
THE INFLUENCE OF HIJAB TRENDS, PRODUCT REVIEWS, AND PRODUCT RATINGS ON HIJAB PURCHASE DECISIONS BY SHOPEE USERS IN PONTIANAK

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Abstract

This study aims to analyze the influence of Hijab Trends, Product Reviews, and Product Ratings on Hijab Purchase Decisions by Shopee users in Pontianak City. This research uses a quantitative approach with a causal associative research design. The sampling technique used was purposive sampling with a total of 203 Shopee users in Pontianak City who had purchased hijab products. Primary data were collected through the distribution of online questionnaires using a five-point Likert scale and were then analyzed using multiple linear regression after passing validity tests, reliability tests, and classical assumption tests. The results of the analysis show that partially, Hijab Trends, Product Reviews, and Product Ratings have a positive and significant effect on Hijab Purchase Decisions. Simultaneously, Hijab Trends, Product Reviews, and Product Ratings also have a significant effect on Hijab Purchase Decisions. The correlation coefficient (R) value of 0.863 indicates a strong relationship between the independent variables and the dependent variable, while the coefficient of determination (R²) value of 0.744 indicates that 74.4% of the variation in Hijab Purchase Decisions can be explained by Hijab Trends, Product Reviews, and Product Ratings, while the remaining percentage is influenced by other factors outside the research model. The findings of this study indicate that Hijab Purchase Decisions by Shopee users in Pontianak City are influenced by the relationship between Hijab Trends, Product Reviews, and Product Ratings.

Keywords: Hijab Trends, Product Reviews, Product Ratings, Purchase Decisions, Shopee

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. Based on data from the Central Statistics Agency, of the total 278.7 million population of Indonesia, approximately 86.9 percent adhere to Islam. This demographic composition creates a very large market potential for Islamic-oriented products, including Muslim fashion, which continues to show significant growth from year to year (Badan Pusat Statistik, 2023). The high number of potential consumers makes the Muslim fashion industry one of the strategic sectors in the national economy, particularly in the hijab fashion subsector, which has experienced expansion both in terms of demand and product innovation.

The hijab industry in Indonesia has developed along with the increasing public interest in Islamic fashion styles that not only fulfill religious aspects but also adapt to developments in fashion and global trends. The Ministry of Industry of the Republic of Indonesia stated that Muslim fashion is one of the leading subsectors in strengthening the national halal industry, with an average growth rate reaching 5–8 percent per year (Kementerian Perindustrian RI, 2021). The emergence of various local hijab brands, both physical-store-based and digital-based, indicates market enthusiasm for hijab products that combine religious values, modern aesthetics, and functionality.

These developments indicate a shift in the meaning of the hijab in the social lives of Muslim women. The hijab is no longer understood solely as a religious obligation, but has become part of lifestyle and social identity, especially among the younger generation. A study by Dewi et al. (2024) shows that motivation for wearing the hijab is influenced by social factors, fashion trends, and the desire to appear attractive in public spaces, in addition to religious understanding. This change in orientation encourages consumers to be more selective in choosing hijab products that are considered capable of representing self-image and personal taste.

In the digital context, social media plays an important role in shaping and disseminating hijab trends. Platforms such as Instagram, TikTok, YouTube, and Shopee Live features have become the main channels in accelerating the adoption of new hijab styles. A GoodStats report (2024) shows that 72 percent of Muslim women in Indonesia learn about the latest hijab trends through social media. In addition, TikTok Indonesia data recorded that content tagged with #HijabFashion has been viewed more than two billion times as of 2024, reflecting the high exposure and influence of digital media on consumer preferences (GoodStats, 2024; TikTok Indonesia, 2024).

Along with the development of social media, the growth of e-commerce has further strengthened changes in consumer behavior. A report by the Indonesian Internet Service Providers Association shows that the number of internet users in Indonesia has reached 221 million people or 79.5 percent of the total population, which encourages a shift in consumption patterns toward digital platforms (APJII Indonesia, 2024). In this context, Shopee has become the most widely used e-commerce platform by Indonesian consumers, especially for purchasing fashion products, including hijabs.

GoodStats data (2024) show that Shopee is used by 88 percent of Indonesian consumers as the main platform for shopping for clothing, far surpassing other e-commerce platforms. In addition, the Shopee E-commerce Trends 2024 report notes that the “Muslim Fashion” category, with hijabs as the main product, is among the top three most searched categories, with an increase in hijab sales transactions of 38 percent throughout the 2023–2024 period

(GoodStats, 2024; Shopee E-commerce Trends, 2024). This condition confirms that hijabs are a strategic fashion product within the digital commerce ecosystem.

At the regional level, Pontianak City shows similar dynamics. Based on BPS data through the 2023 National Socio-Economic Survey, the level of internet access among the population of West Kalimantan aged five years and above reached 67.97 percent, accompanied by positive growth in the information and communication sector in the regional GRDP structure (BPS, 2023). Reports from the Pontianak City Office of Industry and Trade also show that around 40 percent of the 2,000 local fashion businesses sell hijab products online, with local brands increasingly favored due to modern designs and affordable prices (Disperindag Kota Pontianak, 2023).

Despite the increasing hijab trend and online shopping activity, empirical studies that comprehensively discuss the influence of hijab trends, product reviews, and product ratings on hijab purchase decisions on the Shopee platform, particularly in Pontianak City, are still limited. Most previous studies have emphasized price factors, product quality, and trust, while the integration of these three variables in the context of hijab consumers has not been widely explored (Sembiring & Nisa, 2024; Nur & Dahlina, 2023; Silawati & Siregar, 2024). This research gap becomes a relevant opportunity to further analyze how these three factors are perceived and used by consumers in shaping hijab purchase decisions among Shopee users in Pontianak City.

Based on this gap, this study aims to empirically analyze the influence of hijab trends, product reviews, and product ratings on hijab purchase decisions by Shopee users in Pontianak City, both partially and simultaneously. In addition, this study also aims to identify the most dominant variable influencing hijab purchase decisions in the context of online shopping, so that the research results can provide input for hijab business actors and platform managers in designing more targeted marketing strategies.

REVIEW OF LITERATURE

Hijab Trend

Hijab trends refer to tendencies in hijab styles, models, colors, and preferences that develop dynamically in social and digital spaces. In the context of Muslim fashion consumption, trends function as visual references that shape consumer perceptions of the relevance and attractiveness of a product. Preference for hijabs that follow trends indicates that purchase decisions are not only based on functional needs, but also on the suitability of the product with tastes and images that develop in the social environment. Rachmawati et al. (2020) found that lifestyle and fashion trends are closely related to hijab purchase decisions, especially through aspects of models and colors that are currently popular. These findings indicate that consumers tend to choose hijabs that align with trends as a form of adaptation to prevailing visual norms. Anggraeni & Rachmi (2023) added that hijab appearances that follow trends, especially those promoted through social media, contribute to building brand trust and encouraging consumer purchase interest.

In addition, Nurmala et al. (2025) showed that influencers who display the latest hijab styles play a role in shaping preferences and purchase decisions, particularly among women of productive age. Influencers function as style references that accelerate trend adoption and influence how consumers evaluate hijab products. This indicates that hijab trends are formed through social processes mediated by digital media, rather than purely individual preferences.

Based on these studies, hijab trends in this research are understood through indicators of visual and style trends, social and media influence, self-image and identity, and ease of trend access through e-commerce. These four indicators represent how hijab trends build initial attractiveness that influences consumer purchase decisions on digital platforms.

Product Reviews

Product reviews are a form of digital-based consumer communication included in Electronic Word of Mouth (e-WOM). In e-commerce, reviews function as alternative information sources that help prospective buyers assess product quality before making transactions. The presence of product reviews is crucial because it reduces uncertainty and online purchase risk for consumers. Filieri (2014) explains that online reviews play a role in reducing uncertainty, shaping quality perceptions, and increasing consumer trust in products. Reviews allow consumers to compare other users' experiences with descriptions provided by sellers. Nur & Dahlina (2023) show that reviews help consumers assess product suitability with expectations, especially for fashion products that have risks of visual and quality mismatch.

Research by Showaba & Chrismardani (2024) confirms that complete and positive-toned reviews have a strong influence on hijab purchase decisions for Bella Square products. Pratiwi et al. (2023) also found that review credibility, the presence of photos and videos, and the usefulness of information conveyed significantly affect fashion product purchase decisions. These findings indicate that reviews are not only assessed based on quantity, but also on the quality and clarity of the information provided. In this study, product reviews are understood through indicators of review information quality, valence and recommendations, credibility and supporting evidence, and seller interaction. These indicators reflect the role of product reviews in shaping consumer confidence before making purchase decisions in e-commerce.

Product Rating

Product ratings are numerical evaluations presented in star form and are initial information often considered by consumers in online shopping. Ratings function as concise indicators to assess product quality and store reputation without having to read all reviews in depth. In the context of e-commerce, ratings are often used as initial filtering tools before consumers evaluate other information. Silawati & Siregar (2024) found that high ratings and a large number of reviews increase perceptions of quality and consumer trust in fashion products on Shopee. Ratings are perceived as collective representations of previous consumer experiences, thus influencing prospective buyers' expectations. Wulansari et al. (2025) also show that product and store ratings have a significant influence on hijab purchase decisions at Elzatta on TikTok Shop, where consumers use average star ratings as the main reference before making transactions.

These findings indicate that ratings function as quick and easily understood quality signals. However, reliance on ratings also shows that consumers tend to simplify the product evaluation process by relying on numerical indicators. In practice, ratings that are consistent and supported by an adequate number of evaluations are more trusted than high ratings with limited reviewers. In this study, product ratings are measured through indicators of rating average and consistency, rating quantity and distribution, and consumer trust levels in products and stores. These indicators represent the role of ratings in shaping consumer confidence before making purchase decisions.

Purchase Decision

Purchase decisions are the final result of a series of consumer behavior processes involving need recognition, information search, alternative evaluation, and purchase action. Kotler & Keller (2018) explain that purchase decisions are influenced by various internal and external factors that shape consumer beliefs about a product. In the context of online shopping, this process takes place in an environment dominated by digital information. Purchase decisions in e-commerce are not only determined by needs, but also by information quality, perceived risk, and trust in platforms and sellers. Consumers rely on various digital cues, such as trends, reviews, and ratings, to reduce uncertainty before making transactions. This indicates that purchase decisions are contextual and heavily influenced by the digital ecosystem in which consumers interact.

In this study, purchase decisions are understood as processes that include decision stages, purchase actions, and post-purchase behavior. These three indicators describe how consumers evaluate information, make decisions, and realize hijab purchases through Shopee. Thus, purchase decisions are positioned as constructs that reflect the outcomes of consumer interactions with various digital information factors available on e-commerce platforms.

RESEARCH METHOD

This study uses a quantitative approach with a causal associative research design, which aims to analyze relationships and influences among research variables. The quantitative approach is used to test formulated hypotheses through numerical data processing and statistical analysis (Sugiyono, 2021). This study specifically examines the influence of hijab trends (X_1), product reviews (X_2), and product ratings (X_3) on hijab purchase decisions (Y) among Shopee platform users in Pontianak City. The associative research type was chosen because it aims to determine relationships or influences between two or more variables (Arikunto, 2019).

The population in this study consists of all Shopee users in Pontianak City who have purchased hijabs online. The sampling technique used purposive sampling, namely the selection of respondents based on certain criteria aligned with research objectives (Sugiyono, 2021). The respondent criteria in this study include Shopee users aged 18 years or older who have purchased hijabs at least once in the last six months. Sample size determination was conducted using Cochran's formula, which is used to determine minimum sample sizes in large or unknown populations (Cochran, 1977). Based on calculation results, the minimum sample size obtained was 96 respondents, which was then rounded to 100 respondents. However, to increase estimation accuracy, statistical power, and anticipate non-response possibilities, the sample size in this study was set at 203 respondents.

Data collection was conducted through online questionnaires using a five-point Likert scale, distributed to respondents via Google Forms. Research instruments were developed based on each variable's indicators and tested for quality through validity and reliability tests. Collected data were analyzed using descriptive and inferential statistics with the assistance of SPSS software. Inferential analysis includes classical assumption tests, multiple linear regression, correlation coefficients, determination coefficients, as well as simultaneous tests (F-test) and partial tests (t-test) to examine the influence of independent variables on purchase

decisions (Ghozali, 2016). This analytical approach was used to ensure that relationships among variables were analyzed systematically and measurably.

RESULTS AND DISCUSSION

Test Research Instruments

a. Validity Test

The validity test is used to assess the level of accuracy of the instrument in measuring the variables studied. The results of the validity test for each statement item of each variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Item Code	Corrected Item- Total Correlation	Description
Hijab Trends (X1)	X1.1	0.629	Valid
	X1.2	0.604	
	X1.3	0.699	
	X1.4	0.718	
	X1.5	0.607	
	X1.6	0.600	
	X1.7	0.748	
	X1.8	0.682	
Product Reviews (X2)	X2.1	0.827	Valid
	X2.2	0.827	
	X2.3	0.764	
	X2.4	0.745	
	X2.5	0.781	
	X2.6	0.787	
	X2.7	0.797	
	X2.8	0.751	
Product Ratings (X3)	X3.1	0.812	Valid
	X3.2	0.855	
	X3.3	0.856	
	X3.4	0.795	
	X3.5	0.783	
	X3.6	0.858	
Product Purchase Decisions (Y)	Y.1	0.722	Valid
	Y.2	0.760	
	Y.3	0.729	
	Y.4	0.825	
	Y.5	0.830	
	Y.6	0.795	

Source: Processed Data, 2026

Based on Table 1, it is known that the validity test for each variable has a Corrected Item-Total Correlation value greater than 0.30; therefore, all variables in this study are declared valid.

b. Reliability Test

The reliability test is conducted to assess the consistency of the research instrument in measuring the same variables at different times. In this study, reliability testing was conducted using the Cronbach's Alpha method. The results of the reliability test are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Hijab Trends (X1)	0.887	Reliable
Product Reviews (X2)	0.938	
Product Ratings (X3)	0.942	
Product Purchase Decision (Y)	0.922	

Source: Processed Data, 2026

In Table 2, the reliability test results show that all variables have Cronbach's Alpha values above 0.7. Thus, all research instruments can be declared to have adequate reliability and are therefore suitable for further analysis.

Classical Assumption Test

a. Normality Test

The normality test is conducted to assess whether the research data are normally distributed. This test uses the Kolmogorov–Smirnov test on residual values, with the normality test results presented in Table 3.

Table 3. Normality Test Results

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Standardized Residual	.059	203	.052

Source: Processed Data, 2026

Based on Table 3, it is known that the normality test result yields a Kolmogorov–Smirnov significance value of 0.052, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed and meet the normality assumption.

b. Linearity Test

The linearity test is conducted to ensure the existence of a linear relationship between the independent variables and the dependent variable. This test uses the Test for Linearity method through SPSS, with the test results presented in Table 4.

Table 4. Linearity Test Results

Variable	Deviation From Linearity
Purchase Decisions * Hijab Trends	0.321
Purchase Decisions * Product Reviews	0.195
Purchase Decisions * Product Ratings	0.220

Source: Processed Data, 2026

Based on Table 4, it is known that the significance values of deviation from linearity for all variables are greater than 0.05; therefore, it can be concluded that the relationships among variables are linear.

c. Multicollinearity Test

The multicollinearity test aims to identify the presence of correlations among independent variables in the regression model. A model is declared free from multicollinearity if the tolerance value exceeds 0.10 and the Variance Inflation Factor (VIF) value is less than 10. The results of the multicollinearity test are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Hijab Trends (X1)	0.444	2.251
Product Reviews (X2)	0.297	3.369
Product Ratings (X3)	0.298	3.361

Source: Processed Data, 2026

Based on Table 5, it is known that all variables have Tolerance values greater than 0.10 and VIF values less than 10; therefore, it can be concluded that multicollinearity does not occur in the regression model.

Hypothesis Test

a. Determination Coefficient (R²) and Correlation Coefficient

The coefficient of determination (R²) analysis is used to show the extent to which independent variables in a model are able to explain variations in changes in the dependent variable. The results of the determination coefficient calculation are presented in Table 7.

Table 7. Determination Coefficient (R²) and Correlation Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	0.744	0.741	1.85605

Predictors: (Constant), Hijab Trends, Product Reviews, dan Product Ratings.
Dependent Variable: Purchase Decisions

Source: Processed Data, 2026

Based on Table 7, the analysis results show that the coefficient of determination (R Square) value is 0.744. This means that 74.4% of hijab purchase decisions by Shopee users in Pontianak City are influenced by Hijab Trends, Product Reviews, and Product Ratings, while the remaining 25.6% is influenced by other factors outside this research model. Meanwhile, the correlation coefficient (R) value of 0.863 indicates a very strong and positive relationship between the independent variables and the dependent variable. Thus, it can be concluded that this regression model has a fairly good ability to explain the dependent variable; however, there are still other factors outside the model that influence Purchase Decisions.

b. Simultaneous Test (F test)

The F test aims to assess whether all independent variables simultaneously influence the dependent variable. The results of the simultaneous test (F test) are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1997.290	3	665.763	193.260	.000 ^b
	Residual	685.537	199	3.445		
	Total	2682.828	202			

a. Dependent Variable: Purchase Decisions.

b. Predictors: (Constant), Hijab Trends, Product Reviews, dan Product Ratings.

Source: Processed Data, 2026

Based on Table 8, it is known that the calculated F value is 193.260 with a significance level of $0.000 < 0.05$, indicating that Hijab Trends, Product Reviews, and Product Ratings simultaneously have a significant effect on Hijab Purchase Decisions by Shopee users in Pontianak City. It can be concluded that there is a significant simultaneous influence of the independent variables on the dependent variable, because the significance value is less than 0.05, H_0 is rejected, and H_a is accepted.

d. Partial Test (t Test)

The partial test (t-test) is used to examine the influence of each independent variable on the dependent variable partially. The results of the partial test are presented in Table 9.

Table 9. Partial Test Results (T Test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1.	(Constant)	2.450	1.042		2.351	0.020
	Hijab Trends	0.139	0.039	0.191	3.551	0.000
	Product Reviews	0.423	0.049	0.565	8.588	0.000
	Product Ratings	0.169	0.065	0.172	2.622	0.009

a. Dependent Variable: Purchase Decisions

Source: Processed Data, 2026

Based on Table 9, it is known that the results of the partial influence test (t test) produce significance values that can be interpreted as follows:

1. The Hijab Trend variable (X1) has a calculated t value of 3.551 with a significance value of $0.000 < 0.05$; therefore, it can be concluded that Hijab Trends (X1) have a positive and significant effect on Purchase Decisions.
2. The Product Reviews variable (X2) has a calculated t value of 8.588 with a significance value of $0.000 < 0.05$; therefore, Product Reviews have a positive and significant effect on Purchase Decisions.
3. The Product Rating variable (X3) has a calculated t value of 2.622 with a significance value of $0.009 < 0.05$; therefore, Product Ratings have a positive and significant effect on Purchase Decisions.

The Influence of Hijab Trends on Purchase Decisions

The results of this study indicate that Hijab Trends (X1) have a positive and significant influence on hijab purchase decisions, as evidenced by a significance value of $0.000 (< 0.05)$ and a positive regression coefficient. This finding indicates that the level of suitability of hijab products with developing fashion trends plays an important role in encouraging consumers' tendencies to make purchases. In the context of the fashion industry, hijabs are no longer perceived merely as functional products, but also as symbols of identity, lifestyle, and self-expression, making trend aspects a relevant consideration in the decision-making process. Empirically, the findings of this study strengthen the results of previous studies by Sari (2021) and Anggraeni & Rachmi (2023), which state that fashion trends, modern designs, and social media exposure have a significant influence on hijab purchase decisions. In addition, Nurmala et al. (2025) emphasize that influencer marketing plays a role in

accelerating trend diffusion and increasing consumer purchase interest, especially among segments that actively use social media.

The Influence of Product Reviews on Purchase Decisions

The analysis results show that Product Reviews (X2) have a positive and significant influence on hijab purchase decisions and represent the most dominant variable in the research model. This is reflected in the significance value of 0.000 (< 0.05), the largest regression coefficient, and the highest correlation coefficient compared to other independent variables. These findings confirm that product reviews play a central role in shaping consumer decisions in the context of online shopping. This result is consistent with the electronic word of mouth (e-WOM) concept proposed by Hennig-Thurau et al. (2004), which states that online reviews function as mechanisms for shaping consumer perceptions and trust. In online transactions, consumers' limitations in directly evaluating products make reviews from previous buyers the main source of information. Chevalier & Mayzlin (2006) and Filieri (2014) emphasize that positive, informative, and credible reviews are able to reduce perceived risk and increase purchase decisions. This finding is also supported by studies conducted by Nur & Dahlina (2023) and Pratiwi et al. (2023), which show that the completeness and credibility of reviews, particularly those accompanied by visual evidence, increase consumer trust in fashion products. In the Shopee context, these results indicate that the quality of product reviews becomes a strategic factor in influencing hijab purchase decisions.

The Influence of Product Ratings on Purchase Decisions

The results of the study show that Product Ratings (X3) have a positive and significant influence on hijab purchase decisions, as indicated by a significance value of 0.009 (< 0.05). This finding indicates that star-based ratings provided by consumers function as important references in the purchase decision-making process within the e-commerce environment. In line with this, Filieri & McLeay (2014) state that high ratings increase perceived quality and consumer trust, thereby reducing perceived risk and encouraging purchase decisions. The findings of this study also reinforce the results of previous research by Silawati & Siregar (2024) and Wulansari et al. (2025), which show that consistent high ratings and an adequate number of evaluations increase consumer trust in hijab products on e-commerce platforms such as Shopee. Thus, Product Ratings (X3) play a strategic role in shaping quality perceptions and influencing consumer purchase decisions.

The Influence of Hijab Trends, Product Reviews, and Product Ratings on Purchase Decisions Simultaneously

The results of the simultaneous test (F-test) show a significance value of 0.000 (< 0.05), indicating that Hijab Trends (X1), Product Reviews (X2), and Product Ratings (X3) simultaneously have a significant influence on Hijab Purchase Decisions (Y) by Shopee users in Pontianak City. This finding confirms that consumer purchase decisions are formed through the interaction of these three variables within the e-commerce context. The R Square value of 0.744 indicates that 74.4% of the variation in purchase decisions can be explained by the research model, while the remaining 25.6% is influenced by other factors outside the model. In addition, the simultaneous correlation coefficient (R) value of 0.863 reflects a very strong and positive relationship between the independent variables and the dependent variable. These results are consistent with the findings of Filieri et al. (2015) and Sihaloho et

al. (2023), which emphasize that the combination of e-WOM, reviews, and product ratings contributes significantly to shaping fashion product purchase decisions on digital platforms.

CONCLUSION

This study aims to analyze the influence of Hijab Trends, Product Reviews, and Product Ratings on Hijab Purchase Decisions by Shopee users in Pontianak City. Based on the multiple linear regression analysis conducted in this study, a regression equation was obtained indicating that the three independent variables have a positive relationship with hijab purchase decisions, with Product Reviews as the variable that has the largest regression coefficient compared to the other variables. This finding shows that in the context of purchasing hijabs online, information sourced from other consumers' experiences has a relatively greater role than trend factors or product ratings. The simultaneous correlation coefficient (R) value of 0.863 indicates a strong relationship between Hijab Trends, Product Reviews, and Product Ratings with Hijab Purchase Decisions. Meanwhile, the coefficient of determination value of 0.744. This means that 74.4% of hijab purchase decisions by Shopee users in Pontianak City are influenced by Hijab Trends, Product Reviews, and Product Ratings, while the remaining 25.6% is influenced by other factors outside this research model. The simultaneous test results (F-test) in this study show that the three independent variables jointly have a significant effect on hijab purchase decisions. In the partial test (t-test), each variable also shows a positive and significant effect, with different levels of influence, where Product Reviews have the greatest contribution compared to the other variables. Overall, this study indicates that Hijab Purchase Decisions on the Shopee platform are influenced by the relationship between Hijab Trends, Product Reviews, and Product Ratings, where these three variables play a role in the purchase decision-making process as reflected in the results of the research analysis.

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