

# Purchase Decision of Fashion Products and Several Factors That Affects It (Study Case on Shopee Marketplace)

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**Abstract.** The purpose of this study is to analyze the influence of online customer reviews, lifestyle, and product quality on purchasing decisions. Sample selection in this study used purposive sampling. Based on the criteria, 110 respondents were obtained who became a sample. The technical data analysis used in this study is instrument testing, descriptive statistics, classical assumption testing, multiple regression, and hypothesis testing. The results of the analysis show that online customer reviews, lifestyle, and product quality simultaneously affect purchasing decisions, then online customer reviews negatively affect purchasing decisions, lifestyle has a positive effect on purchasing decisions and product quality has a positive effect on purchasing decisions.

**Keywords:** Online Customer Reviews, Lifestyle, Product Quality, Purchasing Decisions.

## 1 Introduction

In the current Modern Era, the development of technology and information has exerted a great influence on consumer behavior. Technology caused a shift in human behavior in terms of shopping initially most people shopped offline, now as time goes by shopping is easier to do online. E-commerce is a means to buy and sell online through an electronic network where computers are a means to facilitate the operation of a company. During the second quarter of 2021, Shopee was ranked second with 127.4 million active users, which was beaten by Tokopedia ranked first Online shopping is very effective because it can avoid the risk of covid-19 transmission, according to The Center for Digital Society (CFDS) Researchers [13].

Shopee is one of the mobile application-based e-commerce that is currently growing rapidly in Indonesia. Shopee entered Indonesia in 2015. Shopee is an e-commerce hub headquartered in Singapore. Shopee was founded in 2009 by Forrest Li. This application is claimed to be the first mobile marketplace application for consumer-to-consumer (C2C), [12]. One of the factors that affect economic growth in Indonesia, one of them is fashion products, as can be seen from the data for the textile and clothing industry in 2021 which grew fluctuating and began to grow by 18.98 percent. Fashion leads to a fashion worn by an individual or group. Fashion is becoming an inseparable part of everyday appearance and style. Judging from the data on the percentage of sales in various categories that are most often purchased by consumers in the marketplace for fashion products and Shopee is ranked first by 59 percent in Markplus, Inc. E-commerce Research. Quartile III 2020. In the Indonesian Digital Marketing Association [14].

One of the factors that cause consumers to make purchases is looking at Online Customer Reviews. Before consumers make purchases on the marketplace, one of which consumers must seek information in various ways, one of which is by looking at accessible information such as viewing product reviews from consumers on Shopee. Other factors influence purchasing decisions, namely Lifestyle. Lifestyle will affect the choice of models and brands of products to be purchased by consumers. A person's lifestyle is different depending on daily activities, either because of needs or influenced by environmental factors. The last factor that influences purchasing decisions is product quality. Where products of good quality will affect consumers in making purchases.

Based on a review of the background of the problem and the differences in the results of previous studies, the researchers are interested in conducting research with the title "**The Influence of Online Customer Reviews, Lifestyle, and Product Quality on Purchase Decisions for Fashion Products on the Shopee Marketplace**".

The aims of this research are:

1. To analyze and find out whether Online Customer Reviews, Lifestyle, and Product Quality simultaneously affects the Purchase Decisions of fashion products on Shopee
2. To analyze and find out whether Online Customer Reviews have a positive and significant effect on the Purchase Decisions of fashion products on Shopee.
3. To analyze and find out whether Lifestyle has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.
4. To analyze and find out whether Product Quality has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.

## 2 Literature Review

### a. Purchase Decision

According to [7], the purchase decision is a process consisting of 5 stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Purchasing decision indicators according to [7] are as follows:

- a. A A Problem Recognition, consumers are aware of the difference between the actual condition and the expected condition.
- b. Information Search, interested consumers will look for more information about a product. Consumers are looking for information about existing alternatives.
- c. Alternative Evaluation, evaluating and selecting various alternatives obtained.
- d. Purchase Decision, Consumers make decisions to purchase products or services influenced by situational factors and other people's attitude factors.
- e. Post-purchase behavior, consumers take further action after buying based on the satisfaction or dissatisfaction they feel.

### b. Online Customer Review

According to [9], Online Customer Review is a review of a product uploaded on an online site or third-party website submitted by consumers regarding the online shopping experience. The indicators of purchasing decisions according to [8] & [4] are as follows:

- a. Attractiveness, matters relating to a person's social values which include personality, physical appearance, and having the same circumstances or conditions.
- b. Trust, matters relating to honesty, integrity, and how a vlogger can be trusted.
- c. Quality of information, Information provided by consumers to help other consumers in a decision to purchase products or services.
- d. Usefulness of information, the information provided by consumers is useful for other consumers in deciding terms of product reviews

### c. Lifestyle

According to [7], lifestyle is a person's lifestyle in the world which is reflected in activities, interests, and opinions. Lifestyle indicators according to [7] are as follows:

- a. Activities or activities, the company can find out which products will be created by looking at consumer activities, so that companies can form strategies for their target market.
- b. Interests are defined as likes, hobbies, and priorities in the consumer's life.
- c. Opinions, from consumers who come from their personal about a product or service.

### d. Product Quality

Kotler and Keller [7] state that product quality is the product's ability to carry out its functions, these capabilities include durability, reliability, accuracy produced, ease of operation and repair, and other valuable attributes of the product as a whole.

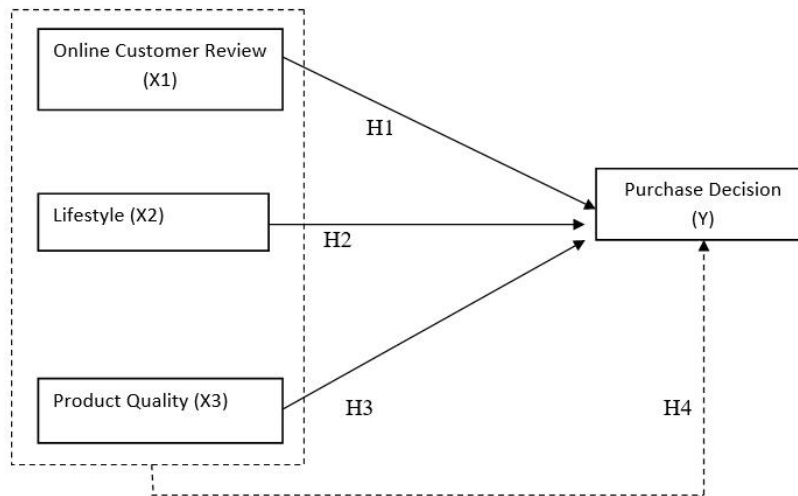
## 2.6. Problem Formulation

Based on the above background, the formulation of the problem in this study is:

1. Do Online Customer Reviews, Lifestyle, and Product Quality simultaneously affect the Purchase Decisions of fashion products on Shopee?
2. Does Online Customer Reviews have a positive and significant effect on the Purchase Decisions of fashion products on Shopee?
3. Does Lifestyle have a positive and significant effect on the Purchase Decisions of fashion products on Shopee?
4. Does Product Quality have a positive and significant effect on the Purchase Decisions of fashion products on Shopee?

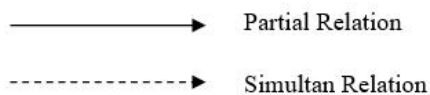
## 2.7. Research Framework

Based on the description above can be described the following framework:



**Fig. 1. Research Framework**

Description:



### Hypothesis:

- H1: Online Customer Reviews, Lifestyle, and Product Quality simultaneously affect the Purchase Decisions of fashion products on Shopee.
- H2: Online Customer Reviews have a positive and significant effect on the Purchase Decisions of fashion products on Shopee.
- H3: Lifestyle has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.
- H4: Product Quality has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.

## 3 Research Method

This research is quantitative. According to [10], quantitative research methods are research methods based on the philosophy of positivism, which is used to examine certain populations or samples, collect data using research instruments, and analyze quantitative or statistical data to test the hypotheses.

The population in this study were students who had purchased fashion products in the Shopee marketplace. The sampling method was non-probability sampling through purposive sampling with the criteria of respondents being students who had purchased fashion products in the Shopee marketplace.

## 4 Result and Discussion

Based on the results of the analysis of the data presented in the questionnaire, the following are the results obtained:

### 4.1. Validity Test

The r-table in this study was obtained by 0.1576 based on the calculation of SPSS it can be known that all statement items are valid because the value of r-counts > r-table.

#### 4.2. Reliability Test

Based on the results of reliability tests, it can be seen that the values of Cronbach's Alpha for the variable X1 are 0.833, X2 is 0.767, X3 is 0.881, and Y is 0.798 greater than the minimum Cronbach's Alpha of 0.70. So, it can be concluded that all data are reliable.

#### 4.3 Classic Assumption Test

##### 4.3.1 Normality Test

The results of the Kolmogorov-Smirnov test showed a significance of 0.199 greater than 0.05. So that it can be concluded that the data are normally distributed.

##### 4.3.2 Multicollinearity Test

The multicollinearity test has shown a tolerance value greater than 0.10 and a VIF value smaller than 10, so it can be concluded that there are no symptoms of multicollinearity.

##### 4.3.3 Heteroscedasticity Test

The results of the heteroskedasticity test using the Glejser Test showed that there were variables whose significance level was below 0.05. Lifestyle variables had a significance level of 0.002 smaller than 0.05 so it could be concluded that data on heteroskedasticity symptoms occurred.

Therefore, it was carried out using the Spearman Rho test and showed that all variables had a significance value of > 0.05, so it can be concluded that there are no symptoms of heteroskedasticity.

#### 4.4 Multiple Regression Analysis

**Table 1. Multiple Linear Test Results Model**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,72	0,448		1,607	0,111
Online Customer Review	-0,065	0,112	-0,043	-0,580	0,563
Lifestyle	0,743	0,065	0,744	11,386	0,000
Product Quality	0,639	0,146	0,562	4,369	0,000

Based on the regression analysis results, the equation of the multiple linear regression model is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0,72 + (-0,065) X_1 + 0,743 X_2 + 0,639 X_3$$

The regression equation above can be explained as follows:

$\alpha$  = Constant value ( $\alpha$ ) shows a positive value of 0.72, which means that if Online Customer Reviews, Lifestyle, and Product Quality are zero or remain unchanged, then the Purchase Decision is 0.72 units.

$\beta_1$  = The regression coefficient value of the Online Customer Reviews variable shows a negative insignificant value of -0.065, indicating that each increase in Online Customer Reviews of 1 unit, causes Purchase Decision to decrease by 0.065 units assuming other variables remain the same.

$\beta_2$  = The value of the regression coefficient of the Lifestyle variable shows a positive value of 0.743 that each increase in Lifestyle is 1 unit, it causes Purchase Decision to increase by 0.743 units assuming other variables remain the same.

$\beta_3$  = The value of the regression coefficient of the Product Quality variable shows a positive value of 0.639 that every 1 unit increase in the Product Quality causes Purchase Decision to increase by 0.639 units assuming other variables remain the same.

Based on the results of multiple linear regression, it was found that the most influential variable in this study was the Lifestyle variable with a Beta value of 0.743.

#### **4.5 Determination Coefficient Test (R<sup>2</sup>)**

The results of the coefficient of determination in this study have an Adjusted R Square value regression model formed in this study of 0.586 which shows that the variables of online customer review, lifestyle, and product quality in explaining the variables of Purchasing Decisions were 58.6% the remaining 41.4% influenced by other variables that were not studied in this study.

#### **4.6 Hypothesis Testing**

##### **4.6.1 F-Test**

**H1: Online Customer Reviews, Lifestyle, and Product Quality simultaneously affect the Purchase Decisions of fashion products on Shopee.**

The results of the F test in this study obtained a calculated F-value > F-table ( $52.385 > 2.69$ ) and a significance value of 0.000 smaller than a significant level of 0.05. So, the first hypothesis is accepted, meaning that the variables of online customer review, lifestyle, and product quality have a simultaneous effect on purchasing decisions.

##### **4.6.2 T-Test**

#### **1. H2: Online Customer Reviews have a positive and significant effect on the Purchase Decisions of fashion products on Shopee**

The results of hypothesis testing (H2) have proven that the Online Customer Reviews variable has a negative and insignificant effect on Purchase Decisions of fashion products on Shopee with a t-count < t-table that is  $-0.580 < 1.659$  with a significance value of  $0.563 > 0.05$ , so the 2<sup>nd</sup> hypothesis is rejected and can be concluded that Online Customer Reviews have an insignificant negative effect on the Purchase Decisions of fashion products on Shopee.

#### **2. H3: Lifestyle has a positive and significant effect on the Purchase Decisions of fashion products on Shopee**

The results of hypothesis testing (H3) have proven that the Lifestyle variable has a positive and significant effect on Purchase Decisions of fashion products on Shopee with a t-count > t-table that is  $11.386 > 1.659$  with a significance value of  $0.000 < 0.05$ , so the 3<sup>rd</sup> hypothesis is accepted and can be concluded that Lifestyle has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.

#### **3. H4: Product Quality has a positive and significant effect on the Purchase Decisions of fashion products on Shopee**

The results of hypothesis testing (H4) have proven that Product Quality has a positive and significant effect on the Purchase Decisions of fashion products on Shopee with a value of t-count > t-table that is  $4.369 > 1.659$  with a significance value of  $0.000 < 0.05$ , so the 4<sup>th</sup> hypothesis is accepted and can be concluded that Product Quality has a positive and significant effect on the Purchase Decisions of fashion products on Shopee.

#### **4.7 Discussions**

1. Online Customer Reviews, Lifestyle, and Brand Equity simultaneously influence purchasing decisions. Based on this, it shows that out of the three variables, it causes the decision to buy fashion products in the Shopee marketplace. This means that the company can improve the quality of its website or products to be able to taste good consumer reviews, as well as create products according to the lifestyle of consumers. Companies can improve the quality of their products so that these products have high equity or added value in the eyes of consumers. Thus, if the three variables are linked together, they will influence the decision to buy fashion products in the Shopee marketplace.
2. Online Customer Reviews have an insignificant negative effect on purchasing decisions. The results of the second hypothesis test, namely Online Customer Review, have an insignificant negative effect on purchasing decisions. Based on this, it shows that the Online Customer Review variable does not cause the decision to buy fashion products in the Shopee marketplace. Although in general consumers will see product reviews given by other consumers before deciding to buy fashion products. As the results of the descriptive statistical analysis, respondents answered in agreement with the Online Customer Review statement given. However, this does not encourage consumers to make purchase decisions. This means that in buying fashion products, consumers do not see product reviews but other factors can lead to the decision to buy fashion products. So Online Customer Review has a negative effect not significantly on purchasing decisions.

3. Lifestyle positively affects purchasing decisions.  
The results of the third hypothesis test, namely Lifestyle, have a positive effect on the decision to buy fashion products in the Shopee marketplace. As the results of the descriptive statistical analysis, respondents answered in agreement with the Lifestyle statement given. The lifestyle of consumers influences the purchase decision of fashion products. Over time, the activities carried out by consumers influenced the choice of fashion products used. Existing needs and trends can influence interest, activity, and opinions on fashion products.
4. Product Quality positively affects purchasing decisions.  
The results of the fourth hypothesis test, namely Product Quality, have a positive effect on the decision to buy fashion products in the Shopee marketplace. The better the quality of the product, the more it will increase the decision of consumers to buy the product. By providing better product quality, the company will be superior to its competitors. Therefore, a company must be able to understand the wishes of its consumers so that it can create quality products that are per consumer expectations.

## 5 Conclusion

Based on the results of the study on 110 respondents of fashion product customers on Shopee, the following conclusions were:

1. Online Customer Reviews, Lifestyle, and Product Quality simultaneously affect the Purchase Decisions of fashion products on Shopee.
2. Online Customer Reviews have an insignificant negative effect on Purchasing Decisions of fashion products on Shopee.
3. Lifestyle has a positive and significant effect on Purchasing Decisions of fashion products on Shopee.
4. Product Quality has a positive and significant effect on Purchasing Decisions of fashion products on Shopee.

Because of the limitations of this study, the suggestion for the fashion production company listed on Shopee was to maintain and pay attention to products that suit the lifestyle of consumers. Especially in fashion products that follow the times that suit the lifestyle of consumers. For subsequent researchers, it is recommended to add other variables that can influence purchasing decisions, for example, brand awareness, quality of service, and promotion that can influence purchasing decisions.

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