



The Effect of Social Media on Purchasing Decisions Through Consumer Motivation on Thevioletas Fast Fashion Muslim Clothing Products

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ABSTRACT

This study examines how social media affects consumer motivation and buy decisions for fast fashion Muslim garment business Thevioletas. A quantitative and survey method was utilised to collect data from 111 social media users via an online questionnaire. Social media strongly influences consumer motivation and buying decisions, as shown by a R Square value of 0.843. Validity and reliability assessments confirmed the study instruments' correctness and consistency with a Cronbach's Alpha of 0.928. Consumer motivation indirectly influences social media and purchasing decisions, even if it does not directly effect social media engagement. These findings underline the importance of effective digital marketing and a full understanding of motivational factors like trends, self-identity, comfort, and religious beliefs to boost Muslim fashion product purchases.

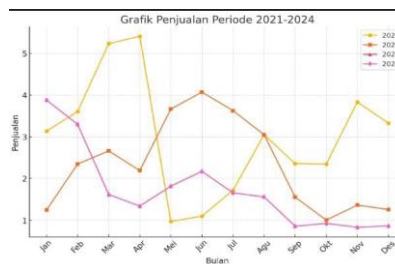
INTRODUCTION

The development of digital technology has had a significant impact on the business world, particularly in the fashion industry. Social media has now become one of the most effective marketing tools for building brand awareness, attracting consumer attention, and influencing purchasing decisions. In the fast fashion industry, speed in following trends and the use of digital marketing strategies are critical factors in a company's success in competing in the market. Today, technology plays a vital role, and recent advancements have made it easier for companies or entrepreneurs to promote their products on various digital platforms such as Shopee, Instagram, and TikTok. These platforms facilitate communication and the exchange of information, including images, videos, and messages (Nasih, 2020).

The rising public awareness of contemporary fashion trends that adhere to religious principles has driven rapid growth in the fast fashion industry, especially in the Muslim fashion sector. Brands like Thevioletas have become key players in providing stylish and affordable Muslim clothing.

Fashion development in Indonesia is also growing rapidly, with women becoming increasingly attentive to their style of dress. This indicates a rising awareness of self-image and social identity, which ultimately influences their consumption patterns in the fashion industry (Lengkawati, 2021). As a result, fashionable Muslim wear has become a trend and is increasingly popular worldwide.

One of the fastest-growing segments is Muslim fashion, where consumers now consider not only aesthetic aspects but also religious values and comfort. Thevioletas, as a Muslim fashion fast fashion brand, leverages social media as its primary platform to market its products by employing social media-based marketing strategies.



Sales Data as of 2021-2024

N	Penjualan				
	Bulan	2021	2022	2023	2024
1	Januari		3.136	1.244	3.879
2	Februari		3.604	2.346	3.298
3	Maret		5.230	2.661	1.616
4	April		5.408	2.189	1.338
5	Mei	969	3.664	1.548	1.815
6	Juni	1.097	4.070	3.094	2.170
7	Juli	1.718	3.625	2.855	1.656
8	Agustus	3.050	3.049	2.442	1.557
9	September	2.356	1.552	4.315	854
10	Oktober	2.346	1.003	3.307	923
11	November	3.833	1.361	3.851	831
12	Desember	3.326	1.255	908	864
	TOTAL	17.695	36.957	30.760	20.801

LITERATURE REVIEW

1. The Influence of Social Media on Purchase Decisions Consumer purchases are greatly influenced by social media. In their study titled "*The Role of Social Media in Consumer Decision-Making*," Tariq et al. (2020) found that social media is useful for disseminating product information, introducing brands, and enhancing interaction between brands and consumers. The study shows that consumers who actively engage on social media are more likely to make purchases, especially of products they encounter on these platforms.
2. The Influence of Social Media on Consumer Motivation Consumer motivation in making purchases is influenced by various factors present on social media, such as shared content and interactions with other users. Sari & Nugroho (2020), in their journal article "*The Influence of Social Media on Consumer Purchase Intention: A Case Study of Fashion Products*," claim that information relevant to social media trends can motivate consumers to purchase goods. User reviews and influencer recommendations can also influence people to buy products, especially stylish items like Muslim fashion.
3. Consumer Motivation and Purchase Decisions Schiffman & Kanuk (2020), in their book "*Consumer Behavior*," state that consumer motivation is strongly influenced by external factors such as social media, which provides information and creates product awareness. In the context of Muslim fashion, consumer motivation to purchase is often related to the need to appear in line with religious norms while remaining fashionable. Therefore, social media plays a significant role in generating motivation to buy products such as Thevioletas.
4. Purchase Decisions on Muslim Fashion Products Purchase decisions regarding Muslim fashion products are heavily influenced by religious values, self-image, and social influence. Hafiz & Suryani (2020), in their article "*The Influence of Social Media Marketing on Muslim Fashion Consumer Behavior*," explain that Muslim fashion consumers often seek products that are not only fashionable but also align with their religious beliefs. Social media plays a crucial role in showcasing how products can meet these needs, especially when the products are promoted by celebrities or influencers whose image aligns with the values upheld by Muslim fashion consumers.

RESEARCH METHOD

This study examines the relationship between social media, consumer motivation, and the purchasing decisions of Thevioletas fast fashion Muslim clothing products using a quantitative method and a survey approach. The respondents in this study consist of customers who have purchased or are

considering purchasing Thevioletas products through social media. Purposive sampling was used to select the sample, and respondents had to be active on social media and have interacted with Thevioletas marketing content.

An online survey distributed via social media platforms was used to collect the data. To objectively assess respondents' perceptions, the questionnaire instrument used a Likert scale, where 1 means "strongly agree" and 4 means "strongly disagree."

In this study, purchase decision is the dependent variable (Y), consumer motivation is the mediating variable (M), and social media is the independent variable (X). Social media is measured based on usage intensity, engagement with content, and advertising influence. Consumer motivation is categorized into intrinsic motivation (such as personal needs) and extrinsic motivation (such as trend influence or influencer recommendations). Meanwhile, purchase decisions are measured by purchase frequency, trend-following tendencies, and the degree of social media influence on final consumer decisions.

The collected data were analyzed using regression analysis, along with mediation testing to examine the role of consumer motivation in strengthening the relationship between social media and purchasing decisions.

RESULTS AND DISCUSSION

1) Validity Test

The validity test determines how well a research instrument (such as a questionnaire) measures the intended target. In this study on the influence of social media on consumer motivation and purchasing decisions, the validity test ensures that each questionnaire item accurately reflects the concepts of social media, consumer motivation, and purchasing decisions.

Table 1. Uji Validitas

		Correlations		
		Media Sosial	Motivasi Konsumen	Keputusan Pembelian
Media Sosial	Pearson Correlation	1	.824*	.892*
	Sig. (2-tailed)		.000	.000
	N	111	111	111
Motivasi Konsumen	Pearson Correlation	.824**	1	.918*
	Sig. (2-tailed)	.000		.000
	N	111	111	111
Keputusan Pembelian	Pearson Correlation	.892**	.918*	1
	Sig. (2-tailed)	.000	.000	
	N	111	111	111

** . Correlation is significant at the 0.01 level (2-tailed).

The validity test of the research instrument using Pearson correlation analysis between purchase decisions, customer motivation, and social media is presented in Table 1. This validity test evaluates the extent to which the questionnaire items are able to capture the factors being studied. Based on the correlation results, it is evident that the Pearson Correlation values between variables are very high, namely 0.824 for the relationship between Social Media and Consumer Motivation, 0.892 for the relationship between Social Media and Purchase Decision, and 0.918 for the relationship between Consumer Motivation and Purchase Decision. All correlation values have a significance level (Sig. 2-tailed) of 0.000, which is less than 0.01. This indicates that the correlations among these variables are significant at the 99% confidence level. Therefore, all items in the research instrument are valid because they are capable of accurately and consistently measuring the intended concepts.

1) Reliability Test

The reliability test determines how effectively a research instrument produces consistent, stable, and dependable data when measured under the same conditions. This study used a reliability test to ensure that the questionnaire items related to Social Media, Consumer Motivation, and Purchase Decisions consistently measure each variable.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	3

The Cronbach's Alpha value for the three research variable items is 0.928, based on the results of the reliability test presented in the Reliability Statistics Table. This value, which exceeds the minimum reliability threshold of 0.7 commonly required in social research, indicates that the instrument has a very high level of reliability. The higher the Cronbach's Alpha value, the more consistent the instrument is in measuring the intended concept. Thus, the questionnaire in this study is considered highly reliable, and the data obtained can be trusted to support the analysis of the influence of social media on purchase decisions through consumer motivation for Thevioletas products.

1) Descriptive Statistics Test

Tabel 3. Descriptive Statistics									
	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Social Media	111	39	13	52	4713	42.46	.698	7.352	54.051
Consumer Motivation	111	24	8	32	2894	26.07	.417	4.392	19.286
Buying Decision	111	27	9	36	3179	28.64	.481	5.072	25.724
Valid N (listwise)	111								

Based on the descriptive analysis in the Descriptive Statistics Table, the Social Media variable has a mean of 42.46 and a standard deviation of 7.352, with a minimum value of 13 and a maximum value of 52. This indicates that respondents use social media at a high level, with significant statistical variation. For the Consumer Motivation variable, the minimum value is 8 and the maximum is 32, with a mean of 26.07 and a standard deviation of 4.392, indicating that consumer motivation toward Thevioletas products is relatively high and the data distribution is fairly homogeneous. Meanwhile, the Purchase Decision variable has a minimum value of 9 and a maximum of 36, with a mean of 28.64 and a standard deviation of 5.072, suggesting that respondents' purchase decisions are also relatively high with a moderate data spread. Overall, the three variables show reasonably strong average values, indicating that the data is suitable for further analysis in this study.

1) Normality Test

Tabel 4. Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Normality Test	.113	111	.279	.915	111	.300
a. Lilliefors Significance Correction						

Based on Table 4 Normality Test, the Shapiro-Wilk significance value is 0.300 and the Kolmogorov-Smirnov significance value is 0.279. Both significance values exceed 0.05, indicating that the data are normally distributed. The Kolmogorov-Smirnov and Shapiro-Wilk tests are used to verify the normality of data distribution, which is a prerequisite for regression analysis and other complex statistical studies. This study shows that the data meets the normal assumption, allowing parametric statistical analysis.

Multiple Linear Regression Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.840	1.758

- a. Predictors: (Constant), Purchase Decision, Social Media
 b. Dependent Variable: Consumer Motivation

The social media and purchasing decision variables have a very strong relationship to consumer motivation, according to the results of the Model Summary analysis, which shows an R value of 0.918. With an R Square value of 0.843, the social media and purchasing decision variables together explain 84.3% of the variation in consumer motivation, while other factors outside the scope of this study explain the remaining 15.7%. After controlling for the number of independent variables, the accuracy of the model is further strengthened by the Adjusted R Square value of 0.840. On the other hand, the relatively low level of prediction error in the model is indicated by the Standard Error of the Estimate value of 1.758. Thus, the regression model built has very good predictive power and can be relied on to analyze the influence of Social Media and Purchasing Decisions on Consumer Motivation.

Tabel 6. Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1787.627	2	893.814	289.194	.000 ^b
	Residual	333.796	108	3.091		
	Total	2121.423	110			

- a. Dependent Variable: Social Media
 b. Predictors: (Constant), Purchase Decision, Consumer Motivation

The ANOVA test results in the table show a significant value of 0.000, below 0.05. This indicates that the regression model between social media and consumer purchase motivation is statistically significant. The F value of the model is 289.194 with a degree of freedom (df) of 2 for regression and 108 for residuals, confirming a meaningful explanation of the relationship between variables. Thus, Social Media and Purchase Decision simultaneously influence Consumer Motivation towards Thevioletas fast fashion Muslim clothing products.

Tabel 6. Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.229	.999		3.231	.002
	Consumer Motivation	.015	.051	.025	.297	.767
	Buying decisions	.775	.073	.895	10.586	.000

- a. Dependent Variable: Media Sosial

With a t-value of 10.586 and a significance value of 0.000, which is smaller than 0.05, the Purchase Decision variable is known to have a significant influence on Social Media, based on the results of the t-test shown in Table 6. This shows that, in the context of Thevioletas products, purchase decisions have a significant influence on how customers view the brand or interact with it on social media. On the other hand, the significance value of 0.767 for consumer motivation is greater than 0.05, indicating that there is no identifiable direct relationship between consumer motivation and social media. Thus, in this model, Purchase Decision becomes the main variable that contributes to consumer activity or engagement with Social Media.

DISCUSSION

This study uses a case study of the fast fashion Muslim clothing product Thevioletas to better understand how social media motivates consumers to make purchases. Based on the results of the validity test, all research instruments were proven valid. This strengthens the findings of research by Sitorus and Sihombing (2022), which states that instrument validity plays a very important role in measuring the influence of social media on consumer behavior on fast fashion products (Sitorus & Sihombing, 2022).

Furthermore, from the reliability test, the Cronbach's Alpha value was obtained at 0.928, far above the minimum limit of 0.7. This is in line with the results of a study by Rahman (2021), which shows that a high level of reliability is needed to ensure consistency in consumer behavior research related to social media (Rahman, 2021). In the descriptive statistical analysis, it was found that the use of social media by respondents was relatively high. This is consistent with Tamsil's research (2021) which found that the intensity of social media use is directly proportional to the increase in consumer motivation towards purchasing products (Tamsil, 2021).

The normality test shows that the data is normally distributed. This supports the findings of Nuraini (2021), who emphasized the importance of normal distribution in regression analysis on social media and purchasing decisions. Multiple linear regression studies show an R value of 0.918 for social media, customer motivation, and purchasing decisions. According to Hutagalung (2022), high customer motivation has a major influence on the impact of social media on purchasing decisions.

The significance value of 0.000 in the F test (ANOVA) confirms the significance of the regression model. Simamora (2022) found that social media and shopping decisions motivate consumers simultaneously. Purchasing decisions are highly influenced by Social Media, according to the t-test. According to Marpaung (2022), consumers who have made purchases are more active on brand social media.

However, the t-test results also show that Consumer Motivation does not have a significant direct effect on Consumer Motivation. This phenomenon is supported by the findings of Tarigan (2022), which states that consumers' intrinsic motivation does not always increase their activity on social media without external factors such as interesting content (Tarigan, 2022).

From the overall analysis, it can be concluded that Purchase Decisions play an important role in shaping consumer interactions with social media. This conclusion is reinforced by research by Zebua (2022), which emphasizes the dominant role of purchase decisions in increasing consumer engagement with brands on digital platforms (Zebua, 2022). Overall, the results of this study emphasize the importance of social media in shaping consumer behavior in the digital era, in line with the findings of Harefa (2022) which show that social media is a major tool in driving consumers from the motivation stage to actual purchase decisions (Harefa, 2022).

CONCLUSION

This study analyzes the impact of social media on the purchase of fast fashion Muslim clothing Thevioletas through consumer motivation. The measuring instrument used in this study is valid and reliable after statistical tests (validity, reliability, normality, multiple linear regression, F test, and t test). Strong data consistency is indicated by the Cronbach's Alpha value of 0.928. Social media has a strong influence on consumer product evaluations because of its high correlation value. This shows that social media motivates Thevioletas customers. Social media can increase consumer motivation, which in turn affects purchases. The t test shows that customer motivation does not directly affect social media engagement. This shows that social media affects purchasing decisions more through incentives than directly. Purchasing decisions are variables that affect consumer engagement with social media. This means that consumers who have decided to buy are more active in interacting with social media content. The regression model in this study can explain the relationship between social media, consumer motivation, and purchasing decisions with an R Square value of 0.843. This shows that social media and consumer motivation influence 84.3% of the purchasing variables.

It is concluded that social media marketing strategies are very important to increase purchasing decisions, then consumer motivation has an influential role, companies need to optimize social media and pay attention to factors that motivate consumers, such as the relevance of trends, identity needs, comfort and religious value of the Muslim fashion products offered.

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