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**THE INFLUENCE OF TREND FASHION, INFLUENCER MARKETING, BRAND IMAGE, AND ONLINE CUSTOMER REVIEWS ON FASHION PRODUCT PURCHASING DECISION**

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**Abstract**

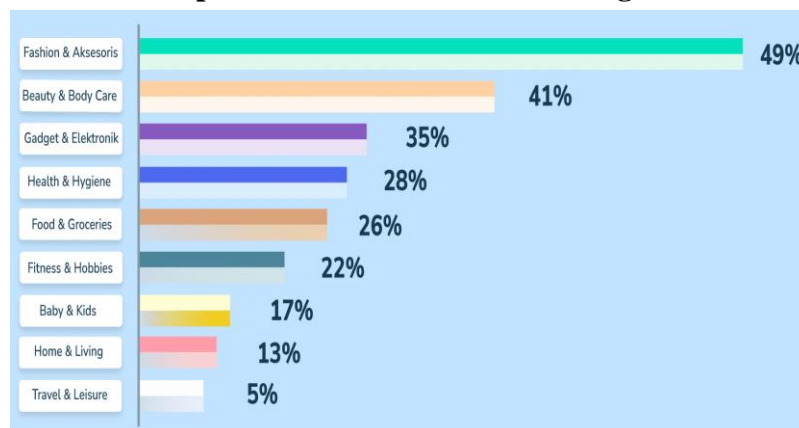
The most important thing in marketing activities is the purchasing decision, after consumers consider many factors and the final decision is to make a purchase. Some factors that can influence purchasing decisions on fashion products are fashion trends, influencer marketing, brand image and online customer reviews. The purpose of this study is to determine the effect of fashion trends, influencer marketing, brand image and online customer reviews on purchasing decisions for fashion products on e-commerce shopee. The number of samples in this study was 136 respondents, some of all e-commerce users in Indonesia. This study uses a quantitative approach. Sampling uses non-probability sampling techniques and purposive sampling methods. Data analysis uses SEM-PLS 4.0. The results of this study showed that fashion trends have a positive and significant effect on purchasing decisions. Influencer marketing has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Online customer reviews have a positive and significant effect on purchasing decisions. This study is expected to be able to increase knowledge for companies in implementing marketing strategies.

**Keywords :** Trend Fashion, Influencer Marketing, Brand Image, Online Customer Reviews and Purchasing Decisions

## INTRODUCTION

Technological advances have made many buying and selling activities carried out online through e-commerce. Shopee is the most visited e-commerce throughout 2023. According to data from Similarweb, which states that Shopee had 2.3 billion visits throughout 2023, far above its competitors.

**Figure 1.**  
**Shopee Sells Various Product Categories**



Sources : katadata.com

According to katadata.com fashion products are the best-selling product category, namely 49% in the Shopee application. The need for fashion that supports a person's appearance to express themselves is definitely inherent in everyone (Hadi and Ritonga, 2023). Purchasing decisions involve consumers to decide to buy a product through preferences for a product or brand (Wardhana, 2024). In this case, the decision to purchase fashion products requires several supporting factors that influence purchasing decisions.

The factor that can determine the decision to purchase fashion products is fashion trends. Fashion trends lead to changes in fashion that are accepted and followed by consumers. Consumers tend not to want to be considered out of date because they do not follow fashion trends. In addition, fashion trends have also become a style and appearance in society (Arsita and Sanjaya, 2021).

Influencer marketing is the next factor, an influencer is someone who is considered to be able to influence society. The use of influencer marketing also takes into account various considerations, such as popularity, passion, influencer characteristics, etc. This allows influencer marketing to help describe product specifications and information that are packaged with the characteristics of the influencer itself. The use of influencer marketing is a very good strategy in promoting the value of a product to the public (Uyun and Dwijayanti, 2022).

The next factor, a positive brand image can play an important role in getting new customers and maintaining customer loyalty. The better the brand image, the greater its ability to influence a purchasing decision. Consumers tend to see the brand image of the company if the consumer is faced with several choices of the same product from several brands (Dairina and Sanjaya, 2022).

Online customer reviews are an important factor that can determine a consumer's purchasing decision, especially online purchases. Online customer reviews are able to

provide credible, expert and enjoyable information that makes potential consumers feel confident and ultimately buy the product. online customer reviews can contain positive or negative assessments, because online customer reviews are a form of consumer assessment of a product. Based on these problems, this study aims to raise issues regarding the role of fashion trends, influencer marketing, brand image and online customer reviews on purchasing decisions for fashion products on the Shopee application. The research conducted can provide scientific development, especially in the field of marketing management.

## **REVIEW OF LITERATURE**

### **Marketing**

Kotler and Keller (2016) describe marketing as a process of analysis, planning, implementation that is made to be able to create, build, and be able to maintain mutually beneficial exchanges in order to achieve company goals. Another definition of marketing is the activity of planning, pricing, promoting and distributing goods to be able to meet demand so that the company's goals are achieved (Reken, et al., 2024).

### **Purchasing decisions**

According to Kotler and Keller (in Khoerunnisa, 2023) purchasing decision is a consumer evaluation stage when consumers have a choice of several brands and also create an intention to buy the brand they like. Purchasing decision according to Marbun, et al., (2022) is part of consumer behavior that is directly related to the identification process and the process of obtaining a product or service, including the stages of making a decision.

### **Trend Fashion**

In the Big Indonesian Dictionary (KBBI), the definition of trend or mode is the latest form at a certain time, meaning that trends can change over time. Trends are attached to clothing styles, hairstyles, accessories and so on. According to Haryanti and Nurdin (2021) fashion refers to clothing styles, styles of using additional accessories that can support appearance. According to Arsita and Sanjaya (2021) fashion trends are a form of application of clothing styles or the use of accessories that are used in line with the times. Trends can change quickly, over time.

### **Influencer Marketing**

Influencer marketing is marketing carried out by groups or individuals who have followers and can influence their followers or even the wider community towards a brand/brand that they promote, so that followers and the wider community know and use the brand (Lengkawati and Saputra, 2021). According to Mulyono (2022), influencers act as someone who influences because of their views, advice or opinions that can influence others in making purchasing decisions.

### **Brand Image**

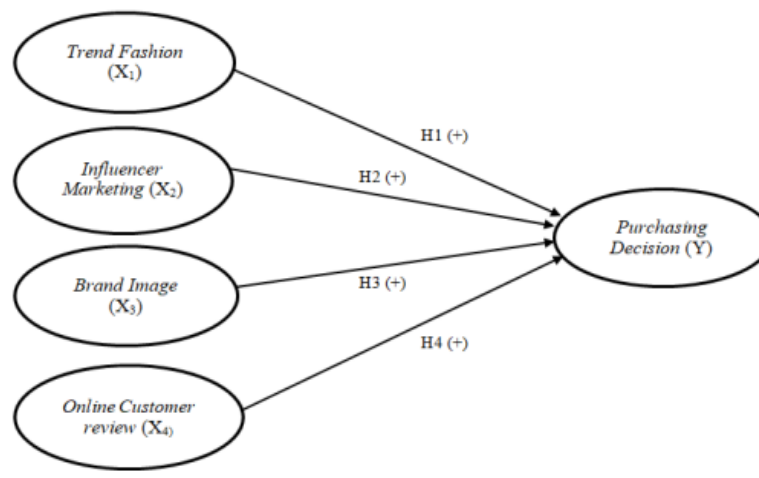
Dairina and Sanjaya (2022) define brand image as an association or belief of consumers towards a particular brand. Brand image also means a depiction of a product in the minds of customers en masse. Jamal, et al., (2021) stated that brand image is a determining factor that can influence customer views and the resulting behavior.

## Online Customer Reviews

Online customer reviews according to Suryani, et al., (2022) are consumer opinions including information and evaluations related to a product regarding various aspects. With reviews or opinions from other people, consumers get information related to product quality from the experiences of consumers who have used the product.

### Conceptual Framework

The conceptual framework can be described in Figure 2 below :



**Figure 2.**  
**Conceptual Framework**

The hypothesis proposed in this study is:

- H1: Fashion Trends have a positive and significant effect on purchasing decisions.
- H2: Influencer Marketing has a positive and significant effect on purchasing decisions.
- H3: Brand Image has a positive and significant effect on purchasing decisions.
- H4: Online Customer Reviews have a positive and significant effect on purchasing decisions.

## RESEARCH METHOD

The population in this study were all users of the Shopee application in Indonesia who had ever purchased fashion products. The sample in this study was 136 users. The sampling technique used was non-probability sampling with the method used being purposive sampling. According to Sugiyono (2019) purposive sampling is a sampling technique by applying criteria that need to be possessed by the population. Purposive Sampling is a sampling technique based on applying certain conditions that are considered relevant to certain criteria (Zainudin and Wardhana, 2023).

This study uses a data collection technique by distributing questionnaires, namely by distributing them via Google Form. By sharing them with WhatsApp groups and with friends who have experience purchasing fashion products on the Shopee e-commerce. This questionnaire uses a Likert scale, according to Amelia, et al., (2023) the Likert scale is a measurement scale used to measure a person's perception, attitude, and opinion

regarding a social phenomenon (variable). Measurement using a Likert scale is by providing an answer scale with a score of 1 to 5.

Research hypothesis testing was conducted using SEM-PLS software version 4.0. This study uses the partial least squares (PLS) method to process data, which includes three stages, namely: (1) Outer Model Analysis, (2) Inner Model Analysis, and (3) Hypothesis Testing. Validity testing aims to assess an instrument in a questionnaire to meet valid criteria. Convergent validity and discriminant validity are measured using the parameter loading score in the research model (Rule of Thumbs > 0.7) and by using the Average Variance Extracted (AVE) value which should be > 0.5, then reliability testing is carried out to prove the accuracy, consistency, and precision of the instrument in measuring the construct. Reliability testing includes examining Cronbach's Alpha with a value criterion of > 0.70 (Savitri, et al., 2021). Reliability assessment can also be carried out using the Composite Reliability test whose acceptance criteria are values > 0.70. Hypothesis testing is used to test the effect of independent variables on dependent variables. The hypothesis is tested by testing the probability value (p-value) and its t-statistic. For the probability value, the criterion for accepting or rejecting the hypothesis is p-value < 0.05 with alpha set at 5%, therefore, the criterion for accepting or rejecting the hypothesis is  $H_a$  is accepted and  $H_0$  is rejected if the t-statistic > 1.96 (Savitri, et al., 2021).

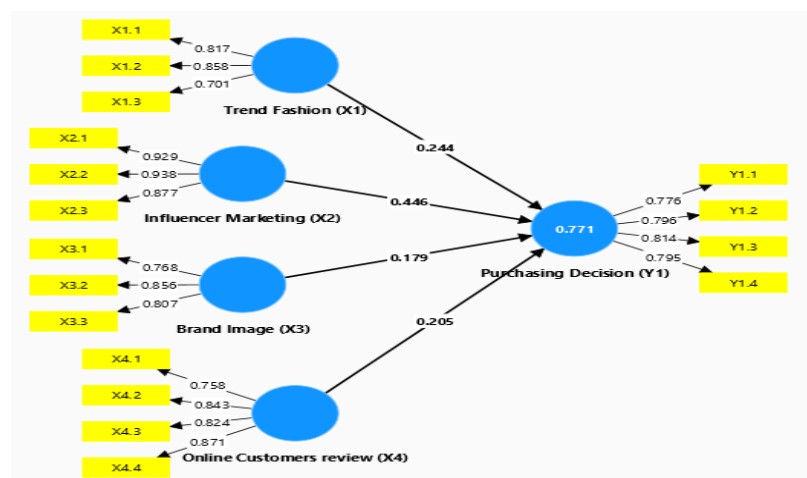
## RESULTS AND DISCUSSION

### Respondent characteristics

Characteristics of respondents in this study, based on gender, show that the majority of respondents were female (71.3%). Additionally, based on age, most respondents fell within the 18-25 year old range (89%). based on occupation, most respondents were students (74.3%). based on income, the majority had an income in the range of 0-1,000,000 (39.7%) and finally, all respondents were domiciled in Indonesia (100%).

### Outer Model

Figure 3.  
Outer Model



The outer model image displays several important elements in SEM-PLS analysis. First, there are outer loadings that show the relationship between each indicator and its construct, which illustrates the extent to which the indicator represents the main constructs such as "Fashion Trend," "Influencer Marketing," "Brand Image," "Online Customer Review," and "Purchase Decision." In addition, there are path coefficients that show the strength of the influence between the constructs, specifically how "Fashion Trend," "Influencer Marketing," "Brand Image," "Online Customer Review," affect "Purchase Decision." Finally, the R-squared ( $R^2$ ) value on the "Purchase Decision" construct measures the proportion of variation in purchase decisions that can be explained by the three constructs.

**Outer Loading**

**Table 1.**  
**Outer Loadings**

	<b>Factor Loading (O)</b>
X1.1 <- Fashion Trend (X1)	0,817
X1.2 <- Fashion Trend (X1)	0,858
X1.3 <- Fashion Trend (X1)	0,701
X2.1 <- Influencer Marketing (X2)	0,929
X2.2 <- Influencer Marketing (X2)	0,938
X2.3 <- Influencer Marketing (X2)	0,877
X3.1 <- Brand Image (X3)	0,768
X3.2 <- Brand Image (X3)	0,856
X3.3 <- Brand Image (X3)	0,807
X4.1 <- Online Customer Review (X4)	0,758
X4.2 <- Online Customer Review (X4)	0,843
X4.3 <- Online Customer Review (X4)	0,824
X4.3 <- Online Customer Review (X4)	0,871
Y1.1 <- Purchasing Decisions (Y1)	0,776
Y1.2 <- Purchasing Decisions (Y1)	0,796
Y1.3 <- Purchasing Decisions (Y1)	0,814
Y1.4 <- Purchasing Decisions (Y1)	0,795

It can be seen that all indicators (items) in all variables have a loading factor figure that is greater than 0.7, which means that all indicators (items) of the variables are declared valid.

**Average Variance Extracted (AVE)**

**Table 2.**  
**Average Variance Extracted (AVE)**

	<b>Average Variance Extracted (AVE)</b>
Fashion Trend (X1)	0,658
Influencer Marketing (X2)	0,837
Brand Image (X3)	0,681
Online Customer Review (X4)	0,633
Purchasing Decision (Y1)	0,632

It can be seen that all variables have shown an AVE value of more than 0.5, which means that all variables are declared valid.

**Cross Loading**

**Table 3.**  
**Cross Loading**

<b>Indicator</b>	<b>Fashion Trend (X1)</b>	<b>Influencer Marketing (X2)</b>	<b>Brand Image (X3)</b>	<b>Online Customer Review (X4)</b>	<b>Purchasing Decision (Y)</b>
X1.1	0.817	0.656	0.467	0.374	0.629
X1.2	0.858	0.439	0.658	0.517	0.644
X1.3	0.701	0.175	0.476	0.384	0.424
X2.1	0.513	0.929	0.450	0.398	0.692
X2.2	0.576	0.938	0.473	0.447	0.752
X2.3	0.450	0.877	0.386	0.363	0.633
X3.1	0.462	0.212	0.768	0.472	0.476
X3.2	0.563	0.441	0.856	0.493	0.591
X3.3	0.603	0.480	0.807	0.558	0.589
X4.1	0.390	0.346	0.501	0.758	0.518
X4.2	0.319	0.314	0.472	0.843	0.413
X4.3	0.414	0.324	0.477	0.824	0.505
X4.4	0.592	0.447	0.595	0.871	0.635
Y1.1	0.621	0.502	0.593	0.609	0.776
Y1.2	0.513	0.678	0.452	0.482	0.796
Y1.3	0.649	0.567	0.642	0.565	0.814
Y1.4	0.552	0.673	0.487	0.390	0.795

It can be seen in the table above that the cross loading figures for all indicators (items) of all variables have shown more than 0.7. So that all indicators (items) are declared valid.

**Cronbach’s Alpha and Composite Reliability**

**Table 4.**  
**Cronbach’s Alpha and Composite Reliability**

<b>Construct</b>	<b>Composite Reliability</b>	<b>Cronbach’s Alpha</b>
Fashion Trends	0.836	0.711
Influencer Marketing	0.939	0.903
Brand Image	0.852	0.740
Online Customer Reviews	0.895	0.844
Purchasing Decision	0.873	0.806

Table 4 shows that each variable has a Cronbach's Alpha value and a Composite Reliability (rho\_c) value greater than 0.7, and an AVE value greater than 0.5, which means that the research instrument is reliable

**Inner Model R-Square**

**Table 5.  
 R-Square**

Endogenous Variable	R-Square
Purchasing Decision	0.771

Based on the results in Table 5 above, it can be seen that fashion trends, influencer marketing, brand image, and online customer reviews are able to explain 77.1% of the variability in the purchasing decision construct. Thus, it can be concluded that the model is considered strong, while the remaining 22.9% is influenced by other factors.

**Hypothesis Testing**

**Table 6.  
 Path Coefficient**

Item	Original Sample (O)	Sample Mean (M)	T-Statistics ( O STDE )	P-Value
X1 -> Y	0,244	0,180	3,156	0,002
X2 -> Y	0,446	0,443	7,622	0,000
X3 -> Y	0,179	0,204	2,590	0,010
X4 -> Y	0,205	0,247	3,232	0,001

Table 6 shows the test results that all variables, namely fashion trends, influencer marketing, brand image and online customer reviews have a significant effect on purchasing decisions. All of these variables have a t-statistic value of more than 1.96 and a p-value of less than 0.05.

**Hypothesis 1: Fashion trends have a positive and significant effect on purchasing decisions**

Fashion trends have a positive and significant effect on purchasing decisions. Based on the results of the PLS bootstrapping output calculation using a standard T-statistic of more than 1.96 or a P-value of less than 0.05. The results of the analysis are in line with research (Arsita and Sanjaya, 2021) showing that fashion trends have a positive and significant effect on purchasing decisions. Fashion trends become a style and appearance in society, therefore consumers will follow fashion trends because they do not want to be considered out of date, self-actualization, and increase self-confidence. The better the consumer's perception (view) of the fashion trend of a product, the more consumers will believe and feel confident in the product, which will have an impact on consumer purchasing decisions.

**Hypothesis 2 : Influencer marketing has a positive and significant effect on purchasing decisions**

Influencers have a positive and significant effect on purchasing decisions. Based on the results of the PLS bootstrapping output calculation using a standard T-statistic of more than 1.96 or a P-value of less than 0.05. The results of the analysis are in line with research (Mahardini, 2021) showing that influencer marketing has a positive and significant effect on purchasing decisions. Influencers are often considered as people

who can be trusted in providing product recommendations. When an influencer recommends a product or service, their followers are more likely to believe that the product is of high quality and can meet their needs.

**Hypothesis 3 : Brand image has a positive and significant effect on purchasing decisions**

Brand image has a positive and significant effect on purchasing decisions. Based on the results of the PLS bootstrapping output calculation using a standard T-statistic of more than 1.96 or a P-value of less than 0.05. The results of the analysis are in line with research (Hidayatullah, et al., 2022) showing that brand image has a positive and significant effect on purchasing decisions. A positive brand image can increase the level of consumer trust in the products offered. When consumers have a good view of a brand, they feel more confident that the products they buy will be of high quality and meet their needs. In the fashion industry that offers almost similar products, brand image is an important differentiating factor. A strong brand image allows a brand to differentiate itself from competitors and stand out in the market.

**Hypothesis 4 : Online customer reviews have a positive and significant effect on purchasing decisions**

Online customer reviews have a positive and significant effect on purchasing decisions. Based on the results of the PLS bootstrapping output calculation using the T-statistic standard of more than 1.96 or a P-value of less than 0.05. The results of the analysis are in line with research (Ramadhana and Ratumbusang, 2022) showing that online customer reviews have a positive and significant effect on purchasing decisions. Reviews provide a more realistic and objective picture of the experiences of other users, and can influence consumer perceptions of the quality and value of the product. The main effect of online customer reviews is to increase consumer trust in a particular product or brand. When consumers see many positive reviews from previous buyers, they feel more confident that the product is truly of good quality and can meet their needs.

## CONCLUSION

The conclusion of this study explains that the variables of fashion trends, influencer marketing, brand image and online customer reviews have a positive and significant influence on purchasing decisions for fashion products. These factors can be used to improve marketing performance as an effective marketing strategy for fashion companies. So, the key for companies, especially fashion, to survive and stand strong is a dynamic marketing strategy that is able to keep up with the times and understand what customers want and fulfill those demands as quickly as possible. One way is to innovate in terms of marketing and provide several options that customers really need. This study contributes to the scientific efforts of companies in utilizing marketing strategies for purchasing decisions, and future research can include variables that are not included in this study.

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