 689 clothing. *Journal of Economics: Research and Scientific Studies in the Field of Economics*, 6(2), 34–40. <https://doi.org/10.31869/me.v6i2.1812>
10. Fitriansyah, A., Nurlenawati, N., & Triadinda, D. (2023). A Comparative Study of Offline Store Marketing with B2C Online Marketing on Warbaks SoTang Mozzarella MSMEs in Rengasdengklok. *Indonesian Scientific Journal*, 13(1), 104–116.
11. Gunadi, K. (2023). Analysis of the Influence of Online Store and Off Line Store Perception on Value Perception and Its Impact on Buying Interest in Ceramic Sales at Poeliceramik Plered. *Journal Of Industrial Management and Entrepreneurship*, 01(02), 110–113. <http://creativecommons.org/licenses/by-nc-sa/4.0/>
12. Gunananda, G. B. S. K., Seminary, N. K., & Giantari, I. G. A. K. (2024). The role of customer satisfaction mediates the influence of service quality on customer loyalty. *E-Journal of Management of Udayana University*, 13(1), 129. <https://doi.org/10.24843/ejmunud.2024.v13.i01.p07>

13. Hayati, M. (2018). The Effect of Percieved Risk on Consumer Behavior in E-Commerce Transactions in the Perspective of Islamic Business Ethics (Study on PTN Students in Lampung). *Nizham*, 06(02), 66–82.
14. Hayati, M., & Heri, M. (2019). *The Influence Of Percieved Risk Towards Consumers' Attitude At E-Commerce Transaction In Perspective Of Maqashid Asy-Syaria (A Study At State University Students In Lampung)*. <https://doi.org/10.4108/eai.10-9-2019.2289341>
15. Hayatul Syamila, S. A. S. (2023). *The Influence of Experiential Marketing and Service Quality on Customer Satisfaction and Loyalty in Offline Cosmetic Stores*.
16. Hidayah, I., Ahmad, U., Yogyakarta, D., Sutanto, A., Ahmad, U., Yogyakarta, D., Ahmad, U., Yogyakarta, D., Setiawan, Z., Ahmad, U., Yogyakarta, D., Adhilla, F., Ahmad, U., Yogyakarta, D., & Info, A. (2022). *Antecedent of Purchase Intent on Premium Jewelry Products*. 11(3). <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/3407/pdf>
17. Indrasari, M. (2019). *Marketing and Customer Satisfaction: marketing and customer satisfaction*. Unitomo Press.
18. Istiana. (2024). *The Effect of Perception of Convenience, Promotion, and Quality of Electronic Services on Consumer Purchase Decisions with Trust as a Mediating Reality (Case Study on the Sociolla Cosmetics Online Store). That is why we need to be vigilant, and we need to be vigilant, and we need to*
19. Kevin Lane, Keller, Kotler, P. (2018). *Marketing Management* (J. Purba). PT. Gramedia Group Index.
20. Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Edition)*. Pearson Education.
21. Kusuma, T. B., Fortuna, D., & Amalia, R. R. (2024). *Offline and Online Store Integration*. CV Budi Utama.
22. Larassaty, L. (2021). *Presenting More Than 1000++ Beauty Brands for Beauty Enthusiasts, Now Sociolla Store Is Present in Lampung*. <https://www.beautyjournal.id/article/sociolla-store-lampung>
23. Levy, M., & Weitz, B. (2012). *Retailing Management*. (8th ed.). McGraw- Hill/Irwin.
24. Lindiawatie, L., Shahreza, D., & Wati, L. (2024). Comparative Analysis of Offline and Online Sales of Fashion Meccanism Products as a Way to Attract Consumers. *BRILLIANT : Journal of Management and Business Economics*, 4(1), 333–345. <https://doi.org/10.55606/cemerlang.v4i1.2574>
25. Mariah, M., & Nurbaiti, D. (2019). The effect of online store and offline store perception on value perception and its impact on buying interest in fashion products. *Journal of Business Strategy Management and Applications*, 2(2), 215–222. <https://doi.org/10.36407/jmsab.v2i2.113>
26. Maryati, F., & Husda, N. E. (2020). The Influence of Facilities and Service Quality on Customer Satisfaction at Holiday Hotels in Batam City. *Magisma: Scientific Journal of Economics and Business*, 8(1), 19–26. <https://doi.org/10.35829/magisma.v1i1.65>
27. Masruri, H. (2021). *Advanced online store with WordPress*. Elex Media Komputindo.
28. Mustofa, A. N., & Wiyadi, W. (2023). The influence of brand image, product quality, price perception, lifestyle on purchase decisions. *Value: Journal of Management and Accounting*, 18(1), 136–147. <https://doi.org/10.32534/jv.v18i1.3875>
29. Nainggolan, R. M., Sinaga, B. L., Siregar, Z., & Khaira, I. (2024). *Comparative Analysis of Online and Offline Sales at the Nabosi Car Showroom Business Jalan Ring Road No. 58 Abc , Tanjung Sari City Medan Comparative Analysis of Online and Offline Sales at the Nabosi Car Showroom Business Jalan Ring Road No. 58 Abc*. 932–938.
30. Nguyen, N. Q., Nguyen, H. L., & Trinh, T. G. (2024). The impact of online and offline experiences on the repurchase intention and word of mouth of women's fashion products

- with the intermediate trust factor. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2322780>
31. Nugraha, J. T., Achmad, T., Warsono, H., & Yuningsih, T. (2023). *E-Government in the Perspective of Users: Concepts, Theories, and Developments*. Stiletto Book.
 32. Prakasa, E. G. H., & Wandebori, H. (2024). Analysis of Digital Transformation on Consumer Behavior for Shopping in Offline and Online Store (Case Study: UNIQLO Indonesia). *International Journal of Current Science Research and Review*, 07(01), 20–34. <https://doi.org/10.47191/ijcsrr/v7-i1-03>
 33. Purnamasari, F., Rosilawati, W., Amrina, D. H., Business, I., & Articles, I. (2022). *Finance , Accounting and Business Analysis Promotion Analysis Through Social Media to Improvement of Small Business and*. 4(1), 43–51.
 34. Salsabila. (2023). *Muscle First, Sociolla, BLP Utilize Marketing Technology 2023 and Ready to Compete in E-commerce*. Compass. <https://compass.co.id/article/pemanfaatan-teknologi-marketing/>
 35. Sambodo Rio Sasongko. (2021). Factors of Customer Satisfaction and Customer Loyalty (Literature Review of Marketing Management). *Journal of Applied Management Science*, 3(1), 104–114. <https://doi.org/10.31933/jimt.v3i1.707>
 36. Sapitri, A., Satun Nur Khoiriyah, A., & Gana Suyatna, R. (2024). Analyze the difference between online and offline shopping experiences in influencing consumer behavior. *Journal of Bintang Management (JUBIMA)*, 2(1), 65–74. <https://doi.org/10.55606/jubima.v2i1.2608>
 37. Sari, Dewi Manda, Murti Sumarni, A. I. B. (2023). The Effect of Product Completeness, Store Layout, and Facilities on the Repurchase Interest of Purnama Supermarket Consumers in Bantul Regency. *Bisman (Business and Management): The Journal of Business and Management*, 6.1, 53–63.
 38. Sari Rahayu. (2023). *Product Marketing Strategies in Increasing Customer Satisfaction*. 2(1), 109–113.
 39. Sobandi, Agus, B. S. (2020). The influence of consumer trust on online purchase decisions. *Winter Journal: Imwi Student Research Journal*, 1.1, 41–52.
 40. Sugiyono. (2018). *Quantitative, Qualitative, and R&D Research Methods*. Alfabet.
 41. Supriyanti, W. (2017). *OpenCart cms for e-commerce*. Cv Budi Utama.
 42. Suryani, R., & Ramdhani, F. N. (2022). The Influence of Perception of Convenience and Store Brand Image on Repurchase Intention in the Online Marketplace with Customer Satisfaction as an Intervening Variable. *Medikonis*, 13(1), 62–69. <https://doi.org/10.52659/medikonis.v13i1.49>
 43. Tjiptono, F. (2014). *Service Marketing: Principles, Application, and Research*. Andi Publisher.
 44. Utamanyu, R. A., & Darmastuti, R. (2022). Online Shopping Culture of Generation Z and Millennial Generation in Central Java (Case Study of Beauty Products at Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71. <https://doi.org/10.9744/scriptura.12.1.58-71>
 45. Widayarsi, R., & Pratama, T. (2022). Analysis of the Influence of Quality and Ease of Use Perception on Purchase Decisions in Online Marketplaces. *Journal of Islamic Economics and Business*, 8(1), 67–79.
 46. Yamit, Z. (2017). *Product and Service Quality Management*. PT. Econsia.
 47. Zellatifanny, C. M., & Mudjiyanto, B. (2018). Description Research Type in Communication Sciences. *Diakom : Journal of Media and Communication*, 1(2), 83–90. <https://doi.org/10.17933/diakom.v1i2.20>