

The Influence of Social Media Promotion, Online Customer Reviews, and Brand Image on Purchasing Decisions for Fashion Products Online at Marketplace Shopee (Study on the General Public of Purwokerto City)

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ABSTRACT

The study had the purpose to test and do an analysis on the effect of social media promotions, online customer reviews, as well as brand image on purchasing decisions for online fashion products in Shopee. Quantitative was used as the research methods, with the focus on people who live in Purwokerto. Respondents used in this research sample were 113 according to the criteria involved in purchasing decisions for online fashion products in Shopee. The method for collecting data is through a questionnaire distribution survey, which is measured on a 5-point Likert scale and then analyzed through the utilization of SPSS 26 application. The findings revealed that social media promotion, along with brand image, affect purchasing decisions positively and significantly for online fashion products in the marketplace Shopee. Whereas, online customer reviews show an effect that is negative and insignificant on purchasing decisions for online fashion products in Shopee.

INTRODUCTION

Along with the times, technology is also growing faster and more sophisticated. Technological developments have affected the elements of human life, including the economic field. This is evident from the change in the traditional economic system to a modern economy based on the technology of communication as well as information. The trend of online shopping is predicted to rise rapidly and become the preferred method for many, as it can save people's time without the need for physical visits to stores (Eko Putra, 2020). The rapid advancement of this technology can also trigger the high demand for online shopping businesses from both sellers and buyers. This makes online shopping an increasingly popular choice, especially for fashion products. In Indonesia, Shopee is the leading marketplace that offers a variety of fashion-related products with a variety of choices and conveniences.



Figure 1. Comparison of E-Commerce Site Visits

Source: <https://databoks.katadata.co.id>

Based on Figure 1, as an e-commerce marketplace, Shopee received the highest number of site visits in Indonesia throughout 2023. The site of Shopee recorded a total of approximately 2.3 billion visits from January to December 2023, significantly exceeding its competitors (databoks.katadata.co.id)

One of the products that are widely purchased online is fashion products. Fashion products are products that are sought after by consumers because fashion products are one of the basic needs that are always used; besides that, fashion can also support one's appearance. Fashion products in shopee are very diverse, such as clothes, pants, shoes, sandals, and accessories. (Susilawati et al., 2022).

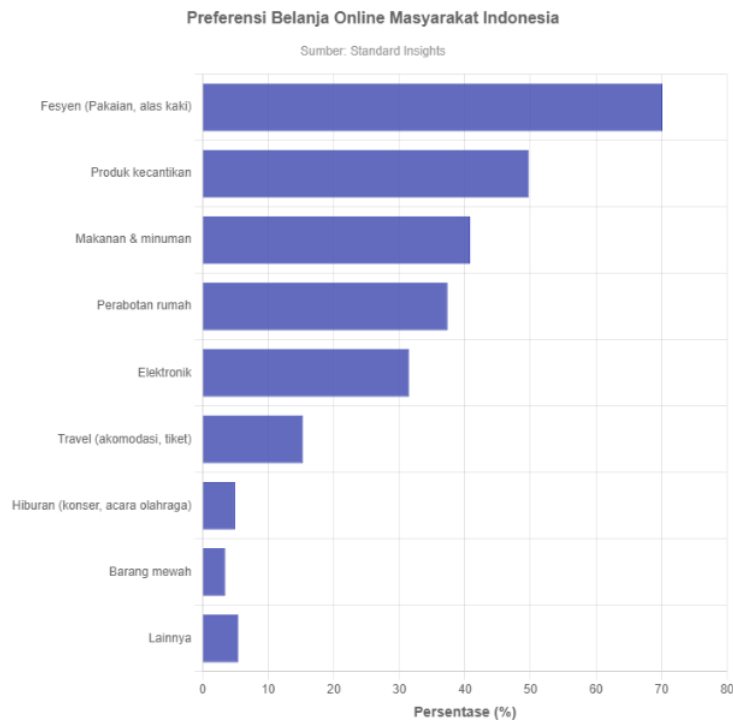


Figure 2. Online Shopping Preferences of Indonesian People

Source: <https://data.goodstats.id>

Based on Figure 2. from Standard Insights, online shopping is a monthly activity for 24.11% of Indonesians. There are also 4.05% of people who do daily online shopping. Overall, as revealed by the report, fashion-related products which range from clothing to footwear, are the most purchased online. This category is chosen by 70.13% of people as a product that is frequently purchased online (data.goodstats.id)

Purchasing decisions, as explained by Tjiptono (2015: 21), are the process where consumers make an identification of an issue, gather information regarding specific products or brands, then evaluate potential solutions, which ultimately leads to the decision to make a purchase. Basically, the process that consumers go through when making purchasing decisions consists of five stages called the five-stage model decision-making process, beginning with recognizing problems, followed by gathering information, evaluating alternatives, deciding to make a purchase, and lastly, the behavior after the purchase (Keller, 2016). Purchasing decisions are inherent from a consumer's nature, thus, different consumers have different habits in how they make purchases (Simanjuntak et al., 2023). The problem that often occurs for consumers is the prevalence of fraud from online shopping as reported in the media or shared by people closest to them. They are afraid of not receiving the goods, even though the money has been paid. Some of those who do not shop online are also worried that the products they purchase might not match their expectations or turn out to be a counterfeit (wolipop.detik.com). Based on this, it is important to know the influencing factors regarding purchasing decisions for online fashion products in Shopee.

The first influencing factor regarding purchasing decisions for online fashion products is social media promotion. Social media promotion is a business promotion tool that is effective as it can be accessed by anyone, making the promotion network wider (Susanto & Astutik, 2020). Based on the opinion of Tuten and Solomon (2017), social media marketing is the utilization of technologies, platforms, along with softwares from social media with the aim to communicate, deliver, exchange, as well as offer value to an organization's stakeholders. If there is movement, buyers can make a big profit, which leads to an increase in sales transactions. This is what a person considers when making a decision. (Sari et al., 2024). Social media's role in Indonesian digital marketing is increasingly crucial. Platforms such as Instagram, Facebook, and TikTok are not only used to interact with friends and family but also as effective marketing tools. (Hartati & Mala 2024). With these problems, it is important to know how promotions carried out through social media can influence consumer behavior when buying products.

Previous research related to social media promotion variables on purchasing decisions, namely from Putra (2020), Putra & Setiawan (2021), Ningsi & Ekowati (2021), Lukito (2020), Safitri & Basiya (2022) stated that social media promotion positively and significantly impacts purchasing decisions. Meanwhile, as stated in the findings by Rahmatia and Hakim (2023), Astaivada (2023), and Dilasari and Yosita (2022), social media promotion negatively and insignificantly affects purchasing decisions. Apart from social media promotions, another influencing factor for purchasing decisions is online customer reviews. Reviews are considered e-WOM (Electronic Word of Mouth), which reflects genuine opinions rather than advertisements (Hariyanto & Trisunarno, 2021).

Online Customer Review (OCR), based on the opinion of Mo et al (2015), is a place that contains conclusions about product quality given by consumers who have purchased products from online sellers. Vice versa, products that get bad reviews will also have an impact on online store sales (Melati & Dwijayanti, 2020: 883). This proves that purchasing decisions can be influenced by online customer reviews.

Previous research related to OCR variables on purchasing decisions, namely from Novitasari (2020), Anggraini et al. (2023), Putra & Setiawan (2021), Putri & Marlien (2022), Agustin & Fazizah (2023) state that OCR has an effect that is significant and positive on purchasing decisions. In contrast to Ghoni and Soliha (2022), Amin and Rachmawati's (2020) findings which state that OCR show an effect that is negative on purchasing decisions. The next influencing factor for purchasing decisions is brand image.

Brand image, from the opinion of Kotler and Keller (2016), is the perceptions consumers have of a brand, that reflect the associations they have in their minds. Consumer purchasing decisions are heavily affected by the role of brand image; for this reason, producers must be able to create brands with all their functions, along with their benefits. The goodness and highness of a brand image will attract interest as well as create an impression that is positive in the minds of consumers when making purchasing decisions.

Previous research related to brand image variables on purchasing decisions, namely from Lestari & Widjanarko (2023), Yoeliastuti et al. (2021), Miati, I. (2020), Rachmawati & Andjarwati (2020), Tanady & Fuad (2020) state that brand image shows an impact that is positive and significant on purchasing decisions. Meanwhile, the findings by Setyani and Prabowo (2020), Prabowo et al. (2020), and Erawan et al. (2024) conclude that purchasing decisions are negatively and insignificantly affected by brand image.

This research is an extension from an earlier research carried out by Putra & Setiawan (2021) with the title "Social Media Promotion and Online Customer Reviews on Purchasing Decisions" by adding the brand image variable because, according to Darmansah & Yosepha (2020), with brand image variables and price perceptions, the impact of brand image variable on purchasing decisions is positive and significant. The reason for adding the brand image variable in addition to its positive effect on the decisions to make a purchase is because researchers want to do an analysis on the effect that a brand image has on purchasing decisions for Shopee's online fashion products, where competition for fashion product companies that have strong brands is very large and tight in Indonesia.

LITERATURE REVIEW

Theory of Cognition

According to Piaget (1927), it focuses more on cognitive structures. Jean Piaget's cognitive Theory focuses on how individuals organize and process information from their environment to understand and interact with the world. In the context of consumer behavior, this Theory can be applied to understand how consumers process the information they receive about products or services (Ibda, 2015). Social media promotions as well as online customer reviews are the variables underlying cognition theory in this study. Consumers can use the information they have about online customer reviews to make rational judgments about whether they are satisfied with fashion products in the Shopee marketplace or not. In addition, social media promotions are also related to cognitive processes; consumers can make rational calculations about the benefits of discounts or promotional offers through social media provided by Shopee.

Affective Theory

Piaget is better known for his cognitive theories, although he also recognized the importance of affective aspects (emotions and attitudes) in a person's development. Affective refers to how a person responds and manages feelings towards objects, situations, or people. Attitudes (affective) influence behavior, preferences, and social interactions (www.padamu.net). Affection refers to the feeling response. In this study, the variables underlying affective Theory are brand image and purchasing decisions. Brand image can shape consumers' emotional feelings. If the brand image is considered positive, for example, if the brand seems stylish, innovative, or environmentally friendly, then consumers will feel positive feelings such as pride, confidence, or pleasure when seeing or wearing products from that brand. In addition, purchasing decisions can also involve emotional responses to experiences with services from Shopee.

Purchase Decision

Consumer purchasing decisions are the process where certain problems are recognized by consumers, which is then followed by the search for information regarding certain brands or products (Tjiptono, 2015: 21). Purchasing decisions, as stated by Kotler & Armstrong (2016: 177), are consumer behavior about the way individuals, groups, or even organizations make a selection, purchase, make use of goods, ideas, services, or experiences in order to meet the needs as well as wants that they have. This process is affected by various internal (such as motivation and perception) and external (such as the environment of social and culture) factors. By understanding the concept of purchase decisions, we can better predict and influence consumer behavior. This is very important for various fields, including marketing and economics. Indicators of purchasing decisions, according to Kotler and Armstrong (2019: 158), which are 1. Selection of product 2. Selection of brand, 3. Place or distribution channel selection, 4. Time of purchase, 5. Amount of purchase.

Social Media Promotion

Based on the opinion of Barus et al. (2021), promotion on social media is an activity of uploading or posting videos or photos of products carried out by businesses to highlight product advantages to consumers. The effect is that the better the promotion on social media, the more decisions to make a purchase at Shopee will increase. In this study, the social media promotion variable underlies Piaget's cognition theory (1927), where consumers can make rational calculations about the benefits of discounts or promotional offers through social media provided by Shopee. According to Campbell and Wright (2008) and Silaban (2019), there are four factors in social media promotion: Personal Relevance, Interactivity, Message, and Brand Familiarity. The promotions carried out can draw social media users' attention. According to Haeuer, Chris (2017: 45), there are several indicators of social media promotion, which are: 1. Context, 2. Communications, 3. Partnerships, as well as 4. Connections. As for previous research related to social media promotion variables on purchasing decisions by Putra (2020), Putra & Setiawan (2021), Ningsi & Ekowati (2021), Lukito (2020), Safitri & Basiya (2022) which state that purchasing decisions are affected by social media promotion positively and significantly.

H1: Social media promotion has a positive and significant effect on purchasing decisions.

Online Customer Review

The reviews given by other consumers about their experience buying products on marketplace sites, which can be used as a benchmark for other consumers' purchasing decisions is also referred to as online customer reviews (Banjarnahor et al., 2021, p. 181). In this study, the online customer review variable underlies Piaget's (1927) cognition theory, where consumers can use the information they have about online customer reviews to make rational judgments about whether they are satisfied with fashion products in Shopee or not. The effect is that the more online customer reviews state the product received matches with consumer expectations, the more purchasing decisions there are at

Shopee. According to Dzulqarnain (2019), the factors that influence online customer reviews are as follows: 1. Information Quality, 2. Source Credibility, 3. Quantity of Information, 4. Product Rating, 5. Customer Rating. According to Latifa and Harimukti (2016), online customer reviews have four indicators, namely, 1. Perceived Benefit, 2. Credibility of Source, 3. Validity of Argument, 4. Valence. As for previous research related to social media promotion variables on purchasing decisions by Novitasari (2020), Anggraini (2023), Putra & Setiawan (2021), Putri & Marlien (2022), Agustin & Fazizah (2023), which revealed that OCR affects purchasing decisions positively and significantly.

H2: Online customer reviews have a positive and significant effect on purchasing decisions.

Brand Image

As defined by Tjiptono (2015), brand image is something that consumers trust and observe, and is grasped tightly by them. From the definition of brand image above, it can be concluded that if a company or a product's brand image is known to be positive, then people will not hesitate to buy or use products from the company. In this study, the brand image variable underlies Piaget's affective Theory (1927). Brand image can shape consumers' emotional feelings. If the brand image is considered positive, for example, the brand seems stylish, innovative, or environmentally friendly; then consumers will feel positive feelings such as pride, confidence, or pleasure when seeing or wearing products from that brand. According to Kotler (2012: 575-576), there are six factors that influence brand image, namely: 1. Product attributes, 2. Brand benefits, 3. Values contained in the brand, 4. Culture, 5. Personality, 6. Brand usage. According to Keller (2013) in Novianto & Nainggolan (2023), brand image is divided into three indicators, namely 1. Brand strength, 2. Brand excellence, 3. Brand uniqueness. As for previous research about brand image variables on purchasing decisions conducted by Lestari & Widjanarko (2023), Yoeliastuti et al. (2021), Miati I. (2020), Rachmawati & Andjarwati (2020), Tanady & Fuad (2020) which state that brand image positively and significantly affects purchasing decisions.

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

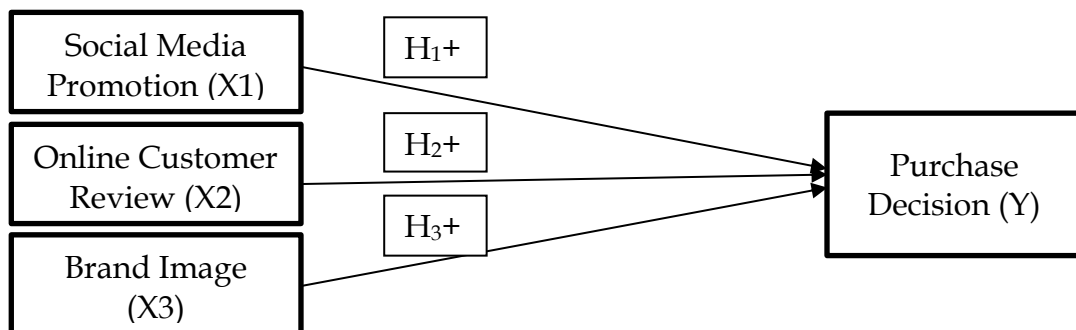


Figure 3. Framework of Thought

METHODOLOGY

Quantitative is the selected methodology to be used for this research, which focused on the native people of Purwokerto, whose population cannot be determined because it is very large. By using a purposive sampling approach, this research sets the criteria for people who live in Purwokerto who have made purchases of fashion products online at least once in Shopee.

The sample size calculation used the Lemeshow method due to the unavailability of the exact population size (Sugiono, 2016). Through the analysis conducted ($n = (Z^2 P(1-P))/d^2$), an n value of 96.04 was obtained, which indicates the need for data collection from a minimum of 100 respondents. Thus, this study involved data collection from a complete sample of 113 respondents. Questionnaires were distributed to people living in Purwokerto who had previously purchased fashion products online at the Shopee marketplace to obtain primary data. The questionnaire was designed to evaluate aspects like Social Media Promotion, Online Customer Reviews, as well as Brand Image in the process of decision-making of Online Fashion Products at Shopee Marketplace. The questionnaire distribution was through Google Form. Respondents' answers were evaluated with the use of a Likert scale of 1-5, accompanied by appropriate descriptions, ranging from 1 as a representation of "Strongly Disagree" to 5 as a representation of "Strongly Agree". With the utilization of SPSS version 26, an analysis was then conducted on the data.

RESEARCH RESULTS

Respondent Characteristics

Table 1. Respondent Characteristics

No	Based on	Characteristic	Number	Percentage
1	Gender	Male	65	57,5
		Female	48	42,5
2	Age	17-25	57	50,4
		>25	56	49,6
3	Residence	North Purwokerto	25	22,1
		South Purwokerto	29	25,7
		East Purwokerto	35	31,0
		West Purwokerto	24	21,2
4	Job	Lecturer/Teacher	11	9,7
		Private sector employee	1	0,9
		Civil Servants	13	11,25
		Students	76	67,3
		Army/Police	4	3,5
		Businessman	8	7,1

Descriptive Statistics

Purchase Decision

Based on descriptive analysis, purchasing decisions have the highest mean value of 4.12, which is found in statement item number 2, namely, I often compare fashion products from several sellers at Shopee before buying. Meanwhile, the lowest mean value is 3.96 which is found in statement item number 6, namely I prefer to shop for fashion products at Shopee which has a wide selection of products.

Social Media Promotion

From descriptive analysis, the highest mean value of 4.11 is shown by social media promotion, which is found in statement item number 6, I feel fashion products in collaboration with celebrities or influencers are more attractive. While the lowest mean value is 3.95 which is found in statement item number 5, namely I feel that fashion products resulting from collaborations with celebrities or influencers are more attractive.

Online Customer Review

Based on descriptive analysis, online customer review has the highest mean value of 3.97, which is found in statement item number 7. Namely, I tend to choose fashion products that have many positive reviews on Shopee. Meanwhile, the lowest mean value of 3.86 is found in statement item number 4, namely, I tend to choose to buy fashion products from brands that have a known reputation.

Brand Image

From a descriptive analysis of the brand image, a mean value of the highest is 4.14, found in statement item number 7, "I prefer fashion brands that have a good reputation in terms of customer service and customer satisfaction at Shopee." Meanwhile, a mean value of the lowest is 3.88, in statement item number 2, which is "I tend to choose fashion products from brands that offer unique designs and are different from other brands in the marketplace".

Validity Test

To conduct the validity test, the validity correlation r-count is compared to the r-table value for the degree of freedom (df) = n-2 (113 - 2 = 111), which results in a number of 0.1555.

Table 2. Validity test

Variable	Indicator	Pearson Correlation	sig	Status
Purchase Decision (Y)	KP1.1	0,719	0,000	Valid
	KP1.2	0,726	0,000	Valid
	KP1.3	0,586	0,000	Valid
	KP1.4	0,655	0,000	Valid
	KP1.5	0,723	0,000	Valid
	KP1.6	0,655	0,000	Valid
	KP1.7	0,735	0,000	Valid
	KP1.8	0,642	0,000	Valid
	KP1.9	0,560	0,000	Valid
	KP1.10	0,592	0,000	Valid
Social Media Promotion (X1)	PM2.1	0,500	0,000	Valid
	PM2.2	0,644	0,000	Valid
	PM2.3	0,537	0,000	Valid
	PM2.4	0,595	0,000	Valid
	PM2.5	0,658	0,000	Valid
	PM2.6	0,740	0,000	Valid
	PM2.7	0,608	0,000	Valid

Online	OCR3.1	0,412	0,000	Valid
Customer	OCR3.2	0,652	0,000	Valid
Review (X2)	OCR3.3	0,655	0,000	Valid
	OCR3.4	0,578	0,000	Valid
	OCR3.5	0,712	0,000	Valid
	OCR3.6	0,725	0,000	Valid
	OCR3.7	0,600	0,000	Valid
	OCR3.8	0,774	0,000	Valid
Brand Image (X3)	CM.1	0,496	0,000	Valid
	CM.2	0,565	0,000	Valid
	CM.3	0,538	0,000	Valid
	CM.4	0,605	0,000	Valid
	CM.5	0,561	0,000	Valid
	CM.6	0,569	0,000	Valid
	CM.7	0,430	0,000	Valid
	CM.8	0,529	0,000	Valid

Source: SPSS processed data, 2024

As displayed on Table 2, the correlation value of each variable > r table equals to (0.1555), so a conclusion can be made that each statement is valid.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	status
Purchase Decision	0,857	Reliable
Social Media Promotion	0,726	Reliable
Online Customer Review	0,796	Reliable
Brand Image	0,646	Reliable

For reliability testing, each variable's Cronbach alpha value is > 0.6, leading to the conclusion that each statement is reliable.

Classical Assumption Test

Normality Test

The conduct of the normality test has the aim to check if the residual values from regression show a distribution that is normal. This study's normality test was conducted along with the Kolmogorov-Smirnov Test. A data distribution that is normal, is indicated by a Sig. Value of > 0.05. The normality test data is displayed below:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
	N		113
Normal Parameters ^{a,b}	Mean		0.000000
	Std. Deviation		0.31415593
Most Extreme Differences	Absolute		0.045
	Positive		0.045
	Negative		-0.040
	Test Statistic		0.045
	Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source: SPSS processed data, 2024

From Table 4. above, the Asymp. Sig (2-tailed) of 0.200 is an indication that the residual value is distributed normally due to its value of > 0.05.

Multicollinearity Test

The conduct of multicollinearity test, as stated by Ghozali (2016), is for determining if any correlation between the independent variables is exhibited by the regression model. A tolerance value exceeding 0.10 is an indication that no multicollinearity is found in the regression model, and a VIF value is <10.00 is an indication that in the regression model, no multicollinearity is found.

Table 5. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	SOCIAL MEDIA PROMOTION	0.674	1.484
	ONLINE CUSTOMER REVIEW	0.810	1.235
	BRAND IMAGE	0.576	1.736

Source: SPSS processed data, 2024

As displayed on Table 5, each variable's tolerance value is not smaller than 0.1, while none of the research variables shows 10 for a VIF value, so a conclusion can be made that multicollinearity is not found in all research variables.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.692	0.146		4.737	0.000
	SOCIAL MEDIA PROMOTION	-0.067	0.034	-0.214	-1.953	0.053
	ONLINE CUSTOMER REVIEW	0.030	0.029	0.103	1.030	0.305
	BRAND IMAGE	-0.070	0.041	-0.204	-1.719	0.089

Source: SPSS processed data, 2024

Table 6 displays each research variable with the sig. values exceeding 0.05, so these results indicate the absence of heteroscedasticity symptoms.

Multiple Linear Regression Analysis

A tool to evaluate variables's effects on the independent as well as the dependent variables, both individually and together, is referred to as multiple linear regression analysis.

Table 7. Multiple Linear Regression Analysis and t-test

Coefficients ^a					T	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-0.317	0.269		-1.180	0.241
	SOCIAL MEDIA PROMOTION	0.508	0.063	0.464	8.010	0.000
	ONLINE CUSTOMER REVIEW	-0.090	0.053	-0.089	-1.692	0.093

BRAND IMAGE	0.657	0.075	0.548	8.750	0.000
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Source: SPSS processed data, 2024

In the Unstandardized Coefficient column B at Constanta (a), it is -0.317, the social media promotion score is 0.508, the OCR score is -0.090, and the brand image score is 0.657. From this data, the following multiple linear regression equations were obtained:

$$Y = -0,317 + 0,508 PMS + -0,090 OCR + 0,657 CM$$

Based on the regression equation model:

1. Purchasing decisions (Y) show a constant value of -0.317, an indication that if the variables of social media promotion, OCR, as well as brand image are equal to zero, the purchasing decision is -0.317.
2. Social media promotion shows a coefficient of 0.508, which is an indication that for every 1% rise in the social media promotion variable, the purchasing decision increases by 0.508 (50.8%) or vice versa; every 1% decrease in social media promotion, the purchasing decision decreases by 0.508 (50.8%).
3. Online customer reviews show a coefficient of -0.090, which is an indication that every time there is a decrease in online customer review by 1%, the purchasing decision increases by 0.090 (9%).
4. The brand image coefficient is 0.657, which means that for every 1% rise in the brand image variable, the purchasing decision increases by 0.657 (65.7%) or vice versa; for every 1% decrease in brand image, the purchasing decision decreases by 0.657 (65.7%).

From the results above, a conclusion can be drawn that social media promotion as well as brand image positively affect purchasing decisions, while a negative effect is found of online customer reviews on purchasing decisions.

Model feasibility test

Determination Coefficient Test

The conduct of the determination coefficient test (R²) is as a measurement for the model's capability to describe the independent variables well in describing the dependent variable (Ghozali, 2018).

Table 8. Coefficient of Determination

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.868 ^a	0.753	0.746		0.31845

Source: SPSS processed data, 2024

Judging from Table 8, the Adjust R Square value is 74.6%, meaning that social media promotion variables, OCR, as well as brand image in influencing purchasing decision variables contribute 74.6%. Other variables not discussed affect the remaining 25.4%.

F test

Based on the opinion of Ghozali (2021), through the F test, all independent variables in the model can be assessed for their collectiveness in influencing the

dependent variable. Even though it does not hypothesize, the F test is still conducted because it is to test a good model. The sig. level used is 0.05 (5%). A sig. value of $F < 0.05$ is an indication that the dependent variable is affected by the independent variables simultaneously.

Table 9. Anova F test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	33.738	3	11.246		.000 ^b
Residual	11.054	109	.101	110.895	
Total	44.791	112			

Source: SPSS processed data, 2024

In table 9. above, obtained F count $110.895 > F$ table of 2.69 and F sig. value of $0.00 < 0.05$, the dependent variable is affected by the independent variables.

Hypothesis Test

Test t

The conduct of partial hypothesis testing is to show the extent of influence between one independent variable in giving an explanation of the dependent variable's variation. To get the t table value, the α significant level used is 0.05 or a confidence level of 95% and $df = (n-k-1)$ (Ghozali, 2018). A decision is made based on the condition that if the sig. value < 0.05 or t count $> t$ table, then it is an indication of the rejection of H_0 , and the acceptance of H_a .

As can be seen from Table 6. above:

1. With a t value of 8.117 exceeding t table of 1.659, as well as a sig. level of 0.000, which is below 0.05, purchasing decisions are shown to be affected significantly and positively by the social media promotion variable.
2. With a t value of -1.692 which is below t table of 1.659, as well as a sig. level of 0.093, which exceeds 0.05, purchasing decisions are shown to be affected negatively and insignificantly by the OCR variable.
3. With a t value of 8.750 exceeding t table of 1.659, as well as a sig. level of 0.000, which is below 0.05, purchasing decisions are shown to be affected by the brand image variable positively and significantly.

DISCUSSION

The Effect of Social Media Promotion on Purchasing Decisions

From the outcome of hypothesis testing conducted by researchers, the social media promotion variable positively and significantly affects purchasing decisions. This means that the promotions in social media by fashion products in Shopee can positively influence purchasing decisions; this influence is strong enough to be the main determining factor in increasing purchasing decisions for Shopee's online fashion products.

This study's results are a description of the highest respondent's answer which states that respondents feel fashion products resulting from collaborations with celebrities or influencers are more attractive. The lowest respondents answered that they were interested in buying fashion products resulting from collaborations between brands and famous designers.

This study's results support the Theory of consumer behavior, namely the Cognitive Theory developed by Piaget (1927). This Theory helps individuals process information from what they have about social media promotions of fashion products in the Shopee marketplace to make rational judgments about whether they are satisfied with promotions and offers from Shopee or not. This is backed by the findings of Putra (2020), Putra & Setiawan (2021), and Ningsi & Ekowati (2021), which state that social media promotion is an influencing factor for purchasing decisions. In contrast to the findings by Rahmatia & Hakim (2023), Astaivada (2023), Dilasari & Yosita (2022) which states that social media promotion negatively and insignificantly affects purchasing decisions.

The Effect of Online Customer Reviews on Purchasing Decisions

From the outcome of hypothesis testing carried out by researchers, the OCR variable negatively and insignificantly impacts purchasing decisions. This means that even though the online customer reviews given by online fashion products in Shopee tend not to be many, they negatively affect purchasing decisions; this influence is not the main factor in decreasing purchasing decisions for Shopee's online fashion products.

This study's results describe the respondents' answers to the questions, which state that respondents tend to choose fashion products that have many positive reviews on Shopee. Meanwhile, the lowest respondent's answer stated that respondents are more inclined to choose to purchase fashion products from brands that are well-known for their reputation.

Cognitive Theory developed by Piaget (1927) can help individuals to process information from what they have about OCR of fashion products in Shopee related to rational judgments about whether they are satisfied with the information and customer reviews from Shopee or not. Although consumers often look for online reviews before making a decision, other factors, such as social media promotion as well as brand image, dominate in purchasing decisions. Therefore, companies need to consider various other aspects in designing effective marketing strategies rather than relying solely on online reviews to influence consumer decisions.

This study's findings are backed by the findings of Ghoni and Soliha (2022) and Amin and Rachmawati (2020), which revealed that no effect is found of OCR on purchasing decisions. This contradicts the findings by Novitasari (2020), Anggraini et al. (2023), Putra & Setiawan (2021), Putri & Marlien (2022), Agustin & Fazizah (2023), which revealed that OCR positively and significantly impacts purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

From the outcomes of hypothesis testing conducted by researchers, the brand image variable shows an effect that is positive and significant on purchasing decisions. From the descriptive statistical test, the brand image is good in consumers' perceptions, so the brand image must be maintained. This shows that a good brand image can significantly impact purchasing decisions, so it is important for fashion products in the Shopee marketplace to continue to maintain and strengthen their brand image.

This study's results are a description of the answers of the highest respondents, who stated that respondents prefer fashion brands that have a good reputation in terms of customer service as well as customer satisfaction on Shopee. Meanwhile, the lowest respondent's answer stated that respondents are more inclined to select fashion products from brands that offer unique designs as well as different from other brands in the marketplace.

This study's results are backed by the Theory of consumer behavior, namely the affective Theory developed by Piaget (1927), where this Theory helps individuals to feel connected or emotionally affected by the brand image of fashion products in Shopee, which is related to purchasing decisions.

This study's findings are reinforced by the findings of Lestari & Widjanarko (2023), Yoeliastuti et al. (2021), and Miati I. (2020), which conclude that brand image is an influencing factor for purchasing decisions. This contradicts the findings by Setyani & Prabowo (2020), Prabowo et al. (2020), Erawan et al. (2024) which revealed that brand image shows an effect that is negative and insignificant on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

As shown by the findings, social media promotion as well as brand image affect purchasing decisions positively and significantly for Shopee's online fashion products. This means that the higher the assessment of the Purwokerto community on social media promotion as well as brand image, the more the decisions to make a purchase for online fashion products in Shopee will increase in the Purwokerto community. In contrast to online customer reviews, which show a negative impact on purchasing decisions for online fashion products in Shopee.

ADVANCED RESEARCH

For future research, researchers suggest adding independent variables that can be the influencing factors for purchasing decisions on fashion-related products online, such as price, ease of payment, or product quality. Adding these variables can give a broader picture of the factors that impact the decisions to make a purchase for online fashion products in Shopee. And can consider choosing new and different places in order to produce a broader perspective.

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