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Consumer Purchase Intention for Fashion Products Mediated by Social Media Reviews on E-commerce Platforms**Noviawati M W^{1*}, Yong Dirgiatmo¹, Cheery Pur D¹, Soraya Widyadana¹, Meatry K¹**¹Universitas Sebelas Maret Surakarta
Jl. Ir. Sutami No.36 Surakarta***Email:** noviawati@student.uns.ac.id**ABSTRACT**

This study aims to determine the relationship between brand identity, brand image and brand interaction that influence consumer purchase intentions on e-commerce platforms. This study provides an empirical test by adding social media reviews as a mediating variable. 108 samples were sourced from consumers who bought fashion products through e-commerce shopee. The sampling technique uses a convenience sampling technique. Validity analysis used Confirmatory Factor Analysis (CFA) method, reliability analysis used Cronbach's Alpha method and hypothesis testing used Structural Equation Modeling (SEM) with Partial Least Square (PLS) program. This study shows that brand identity and social media reviews have a significant effect on purchase intention. Brand image and brand interaction have a significant effect and are mediated by social media reviews. This research provides insight to e-commerce to increase sales through the factors of brand identity, brand image, brand interaction and social media review.

Keywords: Brand Identity, Brand Image, Brand Interaction, Social Media Review, Purchase Intention

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INTRODUCTION

Technology that continues to develop causes an increase in internet users in all parts of the world, especially in Indonesia. A survey conducted by the Association of Indonesian Internet Service Providers (APJII) found that internet users in Indonesia continued to increase, the penetration rate of internet users reached 77.02% in 2022. The growth in the number of internet users can affect consumer buying behavior, namely from offline purchases to the move to online purchases. Purchasing or shopping online has now become a natural thing for people because it is easier to find and buy goods. The online shopping system or what can be called e-commerce is the activity of selling, buying or supporting products or services using the internet (Fernández-Bonilla, Gijón, & De la Vega, 2022).

APJII (2022) argues that 21.26% of people's internet use is used to access online shopping applications such as shopee, lazada and toko pedia. However, the most widely used application is e-commerce shopee, with the highest percentage, namely 55.08% of all e-commerce and followed by Lazada at 33.79%. In the shopee application there are many product categories that are sold, one of the most sold products is fashion and beauty products with a percentage of 25% based on data from APJII.

Purchasing goods online cannot be ascertained whether the product information in the review column is correct or not, sometimes it makes consumers feel disappointed about goods that do not match the product information. The feeling of disappointment felt by customers creates a feeling of dissatisfaction with the products purchased on the e-commerce platform. To reduce the risk of customer satisfaction, customers can view reviews written in the review column or can be called reviews. Apart from the review column, there are also reviews through social media which can be called social media reviews or online customer reviews. Social media reviews are defined as information and evaluation of a product online, this information can be used for other sources of consumer information (Mo & Fan, 2015). Social media reviews can provide actual information to potential customers based on previous consumer experiences. With social media reviews, it is expected that positive information can increase consumer purchase intentions. Consumer purchase intention is the process of evaluating a purchase decision or desire to buy a product or service at a certain time and situation (Hansopaheluwakan et al., 2020).

The factors for measuring consumer purchase intentions in this study are brand identity, brand image, brand interaction, and social media reviews. Brand identity is defined as a process for differentiating brands through company values that are relevant to consumers (Alvarado-Karste & Guzmán, 2020). The definition of the next variable, namely brand image, is defined as a consumer's assessment of a brand in the market that is formed through consumer experience of the reputation of a product from the social environment (Purwanto, 2019). While the notion of brand interaction is interaction between brands and customers based on consumer experience, participation and collaboration in the development of a product or service, the presence of social media reviews can increase product or service brand interaction. The renewal of this research is to add social media review as a new variable as a mediating variable based on previous research which only used brand identity, brand image and brand interaction variables on purchase intention (Dash, Kiefer, & Paul, 2021).

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METHOD

The design of this research is cross-sectional which is defined as research conducted once in one period (Sekaran, 2003). The population in this study is Indonesian people who buy fashion products on e-commerce platforms, especially shopee. The number of samples in the study was 108 which was obtained from the calculation of the Hair et al. (2006). The sampling technique in this study used convenience sampling, and used primary data by distributing online questionnaires, where the first part contains personal information and the second part contains question items. Validity analysis used Confirmatory Factor Analysis (CFA) method, reliability analysis used Cronbach's Alpha method and hypothesis testing used Structural Equation Modeling (SEM) with Partial Least Square (PLS) program.

RESULT AND DISCUSSION

This study used 108 respondents consisting of 63 women and 45 men. Based on the last time using Shopee, the most users were less than 1 month which reached 78 respondents, 1-6 months namely 27 respondents, and 3 respondents each from 7-12 months ago and more than 1 year ago. Based on the purchased brand, the Hijabic brand occupied the most respondents with 54 respondents, and the rest were brands with few respondents. Based on the results of the descriptive statistical analysis obtained through smart PLS, the minimum, maximum, mean and standard deviation can be identified. The results of the descriptive statistical test can be seen in the following table:

Table 1. Descriptive Statistics

Indicators	Min	Max	Mean	Std. Dev
M1.1	3.000	5.000	4.470	0.655
M1.2	3.000	5.000	4.570	0.552
M1.3	3.000	5.000	4.480	0.671
M2.1	2.000	5.000	4.440	0.653
M2.2	2.000	5.000	4.080	0.783
M2.3	2.000	5.000	4.470	0.741
M2.4	2.000	5.000	4.490	0.714
M2.5	3.000	5.000	4.660	0.570
M3.1	1.000	5.000	3.710	1.151
M3.2	2.000	5.000	4.400	0.707
M3.3	1.000	5.000	3.880	1.151
M3.4	2.000	5.000	4.160	0.913
SM1	3.000	5.000	4.590	0.602
SM2	3.000	5.000	4.560	0.605
SM3	1.000	5.000	4.500	0.714
NB1	1.000	5.000	4.000	1.020
NB3	3.000	5.000	4.610	0.564
NB4	3.000	5.000	4.490	0.671

Source: Data is processed using Smart PLS

The validity test in this study uses the Confirmatory Factor Analysis (CFA) model with the help of Smart PLS software. The first stage is evaluating the outer model for testing validity and reliability. To meet the validity requirements, loading must be above 0.7 and a

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significant p-value below 0.05 (Mahfud and Ratmono, 2013). There are 3 questionnaire items that must be removed because they have a loading below 0.7.

The reliability test in this study used Cronbach Alpha in the Smart PLS software. Table 2 shows the Cronbach's Alpha value for each variable above 0.6. If these requirements have been met, it can be concluded that the instruments in this study are reliable and can be used for further testing. The following table shows the results of the validity and reliability tests of this study:

Table 2. Validity Test and Reliability Test

Factors	Scale Items	Factor Loading	Items Retained	Cronbach's Alpha	Information
Brand Identity (M1)	M1.1	0.872	3	0.852	Three items retained
	M1.2	0.857			
	M1.3	0.905			
	M2.1	0.785			
Brand Image (M2)	M2.2	0.724	5	0.852	Five items retained
	M2.3	0.812			
	M2.4	0.825			
	M2.5	0.813			
	M3.1	0.794			
Brand Interaction (M3)	M3.2	0.805	4	0.827	Four items retained
	M3.3	0.808			
	M3.4	0.831			
	SM1	0.905			
Social Media Review (SM)	SM2	0.894	3	0.838	Three items retained, SM4 released
	SM3	0.805			
	NB1	0.889			
Purchase Intention (NB)	NB3	0.888	3	0.837	Three items retained, NB2 & NB5 released
	NB4	0.827			

Source: Data is processed using Smart PLS

Hypothesis testing or significance test is carried out to find out whether the assumptions made by the statement will be rejected or accepted. In this study, hypothesis testing was analyzed using Smart PLS. The following is a table of the results of hypothesis testing:

Table 3. Hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
M1 -> NB	0.340	0.334	0.132	2.572	0.010	Accepted
M1 -> SMR	0.209	0.221	0.132	1.584	0.114	Rejected
M2 -> NB	-0.002	0.021	0.155	0.011	0.991	Rejected
M2 -> SMR	0.347	0.331	0.156	2.230	0.026	Accepted
M3 -> NB	-0.072	-0.075	0.085	0.844	0.399	Rejected
M3 -> SMR	0.293	0.303	0.112	2.607	0.009	Accepted
SMR -> NB	0.620	0.606	0.120	5.170	0.000	Accepted
M1 -> SMR -> NB	0.130	0.130	0.079	1.652	0.099	Rejected
M2 -> SMR -> NB	0.215	0.203	0.106	2.022	0.044	Accepted
M3 -> SMR -> NB	0.182	0.185	0.081	2.230	0.026	Accepted

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Source: Data is processed using Smart PLS

Based on the table. 3, the results of the relationship with purchase intention are obtained, that brand identity (M1) and social media review (SMR) have a significant effect on purchase intention (NB), with each value obtained being 0.010 and 0.000, which means the value is less than 0.05, then the hypothesis is accepted. The hypothesis of brand image (M2) and brand interaction (M3) on purchase intention is rejected because the value is above 0.05. The relationship to social media reviews, namely brand image (M2) with a value of 0.026 and brand interaction (M3) with a value of 0.009 has a significant influence on social media reviews, so the hypothesis is accepted. The effect of the moderation results states that social media review is able to provide a significant moderating influence between brand image (M2) with a value of 0.044 and brand interaction (M3) with a value of 0.026 on purchase intention (NB). Meanwhile, social media reviews did not provide a significant moderating effect between brand identity (M1) and purchase intention (NB) with a value of 0.099. The following is an image of model analysis using Smart PLS:

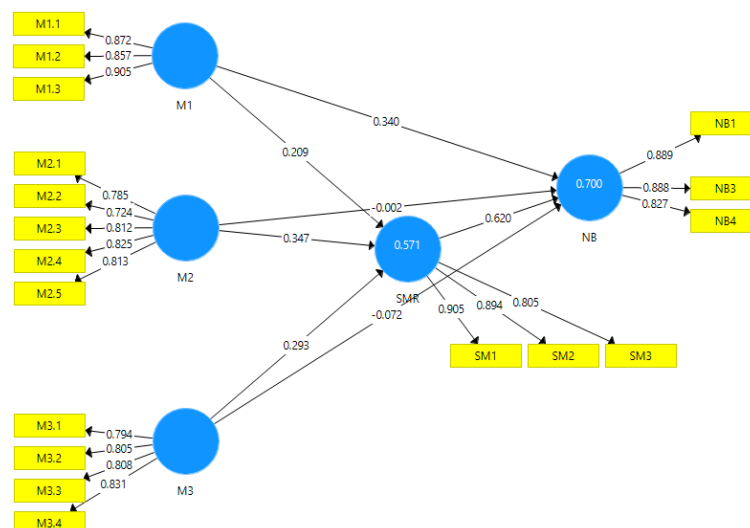


Figure 1. Model analysis

The next step is to measure how much the independent variable is able to explain changes in the dependent variable using the coefficient of determination test (R^2). The small R^2 value means that there are limitations in the independent variables explaining the variation in the dependent variable. R^2 value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. The R-Square test results are shown in the following table:

Table 4. R-Square	
	R Square
NB	0.700
SMR	0.571

Source: Data is processed using Smart PLS

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Table 4 gives the result that the R-Square value of purchase intention is 0.700 which means brand identity (M1), brand image (M2) and brand interaction (M3) can influence purchase intention (NB) by 70%. The R-Square value of social media review is 0.571 which means that brand identity (M1), brand image (M2) and brand interaction (M3) can influence social media reviews by 57.1%, while the rest is explained by other variables from this study. Next is the goodness of it model testing to determine the accuracy of the sample regression function in predicting the actual value. The following is a table of the results of the goodness of fit model testing:

Table 5. goodness of fit model testing

	Estimated Model
SRMR	0.072

Source: Data is processed using Smart PLS

The SRMR goodness of fit testing data in table 5 is 0.072 which has a value less than 0.1, so it can be concluded that the model in this study is fit.

DISCUSSION

Relationship of Social Media Review

Social media reviews are an opportunity for businesses to market their products, because around 70% of consumers will take action after receiving recommendations from relatives or not, either offline or online (Anjani & Irwansyah, 2020). This study discusses brand identity, brand image and brand interaction with social media reviews. The results show that brand image and brand interaction have a significant influence on social media reviews. This is in line with previous research that brand image has a relationship with social media (Budiman, 2021). This study discusses brand identity, brand image and brand interaction with social media reviews. The results show that brand image and brand interaction have a significant influence on social media reviews. This is in line with previous research that brand image has a relationship with social media (Alves, Fernandes, & M, 2016). In this study, brand identity has an effect but not significantly on social media reviews. This happens because there are fashion entrepreneurs on e-commerce platforms who don't pay much attention to their brand identity, so respondents give their opinions according to their experience when finding a brand, the implications are in the social media literature review. (Olanrewaju et al., 2020).

Relationship of Purchase Intention

The increasing use of e-commerce platforms reflects high consumer purchase intentions. This research discusses the influence of brand identity, brand image, brand interaction and social media review on purchase intention. Brand identity is used by companies usually to show brand existence, develop brand values and be a differentiator from competitors (Mao et al., 2020). This study provides the result that brand identity has a significant influence on consumer purchase intentions, this can happen because brand identity can create a beneficial relationship between brands and customers. (Mao et al.,

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2020). The results of this study are in accordance with previous research conducted by Dash et al. (2021) that brand identity is able to give a significant influence on consumer purchase intentions. In addition to brand identity, social media reviews also have a significant effect on this research. These results are obtained because online shopping systems with online reviews can influence consumer purchasing decisions. (Thomas, Wirtz, & Weyerer, 2019). The results of this study are supported by previous research that social media reviews can increase consumer purchase intentions (Ventre & Kolbe, 2020). However, this study obtained different results on brand image and brand interaction, both of which did not have a significant relationship with purchase intention. This can happen because the participants in the study are not limited in age, understanding of different brand images can lead to different perspectives. This insignificant result is supported by previous research that the relationship between brand image and purchase intention does not have a significant effect or the initial hypothesis is rejected (Febriyantoro, 2020). The insignificant relationship between brand interaction and purchase intention is also supported by research conducted by Majeed et al. (2021) that the interaction has no significant effect on consumer purchase intentions. This can happen because the Shopee's e-commerce platform can only sell products and provide product information in the description column, cannot provide more education about products to consumers, this is supported by previous research that brand interaction has no significant relationship to purchase intention (Dash et al., 2021).

Social Media Review as a mediating variable

This study discusses social media review as a mediating variable, because it knows how brand identity, brand image and brand interaction influence purchase intentions when consumers get online reviews on e-commerce. This research shows that social media review is able to provide a mediating effect between brand image on purchase intention and brand interaction on purchase intention. A good brand image will also generate good reviews and encourage high purchase intentions, this is in line with research conducted by Permadi et al. (2014) that word of mouth which can be said to be consumer reviews can have an influence between brand image and consumer purchase intentions. Social media reviews can influence consumers when deciding to make a purchase, social media reviews can strengthen the relationship between the independent variables and the dependent variable (Park, Hyun, & Thavisay, 2021). However, social media reviews do not have a mediating effect on the relationship between brand image and purchase intention. This might happen because the reviews on social media do not affect consumers with low or infrequent levels of social media use. This was also discussed in the research conducted by Uzir et al. (2020) that online reviews do not provide a mediating effect.

IMPLICATIONS

This article continues research from Dash et al. (2021) by adding social media review variables and on a different theme, namely fashion products on the Shopee e-commerce platform. The results show the importance of factors to increase consumer purchase intention through brand identity, brand image, brand interaction and social media review. When social media reviews are carried out on companies or small and medium businesses, they can increase sales through high consumer purchase intentions. Business owners or managers can sort out which factors are considered profitable for the business. From this research, business

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voters or managers find tools to get consumers and even identify their target consumers by paying attention to what the target consumers really care about. This research can also be used to make future plans regarding what brand identity image they will sound, what kind of brand image will be embedded in the minds of consumers, how to interact with brands so that products and brands can interact well, social media reviews in which there are reviews positive only without negative reviews, so as to increase sales or influence consumer purchase intentions.

CONCLUSION

These findings reveal that brand identity, brand image and brand interaction where social media review as a mediating variable will increasing or decrease their influence on purchase intention. A review of previous research provides material for developing new hypotheses and framework models (Dash et al., 2021). The usefulness of this research is that the research results obtained can help business owners and managers to increase sales by improving factors that can effectively increase consumer purchase intentions. This research can also be a reference for further research that focuses on brand identity, brand image, brand interaction and social media reviews related to purchase intention. However, the limitations of this study are that there is no age limit that causes perception bias and the variables used are elements of marketing 4.0 with several additional variables such as social media reviews. Subsequent research can provide age or generation limits such as generation X, millennial or Z. Future research can also add variables from elements of marketing 5.0 so that research continues to be updated.

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