"Pandemic Pivot: Unraveling the Digital Fashion Frontier on Shopee"

Lusitania Lintang
LSPR Institute of Communication & Business, Indonesia
Correspondent: 23172390012@lspr.edu

ABSTRACT: During the COVID-19 pandemic, there has been a major shift in people's activities and behaviors, which are moving towards the digital world. This helps people in their daily lives, both as buyers and business people in various industries, including the fashion industry. The fashion industry itself is a sector of multinational companies that have a high-net-worth value, whose focus is mainly on designing, producing, and marketing clothes to the public. Online shopping digital platforms such as Shopee are one of the main choices for people in making shopping transactions today. The purpose of this study was to find out online consumer reviews, social media advertisement, and influencer endorsements can influence people's online purchase intention for fashion stores on the Shopee platform. The research used a non-probability sampling approach, specifically choosing the convenience sampling technique during the sample selection process. The number of samples used in the study was 130 respondents, and data collection was conducted by distributing questionnaires through Google Forms. The data analysis was conducted using the Structural Equation Modelling (SEM) program SmartPLS 4.0. The research shows that social media ads on Shopee in Jabodetabek significantly impact online purchase intentions. Influencer engagement also influences intentions positively, although not statistically significant. Online consumer reviews and purchase intention variables share similarities, both influenced by external factors. Businesses should tailor advertising strategies for optimal performance and leverage social media effectively to thrive in e-commerce.

Keywords: Online Consumer Review, Social Media Advertisement, Influencer Endorsement, Online Purchase Intention, Advertisement

INTRODUCTION

The era of technology has now undergone a very developed evolution especially. The community is increasingly helped by technological developments in everyday life (D.R.E.S.S.X., 2021; Huynh, 2022). In addition to helping people in living their daily lives, people are also helped in getting information that is happening now by using social media. With the existence of social media in

everyday life, according to (Yee Loong Chong et al., 2018) social media is widely used as an open platform where people can search, organize and share information with others. Along with the development of social media, the COVID-19 outbreak has had a major impact on the world economic sector, especially in Indonesia. Based on data from the Central Statistics Agency (BPS, 2020), Indonesia has experienced an economic decline of -2.07 percent. In addition, based on data obtained by the Ministry of Finance of the Republic of Indonesia, the impact experienced by Indonesia in 2020 is economic deflation where there are unstable economic movements due to the COVID-19 pandemic (Chotimah, 2019; Simbolon et al., 2022; Sriyanto & Kuncoro, 2019).

With the COVID-19 outbreak sweeping the world, Dubbelink et al., (2021) stated that many industries have made a business shift that initially focused on offline business towards online business and social media marketing. Apart from the business industry that switches to online business, people's behavior also responds to this, where people become more often to switch to shopping through online sites (Dubbelink et al., 2021). Due to this statement, Yaacob et al., (2021) stated that social media can reach businesses on a wide scale by promoting products and services provided to the community. Yaacob et al., (2021) believe that by utilizing social media aspects such as social media advertisements, online customer reviews, and influencer support, the business reach obtained is more effective because of the interaction made by business people to existing people or who are new to the business. Based on research that has been found by Utari et al., (2020) which states that the behavior of Indonesian people to shop has increased, namely shopping through online sites during the pandemic. This happens because the government implements a Large-Scale Social Restrictions (PSBB) policy which according to research conducted by Hardiyanto (2020) states that people's behavior in carrying out online shopping activities can be influenced by several factors such as convenience, trust, security, comfort, product quality, and price (Al Tamime & Weber, 2022).

More and more people have positive responses based on the number of people who shop online (Utari et al., 2020). Ahmad et al., (2020) stated that the fashion industry is one of the businesses that is considered suitable and natural for social media platforms. This can happen because of the paradigm shift of society for social media to be a source of information and become a public choice for global competitiveness that occurs due to increasing digitalization. In addition, with the positive effects obtained from the community on online shopping, Yaacob et al., (2021) stated that this raises innovative marketing tactics and the breadth of business opportunities that can be done by business people engaged in fashion because of social media which determines trends for society in the modern era, especially during the COVID-19 pandemic because people are more likely to use online sites as the main source and Also as the most important marketing tool for companies engaged in fashion.

The fashion industry is one of the multinational company sector companies that has a high net worth, where the industry tends to be engaged in designing, producing, and marketing clothing to the public (Aftab, 2018; Dicuonzo et al., 2020; Ermes & Niemann, 2023). The fashion industry is an unpredictable global industry because according to Sen (2008) the prediction of the industry is up or down, and also has several factors such as short cycles, diverse products, having long-term storage, and difficult backup chains. However, research has been found on the fashion industry in the rapidly developing country of Indonesia. This is evident from Zahra's (2019) which explains

that Indonesia adapts to fashion tastes from the west in terms of design, materials and tools used to process these products. The results of the adaptation of the fashion industry carried out by Indonesia have brought results where this behavior has increased the country's economic growth. This is proven based on data collected by the Central Statistics Agency (BPS) which states that fashion has been ranked second after the culinary industry as one of the industries that can drive the country's economy by 17%. In addition, the fashion industry has the largest export value of 11.9 billion US dollars.

Due to the phenoma related to the large number of public requests to purchase fashion goods, this has led to many online shopping sites in Indonesia NyomanRusmiati & Purnami (2022). Based on data obtained by NyomanRusmiati & Purnami (2022), the highest number of online shopping site visitors in Indonesia is Shopee with 71.5 million visitors. To support this data statement, there is data obtained by Data Book (2023) stating that the most visitors to online shopping sites are Shopee with data acquisition of 2.35 billion. Based on the data obtained, it is known that Shopee is more dominantly used by the public than Tokopedia, Lazada, Bli-bli, and Bukalapak. The reason why people are more willing to use Shopee is because there are promos in the form of free shipping that are always provided by Shopee to the public and apart from free shipping, there are many items sold on the shopping site at affordable prices (Pangestika *et al.,* 2022). Based on research conducted by Pangestika *et al.,* (2022), many people use the Shopee platform as a tool to encourage the economy for business actors who are starting businesses from various businesses, especially in the fashion industry (Brooks et al., 2020; Hosseini & Paydar, 2021; Magnini & Karande, 2010; Manna et al., 2017).

Table 1 Data on the Number of Online Shopping Site Visitors

Online Shopping Sites	Number of Visitors
Shopee	2.349.900.000
Tokopedia	1.254.700.000
Lazada	762.400.000
Bli-bli	337.400.000
Bukalapak	168.200.000

Based on the phenomenon that has been found by researchers, this affects several variables that will be used as one of the foundations of research. In this phenomenon that occurs in the fashion industry on the Shopee platform, researchers can conduct further research on online consumer reviews by analyzing public perceptions and public responses to fashion products, fashion tastes and also trends marketed on the Shopee platform. This is related to the existence of advertisements and influencer recommendations on products marketed to business actors on the Shopee platform which is expected to increase public encouragement to make purchases of marketed products.

With the combination of these considerations, researchers can conduct research related to people's buying intentions for marketed fashion products. The research was conducted to provide further information to researchers and also to the public who are collecting insights and who are conducting research to build business ventures both in the fashion industry and other industries (Fennis et al., 2017; Saranya & Chandrasekaran, 2023; Shaw et al., 2014).

Theory of Planned Behavior (TPB)

To conduct research, theory is needed that can be one of the drivers and also a measuring tool for the aspects studied for research. This is done to help researchers to conduct a study. The theory used by researchers in the study is using the Theory of Planned Behavior (TPB). Based on research conducted by Ajzen & Fisbein (1988), the theory is a theory developed and refined from the previous theory, namely the Theory of Reasoned Action (TRA). Theory of Planned Behavior (TPB) is a theory used by researchers to analyze and study the motivations of individuals who have involvement in behavior at a time and place determined in a study (Ajzen, 1991). The theory used by researchers has the aim of proving the correlation of variable models in actual work so that researchers can display user behavior based on data obtained from research conducted. The focus of the Theory of Planned Behavior (TPB) in research is motivation, behavior, attitude, subjective norms, and perceived behavioral control (Chiu *et al.*, 2017). Yadav & Pathak (2017) stated that the Theory of Planned Behavior (TPB) is the most useful framework because it is able to explain human behavior in various contexts and has a significant role in the community environment. Aside from the significant role in the community environment, Bosnjak *et al.,* (2020) stated that theories have an impact that can influence subjective behavior and norms, which are moderated by people's perceptions of behavioral control.

The Theory of Planned Behavior (TPB) was involved in the study because of several considerations that can be used as a benchmark for research. According to Bosnjak *et al.,,* (2020) the Theory of Planned Behavior (TPB) consists of three types of considerations, namely behavioral beliefs, normative beliefs, and control beliefs.

- First, behavioral beliefs include predictions of the likely consequences of a person's behavior

- Second, normative beliefs are concerned with expectations that are influenced by others.

- Third, confidence control involves believing in factors that can facilitate or hinder behavioral performance.

Picture 1 Theory of Planned Behavior (TPB)
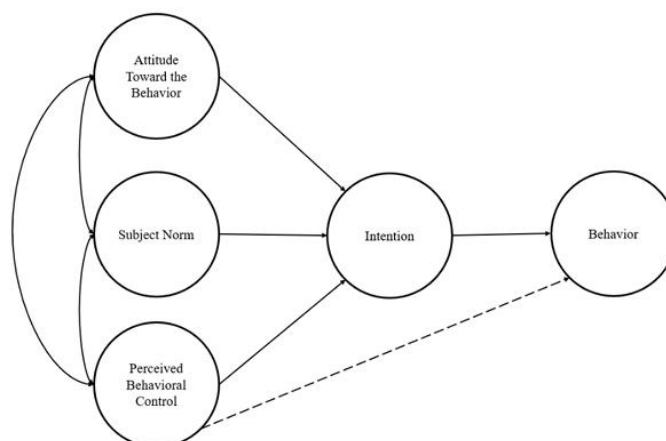
Online Consumer Review

Based on research conducted by Yaacob et al., (2021) Online Consumer Review is an evaluation action derived from consumers on products or services that have a relationship with the price, experience, and function of users of a product or service in the form of images, videos, or text. To support this statement, there is research conducted by Zheng (2021) online consumer review is very important to research. This can be proven because of research that shows that online consumer reviews have an impact on how perceptions of brand image, consumer attitudes, shopping decisions, product choices, and also affect sales (Zheng, 2021). Online consumer reviews have a significant influence so that they can influence people's perspectives on products being marketed because public reviews reflect a direct view of a product honestly using online platforms, and become one of the important strategies in promotion by business actors or companies (Hartanto & Indiyani, 2022). Based on this statement, it can be concluded that online consumer reviews have characteristics similar to purchase intention because, according to Liu, *et al.,* (2019) these variables are natural and there are many factors that must be taken into consideration. According to Hidayati (2018) factors that can affect online consumer reviews are as follows;

1. The decision in determining the purchase of the product
2. Influential consumer response in product selection
3. product information that is in accordance with consumer knowledge.
4. Suitability of product reviews from other consumers.
5. Product evaluation of a purchase made by consumers
6. Consideration of recent reviews of a product from consumers

Apart from the factors that will be online consumer reviews, there are indicators that must be considered in analyzing online consumer reviews. Based on research conducted by Ananda & Wandebori (2016), online consumer review indicators are as follows;

1. **Attraction**

Establishing a relationship with an individual or product entails considering a myriad of factors, including but not limited to personality traits, physical attributes, and contextual circumstances.

Such connections are often deeply intertwined with societal values, reflecting the intricate interplay between personal preferences, cultural norms, and situational dynamics. Thus, fostering meaningful connections involves a holistic understanding that transcends surface-level impressions, encompassing the multifaceted dimensions that shape both human interactions and consumer choices.

2. Belief

Developing a relationship with a product founded on honesty, integrity, and confidence entails embracing a commitment to transparency, reliability, and assurance. It involves cultivating a sense of trustworthiness by consistently delivering on promises, upholding ethical standards, and instilling a sense of reliability in both the product itself and the brand behind it. This relationship is built upon a foundation of authenticity, where consumers can rely on the product to perform as expected and align with their values, fostering a deep-seated connection rooted in mutual respect and credibility.

3. Skill

Establishing a relationship with the collective experience, knowledge, and expertise of a community is instrumental in comprehensively assessing the strengths and weaknesses of a product or the information surrounding it. This symbiotic connection involves tapping into the diverse insights and perspectives offered by a community, drawing upon their accumulated wisdom and practical know-how to gain a nuanced understanding of the product's performance, features, and potential drawbacks. By leveraging the collective intelligence of the community, individuals can navigate through complexities, identify hidden nuances, and make informed decisions that align with their needs and preferences. This collaborative approach fosters a sense of empowerment, enabling consumers to engage critically with product information and enriching the overall evaluation process with a wealth of shared insights and perspectives.

Social Media Advertisement

With the rapid development of technology, many people are facilitated in everyday life to get information through social media. This is proven based on data obtained by Digital in Global Overview Yaacob et al., (2021) which states that there are 65% of people using social media from mobile devices. Based on research conducted by Kotler & Keller (2016), Social media advertisement is an important component for online advertising. Social media advertising is a new tactic and is an important part for companies to develop brands and can encourage people to keep buying these products (Yaacob et al., 2021). Indirectly, advertisement is mass communication, which does not use a face-to-face process like interpersonal communication, but by using intermediary media such as using advertising media (Budi & Celia, 2019). Based on research according to Budi & Celia (2019) states that the advertisement function, among others:
1) As a medium of information about a product or service sold to the public
2) To convince people to respond to a brand in order to consume or use the product
3) As a reminder to the public to still be able to use the product.

According to Yaacob et al., (2021) stated that social media advertising is emerging as an important tactic for businesses to develop their brands and attract attention from more consumers and most advertising budgets emphasize online advertising such as short video ads on social media. This method of advertising can be one of the means that can be used at an affordable price to convey information to the public both as a reference and providing education to the public (Imanuddin & Amanda Zuliestiana, 2019). From some of these statements, it can be concluded that social media advertising is used by business actors to attract attention and can reach the public online with the aim of increasing consumer awareness of the product. Social media advertising can affect society with elements that can affect society. According to Naidoo (2011) there are elements of social media advertisement that must be considered, including;

1.   Personalized

Assessed based on individual characteristics that can refer to consumer recognition of products through preferences related to information needed by the community. Information that can be used in groups of people from specific or relevant categories

2.   Understanding

Marketers and consumers both derive advantages from well-defined advertising messages. The anonymity and ambiguity often associated with social media ads can impede consumer comprehension, subsequently influencing their purchasing choices.

3.   Satisfaction

Satisfaction in advertising effectiveness is intricately tied to consumer interactions and subsequent purchasing decisions, often divided into satisfaction stemming from the purchasing process and the outcome of the product itself.

4.   Belief

Trust in social media advertising encompasses personal expectations derived from past interactions. Unlike credibility, which relies on the marketer's expertise, honesty, and dedication to consumer welfare, trust is established through individual encounters rather than corporate reputation.

5.   Persuasive

Advertising on social media yields a significantly more potent impact compared to conventional persuasive methods. It offers a personalized platform for disseminating information, promoting products, and addressing potential objections. This personalized approach amplifies marketers' persuasive capabilities.

Influencer Endorsement

Based on research conducted by Belanche et al., (2021) Influencer endorsement is used by marketers as a marketing communication tool to convey offers to the public through social media

pages, with the aim of developing a marketed brand. To do brand marketing, marketers distribute branding marketing to brands to facilitate the delivery of marketing communications to the public. According to Belanche et al., (2021) there are two ways of delivering marketing communications such as adjustments between influencers and consumers, or segmentation division between influencers and consumers. To deliver marketing communications, there are aspects that need to be considered to make adjustments such as influencer marketing campaigns, brands / products, and consumers. The use of influencer marketing not only exerts a strong influence on people's behavior, but is also a more effective method than traditional approaches (Belanche et al., 2021). To support this statement, research has found that there are other influences that can influence influencer endorsements. Based on research

Online Purchase Intention

Research conducted related to online purchase intention has become a habit of people today. This can happen due to the new habits of people in making product purchase transactions on online sites from various online platforms, especially on e-commerce and s-commerce platforms. Actually, online purchase intention and purchase intention generally have similar meanings and intentions. This is similar to the research of Yaacob et al., 2021) which states that online purchase intention has the same basic as purchase intention in general, but the difference is the attitude and response in terms of the online environment.

In general, purchase intention is one of the main components of a community's behavior which shows people's desire to buy a product from a certain brand (Purwianti et al., 2022). This is in line with Hamdani & Maulani (2018) research which states that purchase intention is people's behavior that occurs based on the value and perception of products in a brand. According to Purwianti et al., (2022), purchase intention can occur because a company provides product or service solutions to community problems or needs. Therefore, the greater the public interest, the higher the public interest in buying and using a brand's products or services (Purwianti et al., 2022). This is what makes purchase intention one of the important aspects that must be considered. The function of purchase intention according to Liu *et al.,* (2019) is to estimate and examine people's tendency to buy or use a product or service. However, to conduct research on purchase intention is quite difficult. This is because purchase intention is a natural measuring instrument so that for this research to be carried out, concrete research data is needed, namely from the natural nature of the community on a product (Liu *et al.,* 2019). However, to conduct research on purchase intention, there are aspects that must be considered by researchers.

In the digital era like now, many people tend to have the intention to buy the brands of choice that will be purchased using an online shop (Yaacob et al., 2021). This can refer to people's online purchase intention towards brands that are in demand. Yaacob et al., (2021) stated that in general, online purchase intention has similarities with purchase intention, but the two measuring instruments have different research factors. Factors that can make online purchase intention affect the community are social media advertising, reviews given by the public on products, and influencer or blogger endorsements (Yaacob et al., 2021). Based on research by Yaacob et al., (2021) these factors can affect online purchase intention on social media, but this can change due to the acceleration of the algorithm that occurs in these variables.
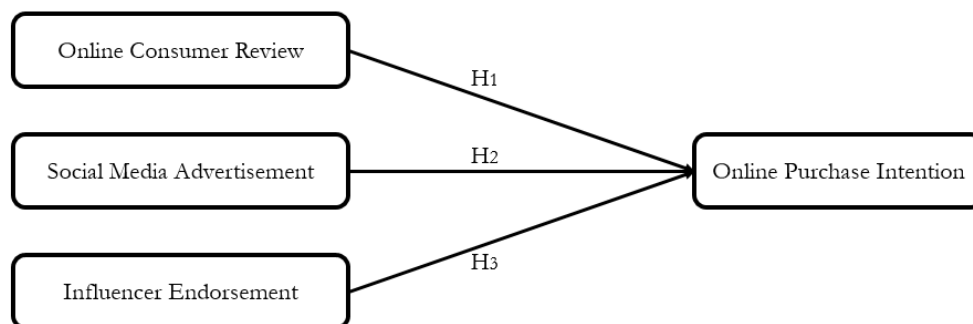
Hypothesis Development

Based on the results of the literature review, there are several research hypotheses that can provide support to researchers to continue this study. The following are related research hypotheses, among others;

H1. Online Consumer Reviews have a positive and significant influence on Online Purchase Intention

Research conducted by (Yaacob et al., 2021) focuses more on utilizing social media as a key tool for companies, especially considering the increase in online activities and lifestyles at home during the pandemic. Specifically, the researchers hypothesized that online consumer reviews have an impact on online purchase intent. This study aims to understand the factors that influence online purchase intentions, especially in the context of fashion during the COVID-19 pandemic. Based on the research conducted, online consumer reviews have a positive and significant influence on online purchase intention.

H2. Social Media Advertisement has a positive and significant influence on Online Purchase Intention

Research related to social media advertisement has been conducted by Iqbal & Khan (2021) and found that social media marketing has a positive and significant influence on brand activation. The results of the study provide results and contribute to social media advertisement variables to online purchase intention.

H3. Influencer Endorsement has a positive and significant influence on Online Purchase Intention

Research conducted by (Yaacob et al., 2021) highlights the important role of social media as a key tool for companies, especially given the surge in online activities and lifestyle changes during the pandemic. Specifically, the researchers hypothesized that endorsements by influencers have an impact on online purchase intent. The purpose of this study was to understand the factors influencing online purchasing tendencies, especially in the context of fashion during the COVID-19 pandemic. Findings from research show that influencer endorsements have a positive and significant influence on online purchase intention.

METHOD

Researchers use quantitative research methods because the data collected is numerical, which is then processed using statistical techniques to be interpreted. The sampling method used is convenience sampling by collecting samples from people in the South Tangerang area who have an interest in online fashion shopping. The number of samples collected was 130 respondents, and data collection was done through Google forms to simplify the process. The variables studied include online consumer reviews, social media ads, influencer endorsements, and online purchase intent. The data is then processed using Smart-PLS 3 and SEM (Structural Equation Modelling) as research tools. Item scoring uses a Likert scale with a range of values between 1 to 5.

Table 1. Likert Scale

Score	Information
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Totally Agree

RESULT AND DISCUSSION

If the Average Variance Extracted (AVE) surpasses 0.50 (>0.50), it unequivocally confirms convergent validity. As demonstrated in Table 1, the AVE values surpass 0.5, affirming the validity of the variables utilized. Subsequently, the outcomes of the data analyses are delineated in the following section.

Table 2. Average Extracted Variance Analysis Results

Variable	Average Extracted Variance (AVE)
Online Consumer Review	0.648
Social Media Advertisement	0.654
Influencer Endorsement	0.626
Online Purchase Intention	0.614

Based on the collected data, the AVE value for the online consumer review variable is 0.648, which validates it as research data. Similarly, the social media advertisement variable stands at 0.654, making it suitable as research data. The influence endorsement variable is at 0.626, another valid research figure. Lastly, the online purchase intention variable also sits at 0.626, confirming its validity as research data.

The researcher's analysis of the coefficient of determination (r^2) suggests a correlation between the dependent variable is online purchase intention, and the independent variable are online consumer review, social media advertisement, and influencer endorsement. The subsequent table presents the data derived from this coefficient of determination analysis.

Table 3. Coefficient of Determination Analysis

	R-Square	R-Square Adjusted
Online Purchase Intention	0.571	0.562

The analysis of the coefficient of determination ($R2$) indicates that online purchase intention is impacted by online consumer reviews, social media advertisements, and influencer endorsements, elucidating 57% of the dataset. The remaining 56.2% variation can be ascribed to other factors. Notably, the coefficient for purchase intent falls within the moderate range, ranging from 0.6 to 0.79.

Based on the effect size (f^2) results, it is evident that the online consumer review, social media advertisement, and influencer endorsement (independent variable) shows a moderate level of effect ($0.105 \leq f^2 \leq 0.35$), as indicated by the recorded value of 0.105 for online purchase intention (dependent variable).

Table 4. Effect Size (f2) Result

	OCR	SMA	IE	OPI
Online Consumer Review				0.236
Social Media Advertisement				0.129
Influencer Endorsement				0.016
Online Purchase Intention				

Based on the results of the effect size (f^2), it can be concluded that online consumer reviews (independent variable) have a significant effect and a small effect ($0.02 \leq f^2 \leq 0.15$) on online purchase intent (dependent variable), with an effect value of 0.236. The second result showed that advertising on social media (independent variable) also had a significant effect and moderate effect ($0.02 \leq f^2 \leq 0.15$) on online purchase intent (dependent variable), with an effect value of 0.129. The third result showed that influencer endorsement (independent variable) did not significantly affect online purchase intent (dependent variable), but with a smaller effect ($0.02 \leq f^2 \leq 0.15$), with an effect value of 0.016.

According to Hair *et al.,* (2019), in the study, the p-value results play a crucial role in determining the significance of hypotheses. A hypothesis is considered significant if its p-value is less than the specified significance level set in the bootstrapping algorithm, which is 1.071. The researchers elaborate that the bootstrapping method provides data including t-statistic values, p-values, and

original sample values (path coefficients). To gauge the significance of data acquisition, the absolute value of the t-statistic should exceed 1.96 ($|t| > 1.96$), and the p-value should be below 0.05 ($p < 0.05$). Moreover, if the original sample value approaches 1, it indicates a positive test, while a value nearing -1 signifies a negative test.

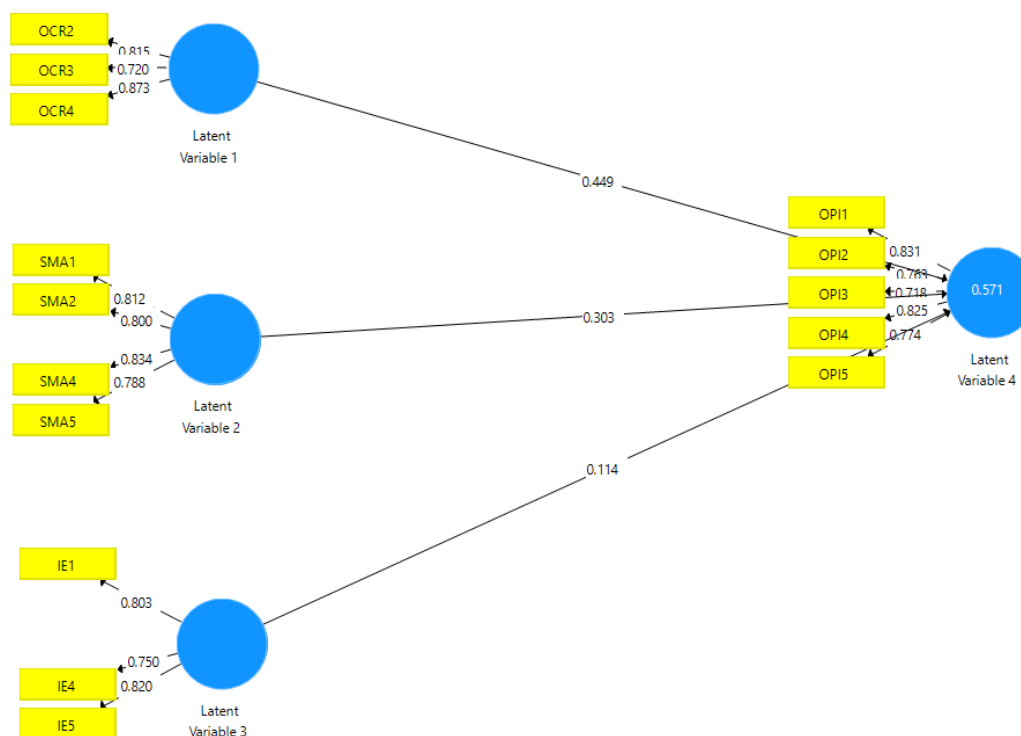**Figure 1. Bootstrapping Analysis Results (Direct Effect)**

Table 5. Bootstrapping Analysis Results (Direct Effect)

	Original Sample (O)	T-Statistic (|0/STDEV)	P-Value
OCR -> OPI	0.449	5.354	0.000
SMA -> OP	0.303	3.358	0.001
IE -> OPI	0.114	1.387	0.166

Based on the provided data, it is evident that online consumer review and social media advertisement has a positive and significant influence on purchase intention. This conclusion is supported by the data showing a p-value of 0.000 on online consumer review and p-value of 0.001 on social media advertisement, indicating statistical significance. As for influenced endorsement, it has a positive influence, but not significant. This can be seen based on the data above which shows that the P-value is 0.166.

Based on research found by Gamil & Abd Rahman (2023), high outer loading can affect the results of convergent validity because the outer loading value exceeds 0.7. Here are the results of outer loadings that have been found and processed by researchers.

Table 6. Outer Loading Analysis Results

Variable	Online Consumer Review	Social Media Advertisement	Influenced Endorsement	Online Purchase Intention
OCR2	0.815			
COR3	0.720			
OCR4	0.873			
SMA1		0.812		
SMA2		0.800		
SMA4		0.834		
SMA5		0.788		
IE1			0.803	
IE4			0.750	
IE5			0.820	
OPI1				0.831
OPI2				0.763
OPI3				0.718
OPI4				0.825
OPI5				0.774

Based on the results of research on the first hypothesis (H1), it was found that online consumer reviews have a positive and significant influence on online purchase intention. This result is in line with the findings of previous research by Yaacob et al., (2021), which also showed that online consumer reviews have a positive and significant influence on online purchase intent. Therefore, the validity of the study has been confirmed. Furthermore, the t-statistic value in this study was

5.354, exceeding the threshold set at 1.96 (>1.96), and the p-value was 0.000, which is lower than 0.05 (<0.05). This shows that the data obtained are statistically significant. The results of data obtained in this study reached 0.648, confirming the positive findings of this study. Based on the analysis of the study, it can be concluded that online consumer reviews of the fashion industry on the Shopee platform in the Jabodetabek area, have a positive and significant influence on online purchase intention.

Based on the results of research on the second hypothesis (H2) states that social media advertisement has a positive and significant influence on online purchase intention. This research is similar to previous research according to Iqbal & Khan (2021) which shows that social media advertisement has a positive and significant influence on online purchase intention. Therefore, the validity of the study has been confirmed. Furthermore, the t-statistic value in this study was 3.358, exceeding the threshold set at 1.96 (>1.96), and the p-value was 0.001, which is lower than 0.05 (<0.05). This shows that the data obtained are statistically significant. The results of data obtained in this study reached 0.654, confirming the positive findings of this study. Based on the analysis of the study, it can be concluded that the social media advertisement of the fashion industry on the Shopee platform in the Jabodetabek area, has a positive and significant influence on online purchase intention.

Furthermore, based on the results of research on the first hypothesis (H3) states that influencer engagement has a positive but not significant influence on online purchase intention. This study shows that the validation of the study has been confirmed. Furthermore, the t-statistic value in this study was 1.387, exceeding the set limit of 1.96 (>1.96), and the p-value in this study was 0.166, which was lower than 0.05 (<0.05). This shows that the data obtained is statistically significant. The results of obtaining data in this study reached 0.654, confirming that the findings were positive in this study. Based on the analysis of the study, it can be concluded that influencer engagement of fashion industry influencers on the Shopee platform in the Jabodetabek area, has a positive and insignificant influence on online purchase intention.

CONCLUSION

Based on the conducted research, it is evident that social media advertisements on the Shopee platform in Jabodetabek significantly influence online purchase intentions, as indicated by a correlation coefficient of 0.654. This underscores the substantial impact that social media marketing initiatives can have on consumer behavior within the digital sphere. By strategically targeting potential customers on platforms such as Shopee, businesses can effectively stimulate purchase intentions, thereby bolstering online sales. Companies must harness this insight to tailor their advertising strategies for optimal performance and engagement with their target demographic. By remaining attuned to consumer trends and leveraging social media channels adeptly, businesses can thrive in the competitive e-commerce environment.

While influencer engagement has a positive influence on online purchase intention, it is not statistically significant. The statistic value exceeds the set limit, but the p-value remains below 0.05. Therefore, although influencer engagement does have a positive impact on online purchase

intention, it does not reach statistical significance based on the data analysis. The statistic value may be higher than the set limit, but the p-value staying below 0.05 suggests that there is still room for further exploration and analysis to draw more conclusive results. This indicates the need for more in-depth research and possibly larger sample sizes to fully understand the relationship between influencer engagement and online purchase intention on the Shopee platform across the Jabodetabek area.

On the contrary, there exist similarities between online consumer reviews and purchase intention variables. Online consumer reviews exhibit common traits with purchase intentions, as both are subject to external influences and respond organically to the impact of the platform. In today's digital age, online consumer reviews have become a crucial aspect of decision-making for many individuals. Similarly, purchase intention variables are influenced by various factors, including online reviews. Online consumer reviews serve as a valuable source of information for potential buyers, shaping their perceptions and influencing their purchasing decisions. Likewise, purchase intentions can be swayed by the collective opinions expressed in these reviews, demonstrating the interconnected nature of consumer behavior in the virtual realm.

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