

How to Increase The Purchase of Local Fashion Brand on E-Commerce Platforms?

Ina Ratnasari^a, Muhammad Akmal Muarif^b, Anggi Pasca Arnu^b, Hannie^b

^{a,b} Universitas Singaperbangsa Karawang, Indonesia

ina.ratnasari@fe.unsika.ac.id

Abstract

Progress of the fashion industry is growing very rapidly in the national industry. Erigo is one of the local fashion brands that are in demand by the public. Increasing of the fashion industry is matched by the progress of the digital world. Shopee is one of the e-commerce platforms that provides a special space for local fashion brands. This research uses quantitative methods with descriptive and verifiative approaches. The population in this study was the followers of the Shopee Erigo account using the Taro Yamane formula to determine the number of samples and found the results of 400 respondents. The sampling method used in this study was purposive sampling. This study used scale range analysis techniques and Partial Least Square Regression with tools by Smart PLS 4.0 software data. The results of this study showed a partial influence of Social Media Branding by 21.4%, Shopping Lifestyle by 56.5%, Fashion Involvement by 16.4% on Purchasing Decisions. The simultaneous influence of Social Media Branding, Shopping Lifestyle, Fashion Involvement on Purchasing Decisions has a value of 75.2% which is classified into the category of strong influence and 24.8% influenced by other factors that were not examined in this study.

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1. Introduction

Very rapid technological advances have impacted all aspects of life such as social, cultural, economic, artistic including information and communication technology (ICT). Information technology relates to all processes, uses or transfers of information through various media available as tools to help manage existing information. Meanwhile, referring to research (Huda, 2020) revealed that communication technology is useful as a tool that processes and transfers existing data from one place to another intended place. So it can be said that information and communication technology are very closely related to each other.

The millennial era is referred to as the peak era of the transition of the world of information technology into all-digitalization where every individual and group every day, every second does not stop using digital technology. According to (Danuri, 2019) Digital technology is present as a continuation of the inivation of information and communication technology where these activities prioritize activities controlled by computers or Artificial Intelligence which rarely uses human power as its control center. Technology this tends to provide an automated system that is pre-programmed by the programmer.

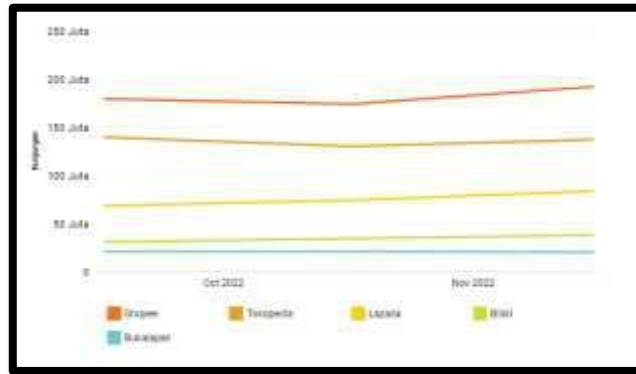
Digitalization has entered all major sectors of life, so it will indirectly change all processes and life orders in the community. For example, people who originally could only buy something by making physical contact for buying and selling activities, with this we are facilitated by relying only on intelligence from computer programs by doing these activities from home or remotely. In his opinion (Danuri, 2019), there are updates in the digitalization system such as the emergence of digital transactions, virtual face-to-face activities to the creation of digital companies which are considered all-digital activities will reduce the risk of limited space and time, so that they can carry out these activities anywhere and anytime. The impact of digitalization has made many changes, especially in the attitude of adapting to change. An open attitude towards change must be applied so that we will always be more adaptable to the innovation of digitalization of the internet world today. As in research databoks.katadata.co.id, that more and more people are aware of how important it is to adapt to digital innovation, this will lead to a very significant increase in the number of internet users.

In addition to the use of the internet for social media, the use of the internet is currently also growing to be used to access online buying and selling services through e-commerce. As research conducted by (Chong et al., 2022) suggests that people in Indonesia tend to be comfortable with the presence of e-commerce in carrying out shopping activities. The existence of this convenience has a major impact on the rapid development of e-commerce in Indonesia which is supported by a large population of Indonesian people who are also the majority of them are already connected to the internet.

Referring to research (Muqoddas et al., 2020) there are several large e-commerce that appeared first in Indonesia which encouraged other companies in making similar e-commerce. Tokopedia became one of the first originators in 2014 by



launching a mobile application for the Android platform. Followed by the presence of Lazada in 2015 and then Shopee which made a new trend in the world of e-commerce.



Source: <https://databoks.katadata.co.id/datapublish/2023/01/31/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-iv-2022>

Figure 1. 5 E-Commerce with the Most Visitors 2022

According to databoks.katadata.co.id, Shopee is an e-commerce that is often accessed by internet users in Indonesia. Shopee has indeed become the prima donna of e-commerce in recent years because some of the offers and discounts they offer are cheaper and complete than other e-commerce in Indonesia. New features presented by Shopee regarding support for local brands. The new feature is a collection of stores that sell local Indonesian goods from several sellers in various regions. This feature also makes it easier to find and sort all local products with unique offers offered by these sellers.



Source : [Shopee.co.id](https://shopee.co.id)

Figure 2. Shoppe Pilih Local Fiture



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The emergence of local brands is supported by the increasing creativity of the younger generation in developing their hobbies and talents that they previously had and conditions that in recent years the digitalization era has increased. Armed with knowledge and references from international brands that already have big names before, they try to make an innovation to make a local work as one of the product identities owned by the country. One of the highlights is the progress of the fashion industry which is very rapidly growing in the national industry. They flocked to use their creativity and ability in designing to create a new trend in the fashion world. They make this trend as a proving ground for local brands in facing competition with international brands that have dominated fashion in Indonesia before. They prove that Indonesian fashion model designs have unique characteristics so that they can be worthy of competing and captivating the hearts of the public Indonesia, especially for young people. According to (Nurmalisa, 2017) the younger generation is categorized into the age range of 16 years to 35 years which is still classified as the younger generation.

Modernization supports the formation of many new shopping places so that this greatly influences consumers in making purchasing decisions with varied shopping alternatives. In this condition, consumers will filter purchasing decisions through quality and brand image as a consideration (Supriyadi et al., 2017). Based on research (Hidayat et al., 2012) The rapid increase in the use of social media makes business actors take advantage of this for business development. This is evidenced by previous research which said that as much as 62% of the utilization carried out in social media as the use of online business transactions.

Erigo, is the result of the innovation of local fashion brands which are currently experiencing a fairly rapid increase in recent years. Erigo is currently one of the local fashion trends that is in great demand by the public, especially by young people. This local brand, founded by Muhammad Sadad in 2011, has stolen a lot of attention in fashion among young people in Indonesia. Based on the writing (Parapuan, 2021) in *tribunnews.com*, Erigo has a fashion reference as a reference for the fashion models they issue, namely Street Style. Street Style is collaborated with several designs that refer to the trend of Japanese Street Style and European Street Style as the main characteristics of the fashion innovations they make. Erigo made the style reference based on the fashion preferences of today's young people.

Erigo has a strong influence today in the potential of local brands on people's lifestyles because of the influence of Digital Marketing that it does. They do an online promotion because they want to attract engagement with their consumers. There are several ways that Erigo does to get this, namely by working with influencers or leading artists, bundling discounts on products to participating in fashion events, one of which is Paris Fashion Week and New York Fashion Week which they recently participated in by attracting their brand ambassadors. Erigo's branding is said to be successful or not depending on the response issued by the younger generation itself as the main target. This is reinforced by the statement of fashion involvement put forward by (Sholihah et al., 2017) that someone needs involvement in the product due to interests, needs and interests about the product.



2. Literature Review

Meanwhile, according to (Robbins et al., 2016) argues that management science Management refers to the process of coordinating and integrating work activities so that work can be done properly. effective with and through others. Robbins also emphasized that the manager's role has a major impact on the functioning of the management function to ensure all functions run well. The dimensions of purchase decisions stated by (Singh et al., 2018) there are 6 dimensions including, product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method.

According to (Jokinen, 2016), branding in social media is one way of marketing carried out by companies to take advantage of the attention and involvement of consumers around the world by increasing interaction with clients who have been determined to carry out their product dissemination activities and used again as a medium for improving brand quality.

3. Research Methods

Research method is a way used in research to collect research data. According to (Fatihudin, 2020) the research method is a technique used when sampling techniques, data collection, determining analytical tools and how to determine hypotheses scientifically. The scientific method is a way to know an object systematically. The scientific method is a combination of deductive and inductive ways of thinking. The scientific method occurs because it is supported by scientific characteristics such as rational, empirical and systematic. Rational means reasonable, meaning that it can be reached by human reason. Empirical means that it can be observed by the five human senses, so that it can be observed and known by others. Systematic means the process that is passed by thinking using certain steps logically. A paper for publication in Journal must contain a title, names and affiliations of the authors, a list of keywords, a brief abstract at the beginning, a conclusion section at the end of the main body, and a list of references that follows the conclusion section. The manuscript must be typewritten with single spacing and wide margins, on a single side of an A4 paper. The text should be in single-column format. Times New Roman typeface should be used throughout. A handwritten manuscript will not be accepted for review. Each page should be numbered beginning with the title page to facilitate review.

The method chosen in this study is a descriptive and verifiative research method. According to (Sugiyono, 2018), This descriptive research was conducted to identify independent variables or just the existence of one or more variables (independent or independent variables) without having to compare the variables themselves and look for relationships with other variables. Descriptive analysis methods can be used to study research phenomena or main questions. Meanwhile, verifiative research is identified through evidence to test the results of hypotheses from descriptive research by means of statistical calculations so that evidentiary results



are obtained which are shown by the acceptance or rejection of hypotheses that have been made.

4. Results

Validity Test

Table 1. Validity Test for Each Indicators

No	Indicators	Coefisien	Kriteria	Inform
	Social Media Branding			
1	Content presented	0,853	0,300	Valid
2	Message delivery style	0,650	0,300	Valid
3	Message suitability	0,737	0,300	Valid
4	Reciprocal	0,851	0,300	Valid
5	Product attribute	0,749	0,300	Valid
6	Price	0,417	0,300	Valid
7	product dimensions,	0,829	0,300	Valid
8	Sophistication	0,764	0,300	Valid
	Shopping Lifestyle			
1	Shopping activities in your spare time	0,619	0,300	Valid
2	Monitoring activities for product updates	0,829	0,300	Valid
3	Interest in a product based on its type	0,614	0,300	Valid
4	Interest in a brand	0,837	0,300	Valid
5	Point of view regarding the product	0,648	0,300	Valid
6	Point of view on fashion trends	0,805	0,300	Valid
	Fashion Involvement			
1	Have clothes with the latest trend models	0,832	0,300	Valid
2	Fashion is an important thing to support activities	0,630	0,300	Valid
3	The clothes you wear are different from those of other people	0,638	0,300	Valid
4	Characteristics of a person's clothing	0,849	0,300	Valid
5	You can tell a lot about a person through the clothes they wear	0,529	0,300	Valid
6	Make other people attractive when wearing your favorite clothes	0,837	0,300	Valid
7	Try or look first before deciding to buy	0,319	0,300	Valid
8	Know the latest fashion trends before anyone else	0,629	0,300	Valid
	Purchase Decision			
1	The need for a product.	0,766	0,300	Valid
2	Diversity of product variations.	0,386	0,300	Valid



3	Product quality.	0,743	0,300	Valid
4	Trust	0,811	0,300	Valid
5	Brand Popularity	0,781	0,300	Valid
6	Ease of Obtaining Products	0,763	0,300	Valid
7	Product availability	0,331	0,300	Valid
8	Purchasing decisions for inventory	0,316	0,300	Valid
9	Time intensity of purchases on weekdays	0,730	0,300	Valid
10	Time intensity of purchases on holidays	0,778	0,300	Valid
11	Time intensity of purchases during promotions.	0,430	0,300	Valid
12	Ease of making product payments	0,773	0,300	Valid

Source: SPSS 25.0 Version

According to (Sugiyono, 2018) the validity test with the criterion of a correlation coefficient > 0.300 means that all data is valid. If the correlation coefficient value is < 0.300 , then the indicator is declared invalid. Based on all the values above, all variables tested are said to be valid because all values are > 0.300 .

Reliability Test

Table 2. Reliability Test for Each Variables

Variabel	<i>cronbach's alpha</i>	Criteria	Inform
<i>Social Media Branding (X1)</i>	0,905	0,60	Reliable
<i>Shopping Lifestyle (X2)</i>	0,882	0,60	Reliable
<i>Fashion Involvement (X3)</i>	0,855	0,60	Reliable
Purchase Decision (Y)	0,909	0,60	Reliable

Source: SPSS 25.0 Version

According to (Sugiyono, 2018), this reliability test is seen from the Cronbach's alpha value > 0.60 to declare the data reliable. Based on the picture above, it can be concluded that all the variables tested in this study are declared reliable. It can be seen that all variables have a value of > 0.60 .

Measurement Model Test (Outer Model)

Table 3. Test Measurement Model (Outer Model)

Variables	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	Average Variance Extracted
<i>Social Media Branding</i>	0.853	0.756	0.663
<i>Shopping Lifestyle</i>	0.849	0.838	0.754
<i>Fashion Involvement</i>	0.832	0.823	0.591
Keputusan Pembelian	0.893	0.883	0.743

Source: Processed Smart PLS 4.0



According to (Juliandi, 2018) and (Irwan et al., 2015) All the values above have been fulfilled the criteria because the scores of Composite Reliability have passed over $>0,6$, and The scores of Cronbach's Alpha have passed over $\alpha > 0,5$, and also The AVE scores have passed over $0,5$. So all the scores from the test above have passed the criteria and can be continued for the next tests.

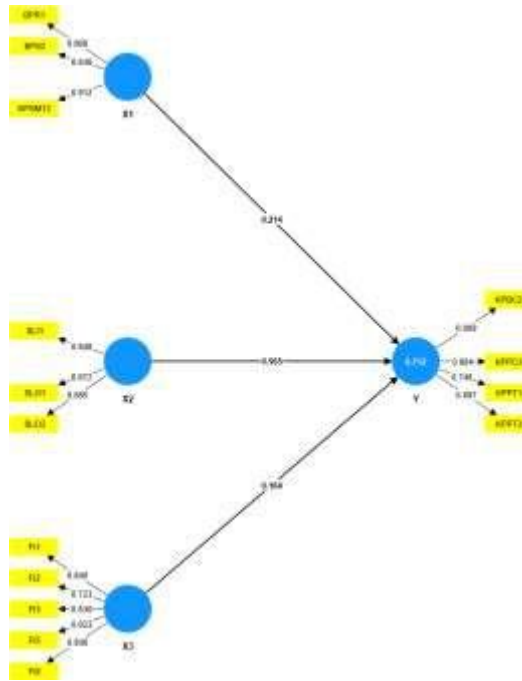
Table 4. Testing 2 Cross Loadings (Outer Model)

Variabel	Indikator	X1	X2	X3	Y
<i>Social Media Branding</i>	BPR1 (X1)	0.868			
	BPS2 (X1)	0.636			
	KPSM13 (X1)	0.912			
<i>Shopping Lifestyle</i>	SLI1 (X2)		0.848		
	SLO1 (X2)		0.872		
	SLO2 (X2)		0.885		
<i>Fashion Involvement</i>	FI1 (X3)			0.840	
	FI2 (X3)			0.723	
	FI3 (X3)			0.830	
	FI5 (X3)			0.623	
	FI8 (X3)			0.806	
Keputusan Pembelian	KPBC2 (Y)				0.909
	KPPC3 (Y)				0.884
	KPPT1 (Y)				0.748
	KPPT2 (Y)				0.897

Source: Processed Smart PLS 4.0

A construct is said to have a high discriminant validity value if the correlation value between the construct indicators is higher than the correlation value of the related indicators. According to (Juliandi, 2018) the cross loadings value meets the criteria if > 0.60 so it can be concluded that discriminant validity is declared good. Based on the values above, these indicators have entered the criteria with a value of > 0.6 .





Source: Processed Smart PLS 4.0

Figure 1. Second Test Path Coefficient Model

The image above will be a reference for viewing the scale range for measuring the frequency of answers from the 400 respondents collected. The frequency of answers collected will produce a total score which is the basis for measuring the scale range displayed on the scale bar so that the results become a descriptive explanation of each indicator tested from the questionnaire results.

Structural Model Test (Inner Model)

Table 5. Structural Model Analysis (Inner Model)

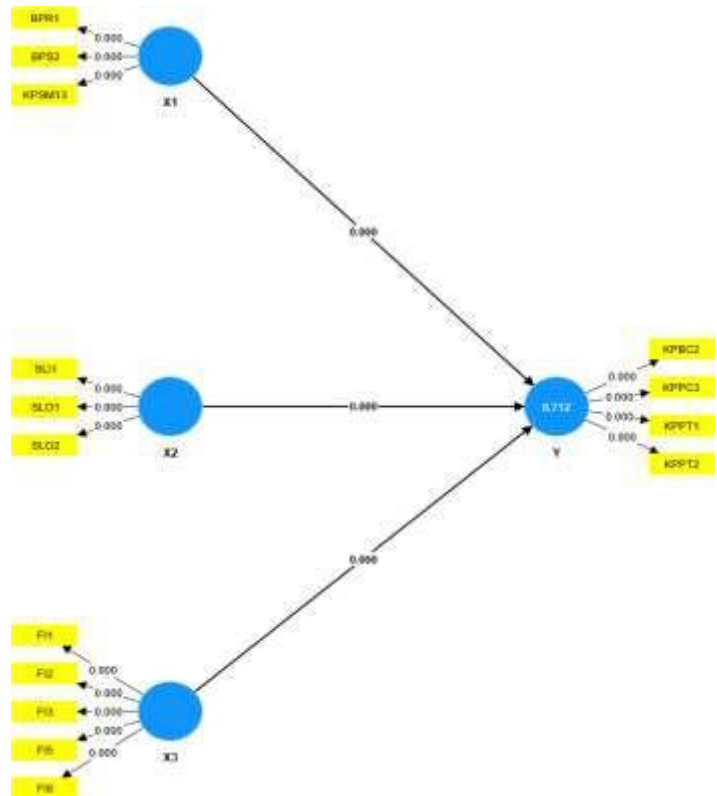
<i>R-Square</i>		
	<i>R-square</i>	<i>R-square adjusted</i>
Y	0.752	0.760
<i>f-Square</i>		
	f-square	
X1 -> Y	0.066	
X2 -> Y	0.520	
X3 -> Y	0.054	
<i>Variance Inflation Factor (VIF)</i>		
	VIF	
X1 -> Y	2.421	
X2 -> Y	2.133	
X3 -> Y	1.715	
Direct Influence		
	<i>Original sample (O)</i>	<i>P values</i>



X1 -> Y	0.214	0.000
X2 -> Y	0.565	0.000
X3 -> Y	0.164	0.000
Total Influence		
	<i>Original sample (O)</i>	<i>P values</i>
X1 -> Y	0.214	0.000
X2 -> Y	0.565	0.000
X3 -> Y	0.164	0.000

Source: Processed Smart PLS 4.0

According to (Juliandi, 2018), the R-square assessment criteria if the R2 (adjusted) value is 0.75, the model is said to be substantial (strong), whereas in the f-square assessment criteria if the f2 value is 0.35, it is said to have a large effect. According to (Sarstedt et al., 2017) the value set for the Variance Inflation Factor (VIF) must be < 5 . In Direct Influence and Total Influence, probability or significance value (P-Value): If P-Value < 0.05 it is said to be significant, If P-Value > 0.05 it is said to be not significant. Judging from the value above, the P-Value score can be said to be significant because it passes the criteria.



Source: Processed Smart PLS 4.0

Figure 2. Second Test for Determine The Influence Between Variables



Referring to the image above, using the bootstrapping method, it is said that all the effects that have been tested have been declared to have passed and the indicators contained in the path coefficient model above have been declared to have passed the criteria in other tests.

Descriptive Discussion

Descriptive discussion is measured based on 3 variables studied, namely Social Media Branding, Shopping Lifestyle, Fashion Involvement and Purchasing Decisions in the younger generation towards local fashion brand Erigo which is explained as follows.

Social Media Branding by Erigo

Illustrates that each respondent gets information and promotions about branding carried out by Erigo on its social media and becomes a reference for respondents to buy Erigo products. Thus, this is proof of the success of their social media promotion and this is the key to staying afloat in tough competition in gaining a presence on social media with other local brand competitors.

Shopping Lifestyle towards Erigo products

Interest in the product amounted to 1634 in the agreed criterion making the indicator with the greatest value that passed. This means that these results illustrate that each respondent has an attitude of fondness for shopping in everyday life to be a reference for respondents to buy Erigo products.

This is in line with the phenomenon raised in the background which states that Erigo has succeeded in utilizing twin date events and the quality of their products in convincing the younger generation in doing lifestyle shopping for Erigo products. This has also been proven through positive sales trends on the Shopee application.

Fashion Involvement towards Erigo products

Erigo has succeeded in following fashion trends that are in demand by the younger generation so that this is a positive trend for the Erigo brand in increasing their level of presence on social media with other local brand competitors.

Purchase Decision on Erigo products

Erigo has succeeded in creating new fashion trends on social media that make the younger generation interested in making purchasing decisions for Erigo products.

Table 6. Table Hypothesis Testing

Hypothesis sub-struktur 1		
	<i>T statistics (O/STDEV)</i>	<i>P values</i>
X1 -> Y	4.603	0.000
Hypothesis sub-struktur 2		
	<i>T statistics (O/STDEV)</i>	<i>P values</i>
X1 -> Y	15.579	0.000
Hypothesis sub-struktur 3		
	<i>T statistics (O/STDEV)</i>	<i>P values</i>
X1 -> Y	4.655	0.000



R-Square		
	R-square	R-square adjusted
Y	0.752	0.760

Source: Processed Smart PLS 4.0

Verification Discussion

The discussion of this verification method is explained based on 3 variables studied, namely Social Media Branding, Shopping Lifestyle, Fashion Involvement and Purchasing Decisions in the younger generation towards local fashion brand Erigo which is explained as follows.

Discussion of the Partial Influence of Social Media Branding (X1), Shopping Lifestyle (X2) and Fashion Involvement (X3) on Purchasing Decisions (Y)

a. Social Media Branding influences Purchasing Decisions

The partial influence of social media branding on purchasing decisions is the path coefficient value of 0.214 or 21.4% and the P-value of 0.000 (<0.05). This means that Social Media Branding has a partial influence on Purchasing Decisions. This is in line with research conducted by (Novita et al., 2020), (Refiani et al., 2020), and (Praditasetyo et al., 2021) which states that social media branding has a significant partial effect on purchasing decisions.

b. Shopping Lifestyle influences Purchasing Decisions

The partial influence of shopping lifestyle on purchasing decisions is with a path coefficient value of 0.565 or 56.5% and a P-value of 0.000 (<0.05). Thus it is concluded that Shopping Lifestyle has a positive influence on Purchasing Decisions. This is in line with research conducted by (Mahmudah, 2020), (Fitra Dwi Prayogo et al., 2021), and (Pasaribu et al., 2022) which states that social media branding has a significant partial effect on purchasing decisions.

c. Fashion Involvement influences Purchasing Decisions

The partial influence of fashion involvement on purchasing decisions is with a path coefficient value of 0.164 or 16.4% and a P-value of 0.000 (<0.05). Thus it is concluded that fashion involvement has a positive influence on purchasing decisions. This is in line with research conducted by (Mahmudah, 2020), (Fitra Dwi Prayogo et al., 2021), and (Pasaribu et al., 2022) which states that social media branding has a significant partial effect on purchasing decisions.

Discussion of the Simultaneous Influence of Social Media Branding (X1), Shopping Lifestyle (X2) and Fashion Involvement (X3) on Purchasing Decisions (Y)

The simultaneous influence of Social Media Branding, Shopping Lifestyle and Fashion Involvement on Purchasing Decisions is seen from the R-square or R² test value. Looking at the test results that the R-square value is 0.752 or 75.2%. It can be concluded that Social Media Branding, Shopping Lifestyle, and Fashion Involvement simultaneously influence Purchasing Decisions, with the results of the H0 hypothesis rejected and H3 accepted.



This is in line with research conducted by (Jokinen, 2016), (Padmasari et al., 2022) and (Izmy et al., 2016) which shows the results that Social Media Branding, Shopping Lifestyle, and Fashion Involvement have a positive and significant influence on Purchasing Decisions

5. Conclusion and Suggestion

Based on the results obtained in the test above regarding the Influence of Social Media Branding, Shopping Lifestyle and Fashion Involvement of the Young Generation on the Purchasing Decision of Local Fashion Brand Erigo on Shopee E-Commerce, the researcher got several conclusions which are explained as follows.

1. Social Media Branding done by Erigo is considered good. This can be seen from the average value of validity test $> 0,300$, that shows all the indicators has passed the value and valid to the next step. 3 from 8 indicators has pass cross loadings indicators with average value $> 0,60$, and the value of hypothesis test shows that Social Media Branding has an influence on Purchasing Decisions with 0.000 P-Values (< 0.005 standart value) with 4.603 in T-Statistics as supports influence.
2. Shopping Lifestyle is considered good. This can be seen from the average value obtained in the agreed position and in testing using SmartPLS that has been carried out get positive with every indicators had passed $> 0,300$ in Validity test and $> 0,60$ in reliability test. 3 of 6 indicators had passed cross loadings value in each indicators value $> 0,60$. Shopping lifestyle also has an influence to Purchase Decisions with 0.000 P-Values with support 15.579 T-Statistics and be the biggest influence than other variables in hypothesis test.
3. Fashion Involvement owned by the younger generation has good testing value results. This can be seen from the average value obtained in the agreed position and in testing using SmartPLS that has been carried out get positive and significant results in cross loadings with 5 of 8 indicatos passed 0,60. Fashion Involvement also influence Purchase Decisions with 0.000 P-Values and support 4.655 T-statistics in hypothesis test.
4. On the Purchase Decision variable, it has a good testing value. This is seen from all existing test, shows dominantly in R-square adjusted with 0.760 value and classified as a strong influence in R-square assessment criteria with 0.750 as standart value in strong influence.
5. The amount of partial influence of Social Media Branding is 21.4%, Shopping Lifestyle is 56.5%, Fashion Involvement is 16.4% on Purchasing Decisions. From the results above, it shows that the Shopping Lifestyle variable has a more dominant influence on Purchasing Decisions.
6. The magnitude of the simultaneous influence of Social Media Branding, Shopping Lifestyle, Fashion Involvement on Purchasing Decisions has a value of 75.2% which is classified into the category of strong influence and 24.8% influenced by other factors that were not studied in this study.



From the results of research that has been conducted on the Influence of Social Media Branding, Shopping Lifestyle and Fashion Involvement of the Young Generation on the Purchasing Decision of Local Fashion Brand Erigo on Shopee E-Commerce, researchers provide suggestions for the next researcher as follows.

1. On the social media branding variable, the author suggests to Erigo to focus more on strengthening such as communication and diversity of product variation models because in the research carried out, these indicators are still relatively weak. The recommended effort to be made is an approach with the community by creating events that attract engagement from followers to be able to find out the fashion craze that is in demand by the younger generation today.
2. In the shopping life variable, the author advises Erigo to pay more attention to indicators that are considered not yet meeting criteria such as activity and interest in a brand. The recommended effort for Erigo is to strengthen through branding through media that are popular with the younger generation and find hours when the younger generation is active on their social media. It will potentially catch their attention when they are monitoring their social media.
3. In varibael fashion involvement, the author gives advice for Erigo to pay more attention to indicators that are considered weak and do not meet criteria such as trying or seeing first before deciding to buy, feeling the center of attention when wearing, and the characteristics of one's clothes.
4. On purchasing decision variables, the author advises Erigo to focus on variables that have low values and do not meet the criteria for further improvement. The efforts made for Erigo are to maintain the quality and identity of their products by being encouraged by strong promotions so that it still maintains customer trust in the brand and has the potential to make repeat purchases in the future.

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