

## The Influence of Social Media Marketing, Online Customer Review and Brand Image on Purchase Decision in the Tiktok Application for Muslim Fashion Products

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### ABSTRACT

This research aims to find out whether there is an influence of Social Media Marketing, Online Customer Reviews and Brand Image on Purchase Decisions on the TikTok Application for Muslim Fashion Products. The subjects of this research were users from Management students at the Faculty of Economics, Mercu Buana University, Yogyakarta. The sample in this study amounted to 105 respondents. The research analysis method was carried out using multiple linear regression and analysis techniques using IBM SPSS 22 software. Based on the research results, it was found that social media marketing and brand image had a positive and significant effect on purchase decision, online customer reviews did not have a positive and significant effect on purchase decisions.

## **INTRODUCTION**

The era of globalization which has had a significant impact on the lives of most people began in the 20th century and is still developing today. People can now carry out daily activities more easily thanks to the internet, starting from shopping with the help of online media to communicating with other people by using it to get information. Technological changes that occur almost every day force all sectors to adapt. The business sector is experiencing rapid developments in information technology, causing differences in communication patterns with consumers.

Online sale has increased is evidence of differences in communication methods with consumers. Online shopping is an activity that is often carried out, technological changes have resulted in efficiency in human activities.. These activities are carried out anywhere and at any time without limitations on distance or time. Technological developments have produced many features in online shopping. Such features as more advanced product searches, personalized product recommendations, and faster checkout have increased efficiency for consumers in finding and purchasing products online. Consumers can also easily compare similar products using information technology. The conventional shopping system which requires coming in person has begun to be replaced by an online shopping system. personalized products, and faster checkout processes have increased efficiency for consumers in finding and purchasing products online. Consumers can also easily compare similar products using information technology. The conventional shopping system which requires coming in person has begun to be replaced by an online shopping system.

Advances in information and communication technology create new business opportunities. Digital media is not only for entertainment, but is also widely used for business purposes, where videos about a product or service are created, uploaded, and ultimately generate orders from viewers for purchase (Wijoyo, 2023). Digital media refers to platforms and communication channels, while digital marketing is a marketing process using digital media to interact with audiences online. Offering convenient and high-quality products and services at affordable costs is the main goal of digital marketing. With so many people using social media, digital marketing also uses social media marketing (SMM) as a technique. A marketing method that uses social web addresses, such as blogs, microblogs, and social networks, to directly or indirectly increase consumer awareness and behavior toward brands, businesses, people, and other entities. Content can increase the visibility of a company, so that it will develop well (Gunelius, inAulia et al., 2022).

User-generated content, often known as reviews or online customer reviews, is another type of electronic Word-of-Mouth (eWOM) directed at a product, business, manufacturer, or service (GK Lackermair et al inLatief & Ayustira, 2020). It is hoped that potential customers' perceptions before making a transaction will be influenced by online customer reviews. The important role of reviews is that they have the potential to increase consumer trust, attract consumer visits, increase visibility and reputation, encourage interaction and

provide valuable information. Some of these roles help businesses to improve the quality of products or services based on feedback provided by consumers. A good company must think about company assets to guarantee the company's continuity for a long time. The very tight competitiveness in the business world for customers means that product attributes alone are still deemed insufficient to have an influence on consumers' decisions to make purchases. Instead, product features should be associated with brands that can provide unique perceptions to customers. A company's brand is one of the most important assets and the main determinant of product selection for customers. Kotler and Keller (2015) states that as evidenced by the associations that exist in consumers' memories, perceptions and beliefs, this is known as brand image.

Purchase Decision *is* made based on marketing campaigns that attract consumer attention, therefore interest in a product will arise when someone has access to sufficient amounts of relevant data. Customer decision making regarding purchases is influenced by the products, technology, media and promotions provided (Razali & Yusuf, 2023). Purchasing decisions are consumer activities or behavior related to making purchases. Price, product, promotion, and place form the marketing mix, influencing consumer decisions (Adhani et al., 2023).

Sourced from Report Data in January 2024, in Indonesia, there are 139 million social media users, or 49.9% of the total population. With 38 hours and 2 minutes every day, TikTok is the most used social media platform. The average age of Tik Tok users is 18 years to 24 years, at this age the average user is a teenager to an adult and is still a student by profession. Therefore, students as Gen Z who are accustomed to using social media were chosen as objects. These observations tell researchers that quite a lot of Mercu Buana Yogyakarta students use the TikTok application and often make online purchases of products from the application. Indonesia is a country with a Muslim majority, this has made many local brands sell Muslim fashion products and currently Muslim fashion has become a modern style that is often used by Gen Z or students in their activities.

The aim of the research is to explain 1). To find out and analyze the influence of Social Media Marketing on Purchase Decisions on the TikTok application for Muslim Fashion Products for FE UMBY Management students? 2). To find out and analyze the influence of Online Customer Reviews on Purchase Decisions on the Muslim Fashion Products TikTok application for UMBY FE Management students? 3). To find out and analyze the influence of Brand Image on Purchase Decisions on the Muslim Fashion Products TikTok application for UMBY FE Management students? 4). To find out and analyze the direct influence of Social Media Marketing, Online Customer Reviews and Brand Image simultaneously on Purchase Decisions on the TikTok application for Muslim Fashion Products Management students of FE UMBY.

## LITERATURE REVIEW

Social media marketing strategies involve a variety of approaches including the use of interesting and relevant content, product analysis and

consistency in posts to strengthen the brand image through interaction with individuals and communities involved on the platform. According to (Weinberg, 2009) in (Mileva, 2018) Social Media Marketing has the potential to create a strong market presence in reaching consumers looking for products or services at the right time through H1 (+) ding videos or product photos. According to research (Fortuna, 2022) informed that social media marketing TikTok has a significant influence H2 (+) :chase decisions. Then, the study prepared by (Iblasi et al., 2016) also stated that social media marketing has a positive and significant impact on purchase decisions.

H1: Social Media Marketing has a H3 (+) and significant effect on purchase decisions

Consumer reviews are part of Electronic Word Of Mouth, which reflects customer opinions without promotional elements. Consumer reviews are a crucial aspect of the consumer purchasing process, indicating the popularity and value of a product and influencing interest in purchasing it. The number of reviews can also be an indicator of the popularity of a product's value.

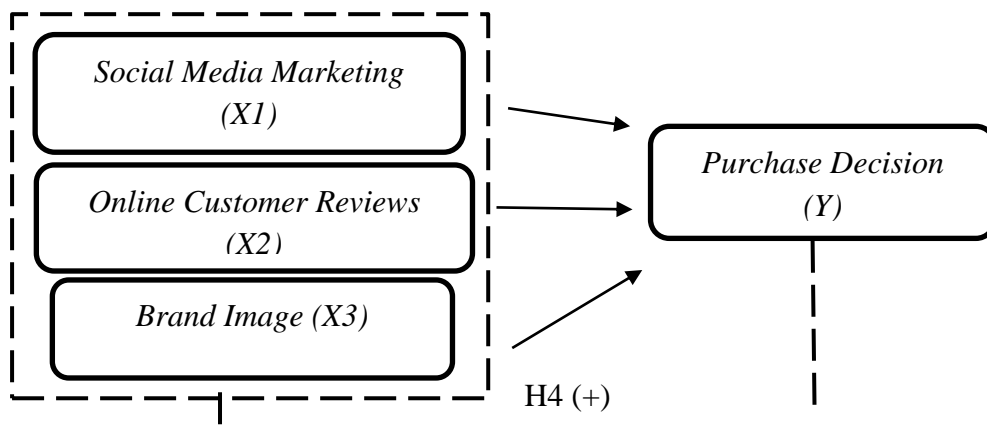
Results from research Wilis & Faik (2022) informs that online customer reviews have a positive and significant influence on purchasing decision variables. On research Andono & Ihza Maulana (2022) regarding purchasing decisions shows that online customer reviews have a significant influence on consumer purchasing decisions. The results of this research are strengthened by the results of research (Laili Hidayati, 2018) also informed that online customer reviews have a significant influence on consumer purchasing decisions.

H2: Online Customer Reviews have a positive and significant effect on purchase decisions

Brand Image has a crucial task in influencing the way consumers act, starting from interest, interest in buying, to finally making a purchase. When making purchases, consumers prefer goods with a strong brand image. According to research (Ermawati, 2018) stated that brand image has a positive and significant influence on the purchase decision variable. Then the research is compiled (Suryahadi et al., 2022) informs that brand image has a positive and significant influence on purchasing decisions.

H3: Brand Image has a positive and significant effect on purchase decisions

### Research Framework



## METHODOLOGY

This research uses a population namely employee class students in the management study program, economics faculty, Mercu Buana University, Yogyakarta. A population is a group of objects or people that researchers have determined to investigate and then draw conclusions about because they have certain attributes and characteristics (Sugiyono, 2014:80). Nonprobability sampling is the sampling technique that this research uses. Not all members of the population have the same opportunity to be sampled when applying nonprobability sampling techniques (Sugiyono, 2014:218). The purposive sampling method was used in the research methodology. In research, purposive sampling is a technique for selecting samples based on established standards (Sugiyono, 2014). Sample collection was done by distributing questionnaires, which is the study collection mechanism and has been arranged systematically through Google Form. A questionnaire is a method applied to collect data about the attitudes, beliefs, actions and personal traits of those who work for an organization.

The operational definition in the research is divided into three variables, namely, social media marketing variables (X1), online customer reviews (X2) and brand image (X3) as well as the dependent variable, namely purchase decision (Y). Social media marketing has five indicators according to (As'ad & Anas, 2014) in (Parvati, 2023) namely online communities, interaction, sharing of content, accessibility, credibility. Online customer reviews have five variable indicators according to Latifa P. and Harimukti W. (2016) in (Suryani et al., 2022) namely perceived usefulness, source credibility, argument quality, valence, volume of reviews. Then brand image has three indicators, namely brand excellence, brand strength and brand uniqueness. Lastly, the purchase decision has five indicators, namely problem recognition, information search, alternative validation, purchase decision and post-purchase behavior.

This research was carried out using instrument tests, namely validity tests and reliability tests. Classic assumption test consisting of normality test, multicollinearity test and heteroscedasticity test, then data analysis techniques.

## RESEARCH RESULT

### *Validity test*

Validity tests are carried out to find out the validity of the research instruments used. Product moment correlation, which was analyzed using the SPSS 22 program, was applied in testing the validity of this research. By comparing the calculated r-value with the r-table, the validity of the basis for decision making is tested. The table below is the result of the validity test of the initial data that has been collected:

No.	r count	r table (5%)	Sig. (2-tailed)	Information
<i>Social Media Marketing (X1)</i>				
1	0.701	0.191	0,000	Valid

2	0.583	0.191	0,000	Valid
3	0.480	0.191	0,000	Valid
4	0.576	0.191	0,000	Valid
5	0.552	0.191	0,000	Valid
<i>Online Customer Reviews</i>				
1	0.543	0.191	0,000	Valid
2	0.391	0.191	0,000	Valid
3	0.557	0.191	0,000	Valid
4	0.645	0.191	0,000	Valid
5	0.681	0.191	0,000	Valid
<i>Brand Image</i>				
1	0.561	0.191	0,000	Valid
2	0.354	0.191	0,000	Valid
3	0.580	0.191	0,000	Valid
4	0.736	0.191	0,000	Valid
5	0.691	0.191	0,000	Valid
<i>Purchase Decision</i>				
1	0.695	0.191	0,000	Valid
2	0.606	0.191	0,000	Valid
3	0.697	0.191	0,000	Valid
4	0.615	0.191	0,000	Valid
5	0.673	0.191	0,000	Valid

The formula  $df = N-2$  is used to determine the table r value, where N is the total number of initial data points (up to 105). As a result, because  $df = 105-2 = 103$ , then 103 has  $r_{table}$  value of 0.191. As can be observed, each statement instrument or indicator is considered valid. Overall, the statement or instrument indicators have  $r_{count}$  value that exceeds the r table, so all instruments are declared valid.

### Reliability Test

The reliability test is intended to determine the level of certainty or consistency of the instrument every time it is tested. The instrument used in this study is considered reliable when its Cronbach Alpha value exceeds or is equal to  $\alpha=0.6$ .

Variabel	Cronbachs Alpha	Keterangan
<i>Social Media Marketing (X1)</i>	0.721	Reliabel
<i>Online Customer Review (X2)</i>	0.715	Reliabel
<i>Brand Image (X3)</i>	0.730	Reliabel
<i>Purchase Decision (Y)</i>	0.760	Reliabel

The Cronbach alpha value for all variables exceeds  $\alpha=0.6$ , which shows that all the variables used are reliable referring to the results of the reliability tests that have been carried out.

**Normality test results**

The normality test is measured using histogram graphs and PP Plot graphs. The following normality test results are shown in Figure 1 and Figure 2

Figure 1 Histogram graph

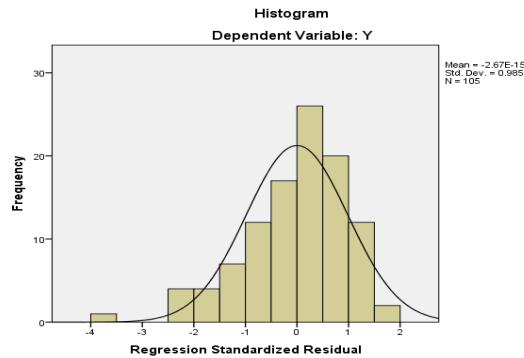
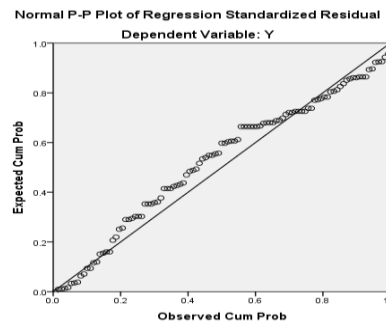


Figure 2. PP Plot graph Normality test results



From Figure 1. The histogram graph can be seen that the line forms a balanced curve from point 0 to the right and left.

**Multicollinearity Test Results**

To ensure whether a correlation was found between the independent variables of the regression model, a multicollinearity test was carried out. A regression model that has no correlation between independent variables is called a quality regression model. The table below shows the test results

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Media Marketing	.969	1.032
	Online Customer Review	.100	9.959
	Brand Image	.100	9.860

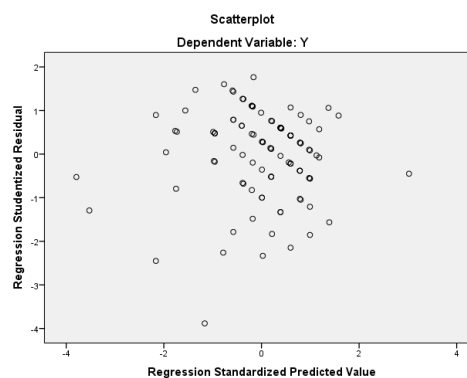
a. Dependent Variable: Purchase Decision

Based on the results of this test, a conclusion can be made that there is no multicollinearity between the independent variables, which means that the test assumption of the absence of multicollinearity has been fulfilled.

**Heteroskedascity Test Result**

The heteroscedasticity test is guided by the variance of the residual from one observation to another observation being constant, it is called homoscedasticity, while if the residual variance from one observation to another observation is different, it is called heteroscedasticity. This research uses a scatterplot to test heteroscedasticity. The following results are shown.

Figure 3 Scatterplot graph of heteroscedasticity test



The results show that the data points spread from top to bottom and around the number zero. The distribution of points does not form a particular pattern, so it is concluded that heteroscedasticity does not occur.

**Multiple Linear Regression Analysis Results**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.490	2.318		1.937	.056
	Social Media Marketing	.235	.096	.206	2.461	.016
	Online customer Review	-.418	.440	-.358	-.950	.345
	Brand Image	.970	.408	.885	2.377	.019

a. Dependent Variable: Purchas Decison

The multiple linear regression analysis shows that the variable has a significant value of less than  $\alpha=0.005$ , so Social Media Marketing and Brand Image have a positive and significant influence on the Purchase Decision, while the results of the variable with a significance value greater than  $\alpha=0.005$  means that Online Customer Review does not have influence on Purchase Decision.

**T Test Results**

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a. Dependent Variable: Purchas Decision

Based on table above, the output results from the test for the social media marketing variable ( $X_1$ ), *online customer reviews* ( $X_2$ ) And *brand image* ( $X_3$ ) to *purchase decisions* ( $Y$ ) is explained as follows:

1. The results of the calculation above actually produce a significant value which shows that the probability value is 0.016, less than  $\alpha=0.005$ . This value proves that the social media marketing variable ( $X_1$ ) has a positive and significant influence on purchase decisions for Muslim fashion products ( $Y$ ).
2. The result of the calculation above is that the results of the significance value test show that the probability value is 0.345, greater than  $\alpha=0.005$ . This value proves that the online customer review variable ( $X_2$ ) does not have a significant effect on purchase decisions for Muslim fashion products ( $Y$ ).
3. The results of the calculation above actually produce a significant value which shows that the probability value is 0.019, which means the value is less than  $\alpha=0.005$ . This value proves that the brand image variable ( $X_3$ ) has a significant influence on purchase decisions for Muslim fashion products ( $Y$ ).

**F test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	184.621	3	61.540	25.120	.000 <sup>b</sup>
Residual	247.436	101	2.450		
Total	432.057	104			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Social Media Marketing, Online Customer Review

The independent variable has an influence on the dependent variable simultaneously when the significance value is below 0.05. It can be seen from the previous table that the value of  $F_{count}$  25.120 exceeds 2.69 and the significance value is  $0.000 \leq 0.05$ . This shows that the independent variable or social media marketing variable ( $X_1$ ) and brand image ( $X_3$ ) positively influence the dependent variable or purchase decision ( $Y$ ).

## DISCUSSION

### *The influence of social media marketing on purchase decisions*

This research shows that social media marketing ( $X_1$ ) has an influence on purchase decisions for Muslim fashion products (Y). As research conducted by Mei Parwati shows, social media marketing has a positive and significant influence on purchase decisions. Customer loyalty can be increased by managing social media marketing well. These findings are similar to research results which show that the level of purchasing decisions for Muslim fashion products increases with increasing social media marketing management based on the evaluated parameters.

### *The influence of online customer reviews on purchase decisions*

The results of data analysis processed using the SPSS 22 application, the online customer review ( $X_2$ ) variable has a significant value (Sig) of 0.118, which means this value exceeds 0.05 which is the basis for decision making. So, it can be concluded that the online customer review variable has no influence on Muslim fashion purchasing decisions (Y). In this research, it was proven that online customer review ( $X_2$ ) indicators which include perceived usefulness, source credibility, argument quality, valence, and volume of reviews do not have a significant effect on purchasing decisions.

### *The influence of brand image on purchase decisions*

Finally, the results of data analysis which was processed using SPSS 22 software, brand image ( $X_3$ ) variables produced a significant value (Sig) of 0.004, which means the value is below 0.05 which is used as a basis for decision making. So, it can be concluded that the brand image variable influences Muslim fashion purchasing decisions (Y). A strong brand image ( $X_3$ ) allows potential customers to remember the company's products for a long time. This research presents evidence that certain brand image indicators, such as excellence, strength and uniqueness, can have an influence on consumer choices when purchasing Muslim fashion products.

## CONCLUSIONS AND RECOMMENDATIONS

Consumer assessments of products available on various e-commerce platforms are known as online customer reviews. A brand is the identity of a company, which must be built with a positive brand image so that potential consumers can recognize and remember the product with a good impression. This research aims to determine the influence of social media marketing, online customer reviews and brand image on purchase decisions for Muslim fashion products among students of the Management Study Program, Faculty of Economics, Mercu Buana University, Yogyakarta. Based on this, the conclusions that can be drawn from the research are:

1. The results of testing the significance value data show that the probability value of 0.016 is less than  $\alpha=0.05$ .  $H_1$  is accepted, which means social media marketing has a positive effect on purchase decisions

2. The results of testing the significance value data which shows that the probability value of 345 is greater than  $\alpha=0.05$   $H_2$  is rejected, which means that Online Customer Review has no effect on purchase decisions
3. The results of testing the significance value data show that the probability value of 0.019 is less than  $\alpha=0.05$ .  $H_3$  is accepted, which means brand image has a positive effect on purchase decisions
4. Social media marketing, online customer reviews and brand image simultaneously influence purchase decisions for Muslim fashion products. Proven by the results of a significance value of  $0.000 \leq 0.005$

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