



Building Purchase Decisions For Fashion Products in E-Commerce: The Role Of Social Media Endorsers, Viral Marketing, And Perceived Quality

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Abstract. *The purpose of this study was to see how social media endorsements, viral advertising, and perceived quality can build Shopee consumers' decisions in Purworejo Regency to buy fashion products in e-commerce. We conducted data analysis using regression, t-test, and F-test on a sample of 107 respondents. The results showed that social media endorser and viral marketing variables had a positive and significant effect on purchase decisions, while perceived quality did not show a significant positive impact. These findings highlight the importance of marketing strategies that incorporate social media endorsers and viral marketing in influencing consumer purchase decisions. This research provides valuable insights for marketers in designing effective campaigns for fashion products on e-commerce platforms.*

Keywords: *Purchase decision, Social media endorsers, Viral marketing, Perceived quality.*

1. RESEARCH BACKGROUND

In Indonesia, the online fashion industry is experiencing rapid growth. In 2019, it was recorded that the growth increase was 19.86% compared to 2018 and is expected to grow by 5 - 7% per year (vibimedia.com, 2024). According to data from We Are Social, fashion products in Indonesia are the third most sought-after in e-commerce, with total spending reaching US\$5.49 billion in 2023. Based on data from Jubelio.com cited from Katadata, the most popular products on Shopee in 2024 are fashion products with a total presentation of 49%. E-commerce is the main platform for purchasing fashion products due to the ease of access and variety. The existence of electronic commerce or e-commerce has made it easy for us to shop without spending time and effort. E-commerce is using networks to carry out business processes using communication networks and computers (McLeod, 2018).

Based on the data from Similarweb, Shopee is the most visited e-commerce site in Indonesia throughout the period of 2023, with the total number of visits to its site reaching 242.2 million as of December 2023, a jump of 41.39% compared to its position at the beginning of the year. It is estimated that the number of people shopping online will continue to increase year by year.

Entrepreneurs will survive if they can implement strategies in the form of trade carried out by utilizing e-commerce, digital marketing, and improving product quality and

service and marketing relationships with customers (Respatiningsih, 2021). Therefore, every business organization is expected to develop a marketing strategy in order to survive in the face of competition so that it can influence consumers' purchasing decisions. However, more than just price and product quality, many complex factors influence purchasing decisions in this digital industry. Customer trust and willingness to purchase are influenced by factors such as social media endorsements, viral marketing, and perceived quality. Some of the variables that can influence purchase decisions in the digital space include endorsements, viral marketing, and perceived quality.

Social media endorsers play an important role in shaping consumer attitudes through social media. According to Shimp (2023), celebrity endorsers are figures such as TV stars, actors and athletes who are known to the public for their achievements and can use them to become spokespeople for a brand. Delivered by interesting and trustworthy sources, messages can generate high levels of consumer attention and recall. The use of social media celebrities in advertising and branding can be effective if they reflect the main attributes of a product.

In addition, viral marketing is another supporting factor in determining consumer purchase decisions. According to Fajriyah et al. (2022), viral marketing is a marketing technique that utilizes social networks to achieve a specific marketing goal through a communication process that serially reproduces itself. Harnessing the power of social networks and online communities is a way to spread business messages quickly.

The next factor that can influence consumer purchase decisions is perceived quality. According to Aaker (in Sirait & Sisnuhadi, 2021), perceived quality is the consumer's view of the overall quality or superiority of a product that matches the desired intention. Each consumer has a different perception of a product before purchasing it, as purchase decisions may change after using the item.

This research offers novelty by combining three key variables, namely social media endorsements, viral marketing, and perceived quality, into one analytical framework to predict purchase decisions for fashion products in e-commerce. Previous studies may have examined each variable separately, but this research will provide a more comprehensive understanding of the interaction and combined influence of the three variables on consumer purchase decisions. The focus on the Indonesian e-commerce context also provides a specific contribution to the existing literature.

The main purpose of this study is to examine the effect of social media endorsements, viral marketing, and perceived quality on purchase decisions for fashion

products in e-commerce. This research is expected to contribute to the understanding of consumer behavior in the digital era, especially in relation to the online fashion industry, and provide practical implications for e-commerce companies in designing effective marketing strategies.

2. THEORETICAL REVIEW

E-Commerce

E-commerce is defined as the process of buying, selling, and exchanging a product, service, and information using computer networks, especially the Internet (Respatiningsih, 2021). E-commerce practices can expand marketing reach, increase demand, and maintain and develop relationships with distributors, customers, and suppliers quickly and accurately

Social Media Endorser

According to Shimp (2023), celebrity endorsers are figures such as TV stars, actors, and athletes who are known by the public for their achievements and can use them to become spokespersons for a brand. Endorsers can be artists, celebrities, or well-known people to help the producer grow their business and increase consumer numbers. Messages delivered by interesting and trustworthy sources are able to generate high attention and recall among consumers.

In previous research, Irawan and Misbach (2020) found that endorsers have a positive effect on purchase decisions. This is consistent with previous research conducted by Bukit et al. (2023), which states that endorsers have a significant impact on purchase decisions. Therefore, the hypothesis of this study is as follows:

H1: Partially, there is a positive and significant influence between social media endorsers and purchase decisions.

Viral Marketing

Viral marketing is a word-of-mouth promotion strategy in the form of social media. According to Van der Lans et al. (in Zhang and Huang, 2021), viral marketing is a marketing effort to stimulate word-of-mouth behavior so that consumers spread marketing information to others through their personal will. According to Fajriyah et al. (2022), viral marketing is a marketing technique that uses social networks to achieve a certain marketing goal, which is carried out through a communication process that serially reproduces itself.

Irawan and Misbach (2020) found in their previous research that viral marketing positively influences purchase decisions. This is consistent with previous research conducted by Bukitet et al. (2023), which states that viral marketing has a significant impact on purchase decisions. Therefore, the hypothesis of this study is as follows:

H2 : Partially, there is a positive and significant influence between viral marketing and purchase decisions.

Perceived Quality

According to Aaker (in Sirait & Sisnuhadi, 2021), perceived quality is the consumer's view of the overall quality or superiority of a product, which is the same as the desired intention. The customer's perception and interest shape perceived quality, making it impossible to determine objectively. Consumers have different points of view or perceptions about the quality, price, and style of a product before they buy it because purchase decisions may change after using the item. If the quality is good, the consumer's purchase intention will be high. Conversely, if the quality is low, the consumer's purchase intention will be low.

In previous research conducted by Sirait and Sisnuhadi (2021), it was stated that the stronger the perceived quality that consumers have, the more it will encourage an increase in purchase decisions. This is in line with research conducted by Kawatu M.R.V. et al. (2024), which states that perceived quality has a significant and positive effect on purchase intention. Therefore, the hypothesis of this study is as follows:

H3: Partially, there is a positive and significant influence between perceived quality and purchase decisions.

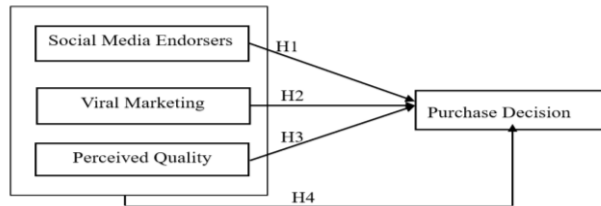
Purchase Decision

According to Nugraha and Setiawan (2024), a purchase decision is the process of evaluating two or more options and choosing one of them. Purchase decisions are strongly influenced by the behavior of these consumers. According to Lorenza and Yulianda (2023), purchase decisions are limited to indicators of product selection, brand selection, channel selection, purchase time, purchase amount, and payment method. Visible consumer behavior is a stage of the consumer decision process in determining purchase decisions.

Previous studies have shown a positive relationship between perceived quality, viral marketing, and the use of social media advocates with purchase decisions. However, more research is needed to examine how the three variables together influence purchase decisions. This is especially true in the context of current social media developments. This research is

expected to help understand the components that influence consumer purchase decisions in the digital age. Therefore, the hypothesis of this study is as follows:

H4: Simultaneously and significantly, there is a positive influence between social media endorsers, viral marketing strategies, and perceived quality on purchase decisions.



Source: Data processed by researchers

Figure 1. Framework of Thought

To measure the influence of social media endorsements, viral marketing and perceived quality on purchase decisions, the following indicators are used:

Table 1: Variable Indicators

Variabel	Indikator	Referensi
Social Media Endorsers	Endorser Credibility	Goldsmith, et al (2000).
	Endorser Attractiveness	McCracken, G. (1989).
	Endorser Suitability	Till, B. D., & Busler, M. (2000).
Viral Marketing	Social media	Kholiq dan Sari (2021).
	Opinion Leader Involvement	
	Product Knowledge	
	Clarity of Product Information	
	Talking about the product	
Perceived Quality	Emotional value	Prasetyo & Suseno (2015).
	Quality value	
	Functional value	
	Social value	
Purchase Decision	Problem Recognition	Kholiq dan Sari, 2021
	Information Search	
	Alternative Evaluation	
	Purchase Decision	
	Post-Purchase Evaluation	

Source: Data processed by researchers

3. RESEARCH METHODS

This research is categorized as explanatory research. According to Sugiyono (2017), explanatory research is a research method that explains the position of the variables being studied and the influence between one variable and another. This study examines the influence of social media endorsements, viral marketing, and perceived quality on consumers' purchase decisions. The population in this study is made up of consumers of Shopee fashion products in Purworejo Regency, the number of which cannot be known or can be said to be infinite. We

conducted this survey from January to February 2025. We distributed a total of 107 questionnaires, all of which received complete and adequate responses. Thus, the usable response for this study is 100%. After the data met the validity and reliability criteria, they were analyzed using the IBM SPSS statistical tool 26 to calculate multiple correlations, multiple linear regressions, coefficients of determination, T-tests, and F-tests.

Table 2: Profile of Respondents

	Total	Percentage
Gender: Male female	43 64	40.2% 59.8%
Age 17-25 years 26-30 years 31-35 years 36-40 years 41-45 years > 45 years	77 16 3 4 6 1	72% 15% 2,8% 3,7% 5,6% 0,9%
Income <Rp1.000.000.- Rp1.000.000.- s.d Rp3.000.000.- Rp3.000.000.- s.d Rp5.000.000.- > Rp5.000.000.-	44 41 15 7	41,1% 38,3% 14,1% 6,5%
Education SMP/Sederajat SMA/Sederajat D2 D3 D4/S1 S2	2 65 1 8 30 1	1,9% 60,8% 0,9% 7,5% 28% 0,9%

Source: main data, 2025

4. RESULTS AND DISCUSSION

Validity Test

The validity test is a test conducted to see the degree of similarity between the data actually occurring in the research object and the data obtained in order to draw conclusions about whether each questionnaire item is valid or not. If the R count exceeds the R table (Sugiyono, 2015), we consider an instrument valid. With a result level of $\alpha = 0.05$, the number of samples is 107, and the R table used is 0.226. Following testing, we declared all instruments valid because the results of the R count exceeded the R table 0.226. Therefore, all statements are valid and can be used in further testing.

Reliability Test

Reliability testing is a tool used in measuring indicators of each variable in a questionnaire to determine the consistency of responses to statements from time to time by drawing conclusions on whether the research instrument is reliable or not. If the Cronbach alpha coefficient exceeds 0.6, we declare a statement reliable or valid. (Sugiyono, 2015).

Table 3. Reliability Test

Variabel	Cronbach's Alpha
Social Media Endorser	0.698
Viral Marketing	0.752
Perceived Quality	0.814
Purchase Decision	0.846

Source: data processed from SPSS

Based on the results obtained, it is shown that this research instrument is consistent because the Cronbach's Alpha value of all variables is > 0.6. The calculation results show high reliability, so the instrument is suitable for use as a measurement tool in research.

Multiple Correlation Analysis

The multiple correlation test is used to determine the degree to which two or more independent variables are related to the dependent variable.

Table 4. Multiple Correlation Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.687 ^a	.472	.457	2.159	.472	30.728	3	103	.000

a. Predictors: (Constant), X3, X1, X2

Source: data processed from SPSS

The SPSS calculation shows that there is a strong relationship between social media endorsers, viral marketing, and how good people think a product is. The correlation coefficient is 0.687, which means that these factors have a big effect on people's decisions to buy. while the contribution or contribution simultaneously variable social media endorsers, viral marketing, and perceived quality on purchase decisions is 0.457 or 45.7%, while 54.3% is determined by other variables.

The above table yields a probability value (sig. F change) of 0.000. Because the sig. F change is <0.005, the result is H0 rejected and Ha accepted, which means that social media

endorsers, viral marketing, and perceived quality are simultaneously and significantly related to purchase decisions for fashion products in Shopee e-commerce.

Multiple Linear Regression Analysis

We used multiple linear regression analysis to find the direction of the link between variables related to social media endorsers, viral marketing, and perceived quality (independent) and variables related to purchase decisions (dependent). The results of the data processing using SPSS are as follows:

Table 4. Multiple Linear Regression Results

Coefficients ^a												
Model		Unstandardized Coefficients			Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error		Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.171	1.907			3.237	.002					
	X1	.467	.174	.254	2.683	.008	.578	.256	.192	.570	1.754	
	X2	.411	.132	.336	3.123	.002	.631	.294	.224	.444	2.254	
	X3	.278	.145	.197	1.918	.058	.576	.186	.137	.486	2.060	

a. Dependent Variable: Y

Source: data processed from SPSS

Based on the above data, the coefficient value of each variable is obtained as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 6.171 + 0.467 X_1 + 0.411 X_2 + 0.279 X_3$$

The regression equation's results provide the following explanation:

The value of 6.171 means that the purchase decision variable will stay at 6.171 if the variables for social media endorser (X1), viral marketing (X2), and perceived quality (X3) are all equal to zero.

The social media endorser variable's regression coefficient is 0.467. This means that if the value of the social media endorser variable goes up by one unit, the value of the purchase decision variable (Y) will also go up by 0.467, as long as the viral marketing variable (X2) and the perceived quality variable (X3) stay the same.

This means that if the value of viral marketing (X2) goes up by one unit, the value of the purchase decision variable (Y) will also go up by 0.411 units, as long as the values of the social media endorser variable (X1) and the perceived quality variable (X3) stay the same.

The regression coefficient of perceived quality (X3) is 0.279. This means that if the value of perceived quality goes up by one unit, the value of the purchase decision variable (Y) will also go up by 0.279, as long as the values of viral marketing (X2) and social media endorsers (X1) stay the same. Multiple linear tests in the study showed that the social media endorser variables (X1) have the most significant effect on the purchase decision variable (Y).

Determination Coefficient Test

Table 5. Coefficient of Determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.687 ^a	.472	.457	2.159	.472	30.728	3	103	.000

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

Source: data processed from SPSS

Based on the above table, we can see that the adjusted coefficient of determination value is 0.457. The number 0.457, which equals 45.7%, shows that fashion endorsement, viral marketing, and perceived quality all play a role in purchase decisions. The other 0.543, which equals 54.3%, is due to factors that were not included in this research model.

T-Test

A t-test is performed to see if there is a partial effect of the independent variable on the dependent variable. You can determine the effect in question by following these guidelines, (Katiandagho & Hidayatullah, 2023):

1. If $t \text{ count} > t \text{ table}$ & $\text{sig-T value} < 0.05$, it means that the independent variable partially affects the dependent variable.
2. If $t \text{ count} < t \text{ table}$ & $\text{sig-T value} > 0.05$, it means that there is partially no influence between the independent variable and the dependent variable.

Table 6. T-test

Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	6.171	1.907		3.237	.002						
	X1	.467	.174	.254	2.683	.008	.578	.256	.192	.570	1.754	
	X2	.411	.132	.336	3.123	.002	.631	.294	.224	.444	2.254	
	X3	.278	.145	.197	1.918	.058	.576	.186	.137	.486	2.060	

a. Dependent Variable: Y

Source: data processed from SPSS

According to the calculations performed with the SPSS program, the results of the t-test are obtained at $Df = 0.05$ with a sample size of $107 - k - 1 = 107 - 3 - 1 = 103$; the t-test value is 1.98326.

Social media endorser value $t \text{ count} > t \text{ table}$ ($2.683 > 1.98326$) and $\text{sig. } 0.008 < 0.050$. So H_1 is accepted and H_0 is rejected, which means that there is a partial influence between social media endorsers on purchasing decisions for fashion products in e-commerce.

The value of viral marketing t count $>$ t table ($3.123 > 1.98326$) and sig. $0.002 < 0.050$. So H2 is accepted and H0 is rejected, which means that there is a partial influence between viral marketing on purchasing decisions for fashion products in e-commerce

The perceived quality value t count $<$ t table ($1.918 < 1.98326$) and sig. $0.058 > 0.050$ So this means that H3 is rejected and H0 is accepted, which means that there is no partial and significant influence between perceived quality and purchasing decisions for fashion products in e-commerce

F-Test

The F test is used to test the effect of the independent variables simultaneously on the dependent variable.

Table 7. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	429.736	3	143.245	30.728	.000 ^b
	Residual	480.152	103	4.662		
	Total	909.888	106			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Source: data processed from SPSS

Based on the hypothesis test table with the F-test above, it is obtained at 30.728 with an F-table value of 2.30, namely ($30.728 > 2.30$ and (sig = $0.000 < 0.050$), so it can be concluded that it is accepted, meaning that simultaneously the variables of social media endorsement, viral marketing, and perceived quality have a significant effect on purchasing decisions for fashion products in e-commerce Shopee.

The Effect of Social Media Endorsers on Purchasing Decisions

Social media endorsers have a positive and significant effect on purchase decisions, supporting Hypothesis 1. These results mean that social media endorsers have the power to influence consumers' purchase decisions. The more intensively the company uses social media endorser services, the more consumers will be encouraged to make decisions to purchase advertised fashion products. Social media endorsers as an intermediary tool use celebrities to create a favorable view of a product so that it can influence consumers' purchase decisions.

The results of these findings are consistent with previous research conducted by Irawan and Misbach (2020), which states that endorsers have a positive effect on purchase decisions,

and previous research conducted by Bukit et al. (2023), which states that endorsers have a significant influence on purchase decisions.

The Effect of Viral Marketing on Purchasing Decisions

Since viral marketing has a positive and significant effect on purchase decisions, hypothesis 2 is supported. These results mean that viral marketing has the power to influence consumers to make purchase decisions. The more the company uses viral marketing strategies in the branding process, the more it will encourage consumers to get to know the product better and make a decision to buy the advertised fashion product.

The results of these findings are consistent with previous research conducted by Irawan and Misbach (2020), which states that viral marketing has a positive effect on purchase decisions, and previous research conducted by Bukit et al. (2023), which states that viral marketing has a significant effect on purchase decisions.

The Effect of Perceived Quality on Purchasing Decisions

The t-test results show that perceived quality has no significant and positive effect on purchase decisions. This is because the t-value is smaller than the t-table, and the significant value is greater than 0.05. According to these results, the hypothesis is not supported. This is because it doesn't match up with previous research by Sirait and Sisnuhadi (2021), which says that the stronger the perceived quality that consumers have, the more likely they are to make a purchase, and with research by Kawatu M.R.V. et al. (2024), which says that perceived quality has a significant and positive effect on purchase intention.

4. CONCLUSIONS

According to the analysis's findings,

Social media endorsements have a significant and positive effect on consumers' purchasing decisions, so they can be used as an effective advertising medium for Shopee while maintaining endorser credibility, attractiveness, and suitability.

Viral marketing has a positive and significant effect on purchase decisions for fashion products in Shopee e-commerce, so viral marketing can be used as an effective promotional medium for fashion products in Shopee, taking into account the social media that consumers often use, opinion leader involvement, product knowledge, clarity of product information, talking about products, and product information.

Meanwhile, perceived quality has no impact on purchase decisions. Therefore, perceived quality is not effective enough to induce consumers to buy fashion products on Shopee e-commerce. However, it does not exclude the possibility that perceived quality has a positive impact and influence on other products.

Only 107 respondents from Purworejo Regency participated in this study. The small sample size may limit the generalizability of the research findings to a larger population. This study only focused on one area of Purworejo Regency, so it does not reflect consumer behavior in other areas. It is suggested to use a bigger and more varied sample from various regions and demographics to improve the external validity of the research results. This is because cultural, economic, and social differences in other areas may affect buying decisions.

LIMITATION

This research only considers a few independent variables. Marketing management is advised to explore other factors such as price, promotion, and user experience in their marketing strategies in order to gain a more comprehensive understanding of consumer behavior. To understand the more complex relationships between the variables influencing purchasing decisions, marketing managers can consider using path analysis or structural models in their research and the development of future marketing strategies.

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