The Influence of Social Marketing Media and Digital Influencers on Fashion Purchase Decisions through Customer Reviews on the Shopee Marketplace

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A R T I C L E   I N F O

A B S T R A C T

The purpose of this study is to determine and analyze the influence of social media marketing and digital influencers on customer reviews and fashion purchase decisions. To find out and analyze the influence of customer reviews on purchase decisions on the Shopee Marketplace, to find out and analyze the influence of social media marketing and digital influencers on purchase decisions through customer reviews on the Shopee Marketplace. Data collection techniques through the distribution of questionnaires with data analysis techniques using the semPls 3.2.9 method. The results showed that social media marketing has a positive and significant effect on customer reviews, digital influencers have a positive and significant effect on customer reviews, social media marketing has a positive and significant effect on purchasing decisions, digital influencers have a positive and significant effect on purchase decisions, customer reviews have a positive and significant effect on purchase decisions, social media marketing has a significant effect Regarding Purchasing Decisions Through Customer Reviews, Digital Influencers Have a Significant Influence on Purchasing Decisions Through Shopee Market Place Customer Reviews.

INTRODUCTION

The development of online business in Indonesia is very rapid, this indicates that the era of information technology utilization has begun to be recognized. Online business or commonly referred to as e-commerce is increasingly in Indonesia, this is due to the development of the Internet and changes in consumer behavior. Easy internet access either via wifi or gadget devices makes it easier for people to access information about a product or service coupled with the incessant promotion carried out by e-commerce companies in offering their goods or services by offering various kinds of convenience for the community, where they on average do business and shop online, because without having to meet between sellers and buyers, So that they are facilitated to make online purchase decisions for products and services.

Fashion products are the most sold products, so they are often sought after or purchased by consumers through online shopping. This can be reinforced by the idEA (Indonesian E-Commerce Association) report in 2022 which shows that fashion products are the most frequently purchased products online compared to other products with a percentage of 78%. But of the many marketplaces in Indonesia, the marketplace that is in demand by the people of Indonesia is Shopee. Shopee is a marketplace formed to provide various needs such as electronics, household appliances, fashion, health, and various other equipment. Shopee will also provide an easy and safe online transaction experience. Shopee comes in the form of an application that makes it easier for users to shop online and offers a variety of fashion products to products for daily needs.

The decision-making process is a series of stages consisting of eight steps which include identifying problems, choosing an alternative and evaluating decisions, the decision-making process. One of the things that need to be considered in one's decision making is influenced by customer reviews.

Customer reviews can be in the form of objective information which is a description or explanation by the seller of the product or in the form of subjective information which is an opinion of the process or experience of using the product. To influence purchasing decisions, one of them is social media marketing. Social Media Marketing is one strategy to sell goods and services using social media. Social media marketing can influence the purchase decision of a good or service offered by businesspeople. Social media marketing carried out by businesspeople enables consumers to directly offer products and services offered by consumers through social media, meaning that consumers who are interested in products and services will directly make purchasing decisions.

In addition to social marketing, digital influencers can influence purchasing decisions. Influencers are people who have quite a lot of followers or audiences on social media, and they have a strong influence on their followers, such as artists, celebrities, bloggers, YouTubers and so on. They are liked and trusted by followers and audiences so that what they wear, convey, or do, can inspire and influence followers, including to try and buy a product they use. Prasetya, et al., (2021) said that Influencers have a positive and significant influence on purchasing decisions.

RESEARCH METHOD

The research method used is quantitative research. The population in this study was all IBK Nitro Makassar students as many as 1,000 students. The number of samples in this study was 91 respondents determining the number of samples using the slovin theory. Data used the data used in this study is primary data, namely data obtained directly by researchers from the object of research through the distribution of questionnaires. The measurement scale used to measure the short length of the interval in the measuring instrument is the Likert scale. The data analysis techniques used in this study are qualitative and quantitative data analysis techniques using statistical methods. The statistical method used is Structural Equational Modeling (SEM) using Smart-PLS.

RESULTS AND DISCUSSION

In the data analysis in this study before the results of line testing are carried out, a measurement model (outer model) will be carried out, which in this study uses smartpls 3.2.9. The measurement model problem (outer model) in the smartpls 3.2.9 SEM analysis is an important component in path test modeling, which plays a role in measuring how the constructs observed in this study can really reflect the variables studied, so it can be said that in this study will be carried out to identify and measure the relationship between indicators or measured variables with the constructs observed in this study.

Analysis of the measurement model (outer model) in smartpls 3.2.9 will test the validity and reliability of each indicator used in this study. Before analyzing the measurement model (outer model) using smartpls 3.2.9 software, the algorithm results will first be presented which can be shown in figure 1:
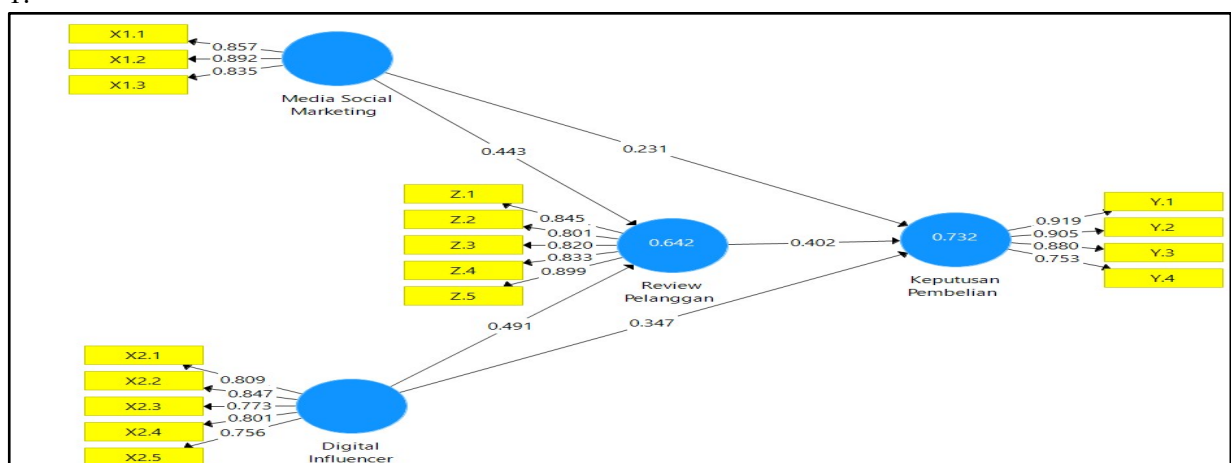
Gambar 1. Algorithm Dalam SmartPls 3.2.9

Based on the results *of the algorithm* using smartpls 3.2.9, a description will be presented related to the results of the validity and reliability test which can be described as follows:

Validity Test

Construct validity indicates how well the results obtained from using a measurement according to the theory used to define a construct. Strong correlation between constructs and question items and weak relationships with other variables is one way to test construct validity, from the description mentioned above, in this study convergent validity and convergent validity are used. This can be described as follows:

Validitas Konvergen (Validity convergent)

Validity *convergent* relates to the principle that the gauges of a construct should be highly correlated. Convergent validity could occur if scores obtained from different instruments that measure the same construct have a high correlation. The validity test in smartpls 3.2.9 is measured based on *the loading factor* (correlation between item score/component score and construct score). According to Abdillah and Jogiyanto (2015) who suggest that the *rule of thumb* that is usually used to conduct an initial examination of the factor matrix *is ± 0.30 is considered to have met the level (at least for loading ± 0.40 is considered better and for loading ≥ 0.50 is considered practically significant. Thus, the higher the loading value, *the more important the role of* loading *in interpreting the factor matrix. The rule of thumb* used for convergent validity is *outer loading ≥ 0.70,* communality *≥ 0.50 and average variance extracted (AVE) ≥* 0.50.

Based on the description above, the results of *loading factor* and *AVE* will be presented using *smartpls 3.2.9 software* which can be shown in table 4, which is as follows:

Table 1. **The Magnitude of *the Value of Loading Factor* and *Average Variance Extracted (AVE)* in Smartpls 3.2.9**

Variable/Structure	Indicators	*Loading Factor* (≥ 0.70)	*AVE* (≥ 0.50)	Conclusion
1. *Social Media Marketing*	$X_{1.1}$	0.857		Valid
	X1.2	0.892	0.743	Valid
	X1.3	0.835		Valid
2. *Digital Influencer*	$X_{2.1}$	0.809		Valid
	$X_{2.2.}$	0.847		Valid
	$X_{2.3}$	0.773	0.636	Valid
	$X_{2.4}$	0.801		Valid
	$X_{2.5}$	0.756		Valid
3. Customer Reviews	$Z_{.1}$	0.845		Valid
	$Z_{.2}$	0.801		Valid
	$Z_{.3}$	0.820	0.752	Valid
	$Z_{.4}$	0.833		Valid
	$Z_{.5}$	0.899		Valid
4. Purchasing Decision	$Y_{.1}$	0.919		Valid
	$Y_{.2}$	0.905		Valid
	$Y^{.3}$	0.880	0.706	Valid
	$Y_{.4}$	0.753		Valid

Source: Data processed, 2023

Table 1 is the magnitude of *the loading factor value of each construct observed in this study which shows that each construct observed in this study already has a* loading factor value greater than 0.70 and has an AVE greater than 0.50. For social *media* marketing measured by 4 research indicators that have a

loading factor value of 0.835 – 0.892 and in addition have an *AVE* value of 0.743, this shows that the four indicators already have good convergent validity in measuring *social media marketing*. Then judging from digital influencers *which are measured by 5 indicators with* a loading factor value of 0.756 – 0.847 and in addition have an AVE value of 0.636, so it can be said that the five research indicators are valid in measuring *digital influencers* because they have *a loading factor value of > 0.70 and* AVE > 0.50.

The measurement model or *inner model* is an important component in structural analysis (*Structural Equation Modeling - SEM*) which aims to measure the relationship between the measured construct and the measurement variable used to represent the construct. In the context of this study, an analysis of the measurement model in smartpls 3.2.9 will be carried out through the results of *bootstrapping* in smartpls 3.2.9 which can be shown in figure 5.3, which is as follows:
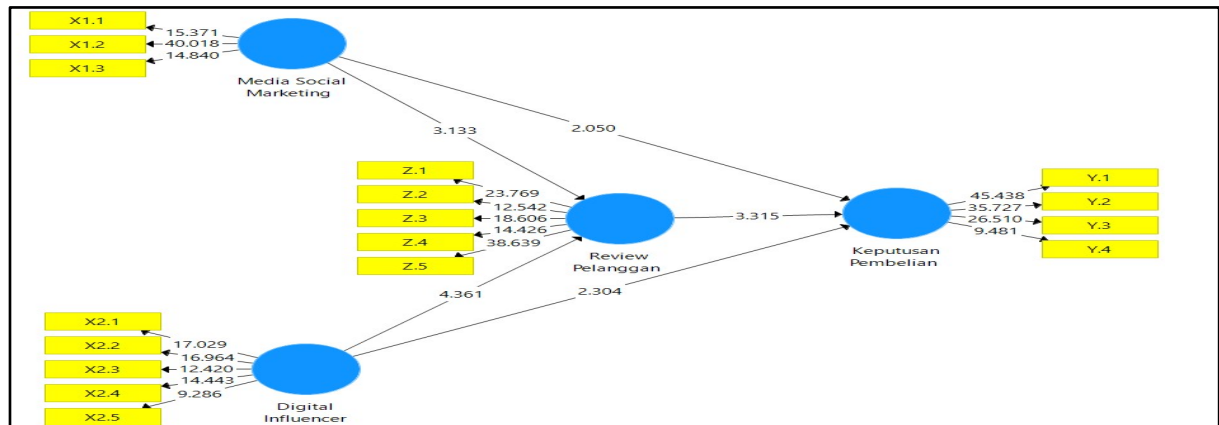

Figure 2. Bootstrapping Results in SmartPls 3.2.9

Based on figure 5.3, namely the results of *bootstrapping* in smartpls 3.2.9, before testing the research hypothesis, the Rsquare value will first be presented. where the Rsquare value is used to measure the variation of the change in the independent variable to the dependent variable, the higher the R2 value means the better the predictive model of the model used for testing the research hypothesis.

Based on the description above, the magnitude of Rsquare value in smartpls 3.2.9 will be presented which can be shown in table 5.16, which is as follows:

Table 2. The magnitude of *Rsquare* value in *smartpls 3.2.9*

	R Square	Adjusted R Square
Y	0.732	0.722
Z	0.642	0.634

Source: Data processed, 2023

Table 2 is the Rsquare value *in smartpls 3.2.9, namely the magnitude of the Rsquare value for the influence of* social media marketing, digital influencers on customer reviews (Model 1), which is 0.642. The results of this study indicate that the ability of variations that can be explained by *social media* marketing and *digital influencers* to customer reviews by 64.20% while the remaining 35.80% (1-0.642) is determined by factors that are not included in this study. Similarly, the Rsquare value, namely the influence of *social media marketing, digital influencers and customer reviews on purchasing decisions, is 0.732, where it can be explained that* social media marketing, digital influencers *and* customer *reviews* on customer decisions amounted to 73.20% and the remaining 26.80% (1-0.732) was determined by factors that were not included in this research model.

The values of the path coefficient, *mean*, tvalues, *and* P-values *that can be shown in table 5.17 are as follows:*

Table 3. Magnitude of Path Coefficient, *Mean*, *Stdev T-values* and *Pvalues*

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
X1 -> Y	0.231	0.261	0.113	2.050	**0.041**
X1 -> Z	0.443	0.416	0.141	3.133	**0.002**
X2 -> Y	0.347	0.298	0.151	2.304	**0.022**
X2 -> Z	0.491	0.507	0.113	4.361	**0.000**
Z -> Y	0.402	0.426	0.121	3.315	**0.001**

Source: Data processed, 2023

Based on the values of the path coefficient, *mean, stdev, t-values* and ρvalue *shown in table 5.6, a path testing analysis will be carried out, where in line testing using smartpls 3.2.9 it can be done through* direct effect analysis *and* indirect effect which *can be explained as follows:*

Direct Effect

The magnitude of direct influence for each research hypothesis test is the influence of *social media marketing*, *digital influencers* on customer reviews and fashion purchase decisions on the *shopee marketplace* which can be described as follows:

The influence of social media marketing on customer reviews

Based on the results of data processing using *smartpls 3.2.9 software*, which is related to the influence of *social media marketing* on customer reviews on the shopee marketplace, the path coefficient value of 0.443 was obtained. This can be interpreted that a 1-point increase in the use of *social media* marketing will increase customer reviews who shop fashin at shoppees by 0.443 points. The findings in this study indicate that the more fashion stores in the shoppee marketplace in using social marketing, the higher the customer reviews.

Then with the value of ρvalue = 0.002 < 0.05, which shows that the use of *social marketing media* has a significant influence on customer reviews. The findings of this study indicate that social media marketing has a meaningful influence in increasing customer reviews for the shopee marketplace. Thus, from the research hypothesis (H1) is acceptable.

The influence of digital influencers on customer reviews

The results of the path test using *smartpls 3.2.9* are the influence of *digital influencers* on customer reviews on the shopee marketplace which obtained a coefficient value of 0.491. This can be interpreted that every one-point increase in the application of digital influencers will increase customer reviews *by 0.335 points, it can be said that the more applications of* digital influencers *in fashion marketing on the* shoppee marketplace, *it will be able to increase customer reviews.*

Then judging from the level of significance with a pvalue value of 0.000 < 0.05, it can be said that the application of digital influencers *has a positive and significant effect on customer reviews, this indicates that with the existence of* digital influencers, it will increase customer reviews. The findings in this study indicate that *digital influencers* have a meaningful influence in increasing customer reviews on the shopee marketplace. Thus, the hypothesis in the study is accepted.

The influence of social media marketing on shopee purchase decisions.

Based on the results of data analysis in this study where a path coefficient value of 0.231 was obtained, which means that every 1-point increase in the use of *social marketing* media will increase shopee purchase decisions by 0.231 points. This can indicate that the more stores that sell fashion on the shoppee marketplace, it will influence consumer decisions to make purchases.

Furthermore, with the value of ρvalue = 0.041 < 0.05, it can be said that the use of *social marketing media* has a positive and significant effect on shopee purchase decisions. The findings in this study indicate that the use of social media marketing has a significant influence in improving consumer decisions in making fashion purchases on the shoppee marketplace. Thus, the research hypothesis is accepted.

The influence of digital influencers on shopee purchases decisions.

Based on the results of data analysis using *smartpls 3.2.9 software*, which is related to the influence of *digital influencers on shopee purchase decisions on the shopee marketplace, a path coefficient value of 0.347 is obtained, this can be interpreted that every increase in 1-point* digital influencers *can be followed by an increase in consumer decisions to make fashion purchases on the shopee marketplace* by 0.347 points. The findings in this study show that the more fashion stores that exist on the shoppee marketplace, the more consumers will make fashion purchases.

Then with the value of pvalue = 0.022 < 0.05 which can be indicated that digital influencers have a positive and significant influence on fashion buying decisions in the shoppee marketplace, where this study indicates that the use of *digital influencers* will have a meaningful impact in increasing consumer decisions to buy fashion at the shoppee marketplace from the research hypothesis that has been put forward previously acceptable.

The influence of customer reviews on shopee purchase decisions.

The results of the path test regarding the influence of customer reviews on shopee purchase decisions processed using *smartpls 3.2.9* obtained a path coefficient value of 0.402, which can be interpreted that every increase of 1 customer review unit will be followed by an increase in fashion purchase decisions in the shoppe marketplace by 0.402 points. The findings in this study indicate that the higher the customer review, the more it will be able to increase consumer decisions to buy fashion on the shopee marketplace.

Then with a value of pvalue = 0.001 < 0.05, this shows that there is a positive and significant influence of customer reviews on consumer decisions to buy fashion on the shopee marketplace, where it can be said that the higher customer reviews will have a meaningful impact in improving purchase decisions, thus from the research hypothesis that has been previously put forward can be accepted.

Indirect Effect

After the results of hypothesis testing, the research that has been carried out will be presented an analysis of the indirect influence (*Indirect effect*) *of social media* marketing and *digital influencers* on purchasing decisions using customer reviews as a mediation variable. From the results of data processing using Smartpls 3.2.9, the results of indirect influence testing will be presented as can be shown in table 5.18, which is as follows:

Table 4. The Magnitude of the Coefficient of Indirect Effect path (*Mean,STDEV,T-Values,P-values*)

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV |)	P Values
X1 -> Z -> Y	0.178	0.169	0.060	2.954	**0.003**
X2 -> Z -> Y	0.197	0.222	0.095	2.082	**0.038**

Source: Data processed, 2023

From table 4, the magnitude of the indirect influence pathway test can be described as follows: *The influence of social media marketing on purchasing decisions is mediated by customer reviews.*

Based on the results of the path analysis*,* the influence of *social media marketing* on purchasing decisions is mediated by customer reviews, where the amount of indirect influence is 0.178 (0.443 x 0.402). This shows *that the application of social media marketing through customer reviews can increase shopee purchase decisions by 0.178 while judging from the pvalue value of 0.003 < 0.05, this indicates that customer reviews can mediate the influence of* social media *marketing* on shopee purchase decisions. The findings of this study may provide evidence that customer reviews can mediate the influence of *social media marketing* can improve fashion buying decisions on shoppee marketplaces. From the research hypotheses that have been put forward are accepted.

The influence of digital influencers on purchasing decisions is mediated by customer reviews.

The results of the path test are *the indirect influence of digital influencers on purchasing decisions through customer reviews where the amount of indirect influence is 0.197 (0.491 x 0.402) This shows that* digital influencers *will increase customer reviews so that they have an impact on purchasing decisions of 0.197 or 19.70%.*

Then with a pvalue value of 0.038 < 0.05, this shows that customer reviews can mediate the influence of *digital influencers* on shopee purchase decisions. This indicates that *digital influencers* can increase customer reviews so that it can have implications for improving purchase decisions on the shopee marketplace. Thus, from this research hypothesis is acceptable.

DISCUSSION

The influence of social media marketing on customer reviews on the shopee Marketplace

Based on the results of distributing questionnaires to a few students at the Nitro Makassar Institute of Business and Finance related to social media marketing, it is perceived as good or high. This can be seen from the first indicator, namely entertainment with statements that content uploaded on social media marketplace shopee is attractive to users, perceived well because marketplace shopee often uses content to promote through Instagram, Facebook, and other social media. The second statement of content uploaded on social media marketplace shopee entertaining customers is perceived well because marketing content in the form of videos combines visuals, sounds and even dialogue, so that customers can capture messages to influence students' decisions to shop.

The second indicator of interaction with the statement that social media used by the shopee marketplace allows users to share information with other users, is perceived well because shopee provides product ratings that can be used by other consumers about what has been purchased through videos and photos uploaded by customers who have purchased. The statement that users can use the Shopee social media marketplace to share information via chat between users, is perceived well because Shopee presents

the Live Chat feature, because through this feature buyers can directly talk to sellers to be able to negotiate the goods they want to buy. Then the third indicator of trendiness with the statement of shopee marketplace social media content always makes the latest information and *up to date*, perceived well because shopee marketplace social media content always follows existing trends and implements them into their social media content.

The influence of digital influencers on customer reviews on the shopee Marketplace

The results of research conducted on digital influencers through the distribution of questionnaires to a few students at the Nitro Makassar Institute of Business and Finance were perceived as good or high. This can be seen from the first statement that the shopee marketplace has honest sellers in offering their products to consumers, perceived quite well because there are still some sellers who are not honest in offering their products, because they are not in accordance with what is drawn.

The second statement that sellers in the marketplace have insight and experience related to the products offered, is perceived well because a seller must master market prices and provide complete product descriptions and photos of the products offered. Then the third statement that the shopee marketplace has concern for consumers by providing an appearance that makes an appeal to customers, is perceived well by students because the shopee marketplace always pays attention to all consumer needs and desires by paying attention to the appearance of the products offered so that it can be an attraction for customers.

The fourth statement that I feel that the products offered by shopee have maintained good credibility so far to attract consumer buying interest, are perceived well by students because the shopee marketplace maintains product guarantees to consumers to ensure products have reached consumers in good condition, and consumers can find out the existence of goods that have been ordered. While the statement that the products offered by shopee are tailored to the characteristics of users ranging from age and gender and all users, which is perceived well because all consumer needs are all available and complete offered by the shopee marketplace, ranging from household needs, fashion, stationery, and ranging from children to adults.

The influence of social media marketing on fashion buying decisions

From the results of research that has been conducted through the distribution of questionnaires related to social marketing media problems, it is perceived by both students and female students at the Nitro Makassar Institute of Business and Finance. Where the index that contributes the highest in this study is the trendiness indicator with the statement social media content marketplace shopee always makes the latest information, as well as information that is *up to date*. This must be maintained that it is improved again by the shopee marketplace so that it always makes the latest and up to date information.

While the indicator that contributes the lowest is interaction, it must be a concern for the shopee marketplace to allow users to share information with other users, namely through chat between users so that other users can find out the advantages of the products to be ordered by consumers.

The results of the analysis that have been carried out obtained findings that *social media* marketing has a positive and significant influence on fashion purchasing decisions in students and students at the Nitro Makassar Institute of Business and Finance. This finding indicates that the better social media marketing implemented by the shopee marketplace, it will affect the increase for students and students at the Nitro Makassar Institute of Business and Finance to make fashion purchase decisions.

The influence of digital influencers on fashion buying decisions

The results of the analysis that has been carried out through the distribution of questionnaires, findings related to digital *influencers* were obtained in relation to fashion purchase decisions *on* the shopee marketplace , where perceptions were obtained from students and students of the Nitro Institute of

Business and Finance that the index that contributed the highest was the Marketplace shopee has concern for consumers by providing an appearance that makes appeal to Customers, this must be maintained and even improved by sellers in the Shopee marketplace to always have a caring nature for the products that have been purchased by customers ranging from packaging to goods arriving at the consumer's place.

While the index that has the lowest contribution is the shopee Marketplace has sellers who are honest in offering their products to consumers, perceived quite well so that it must be improved so that sellers on the shopee Marketplace in offering their products are adjusted to the quality of goods that match the existing image.

The Influence of Customer Reviews on Fashion Purchasing Decisions

Based on the results of the questionnaire distribution, customer reviews are in the good category. This can be seen from the first indicator I get the benefit of review information from the Shopee application, perceived well because with customer reviews, it will be a consideration for students in making purchases. The second statement of reviews given by other consumers on the Shopee application can be trusted, perceived well because the review is an experience and assessment of the results of product purchases that have been made.

Then the third statement that reviews given by other consumers on the Shopee application help me avoid online fraud, perceived well because with reviews it can help consumers or students to think before making a purchase to avoid fraud. The fourth statement that positive and negative reviews from other consumers on the Shopee application are influencing factors in making purchases or not, is perceived well because if the reviews are positive, students will be interested in making purchases, and if the reviews are negative, consumers or students will not make purchases. Similarly, the fifth statement that the more reviews from other consumers, the easier it will be for me to make purchase decisions on the Shopee application, perceived well because the more positive reviews given by other consumers, the more students will be interested in making purchases on the Shopee application.

The influence of social media marketing on fashion purchasing decisions through Customer Reviews on students and students at the Nitro Makassar Institute of Business and Finance

The results of testing the research hypothesis are the influence of social media marketing on fashion purchase decisions mediated by customer reviews. Where from the bootstrapping results *in* SmartPLS *3,2.9 which shows that customer reviews can partially mediate the influence of social media marketing on fashion purchase decisions in students and students at the Nitro Makassar Institute of Business and Finance.*

This finding indicates that the existence of social media marketing through applications and features available through product assessment from customer reviews will influence fashion purchase decisions in students at the Nitro Makassar Institute of Business and Finance.

The influence of digital influencers on fashion purchasing decisions through customer reviews on students at the Nitro Makassar Institute of Business and Finance

The results of the mediation test in this study are the influence of digital influencers on fashion purchasing decisions through customer reviews on students at the Nitro Makassar Institute of Business and Finance, where in this study it was found that customer reviews can mediate the influence of digital influencers on fashion purchasing decisions. This finding indicates that the better the use of digital influencers used by sellers in the shopee marketplace, it will affect customer reviews, thus impacting the purchase decision of fashio in students at the Nitro Makassar Institute of Business and Finance.

CONCLUSION

From the results of research and discussion that have been stated before, several conclusions can be presented in this study, namely The results of this study show that social marketing affects customer reviews, this shows that the better the application of social marketing media, it will have a real impact on increasing customer reviews on the shopee marketplace, Research findings show that digital influencers have a real influence In increasing customer reviews, this finding indicates that with the existence of digital influencers, it will have an influence on customer reviews on the Shopee marketplace, The influence of social media marketing has a real influence on increasing fashion buying decisions. This finding indicates that the better the application of social marketing media, it will be able to increase fashion purchasing decisions in students of the Nitro Makassar Institute of Business and Finance, The influence of digital influencers on fashion purchasing decisions, where it can be indicated that the higher the digital influencer, it will have an impact in increasing fashion purchasing decisions in students of the Nitro Makassar Institute of Business and Finance, The results of the analysis of the influence of customer reviews on fashion purchase decisions, the findings of this study indicate that the higher customer reviews, the more fashion purchase decisions will affect fashion purchase decisions in students of the Nitro Makassar Institute of Business and Finance, The results of mediation tests in this study show that customer reviews can mediate the influence of social marketing media on fashion purchase decisions in students of the Nitro Institute of Business and Finance Makassar. This finding indicates that the better the application of social media marketing, the more it will influence customer reviews so that it has an impact on fashion purchase decisions, The results of mediation tests in this study show that customer reviews can mediate the influence of digital influencers on fashion buying decisions. This finding indicates that digital influencers implemented so far can influence customer reviews so that they can have an impact on increasing fashion purchase decisions in students at the Nitro Makassar Institute of Business and Finance.

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