

THE INFLUENCE OF CLOTHING ONLINE MARKETING ON PURCHASE DECISIONS IN ONLINE SHOPEE APPLICATIONS IN STUDENTS OF TRISAKTI TOURISM INSTITUTE

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Abstract

This study aims to determine the effect of online clothing marketing on purchasing decisions in the Shopee online application for Trisakti Tourism Institute students. This type of research is descriptive quantitative with simple regression analysis method and sampling by random sampling. The number of samples is 100 people. The results of the study show that clothing online marketing has a significant effect on purchasing decisions in the Shopee online application. Online clothing marketing has a significant impact on the purchasing decisions of Trisakti Institute of Tourism students because of the ease of accessing online stores via mobile devices, providing a wider selection, promotions and discounts, product reviews and ratings, and the ability to easily share information with friends through social media

INTRODUCTION

Shopee is an online shopping application that originated from Singapore and was founded in 2015 by Chris Feng, Forrest Li, and Terence Pang. Shopee was first launched in Singapore and then expanded its business to other countries in Southeast Asia, including Indonesia. Shopee was officially launched in Indonesia in 2015 with a focus on selling fashion and beauty products. Shopee received a positive response from Indonesian society because it provides an easy, safe, and affordable shopping experience. Since its launch, Shopee has continued to innovate and expand its business by adding new features, such as Shopee Mall, ShopeePay, Shopee Games, and Shopee Live. Shopee also actively participates in major events,

such as Harbolnas and 11.11 Sale, and collaborates with various partners to bring attractive promos and discounts to consumer (Sabila & Kusumaningrum, 2020).

The success of Shopee in Indonesia is also supported by aggressive and effective marketing strategies, including television advertising campaigns featuring famous celebrities and influencers, as well as promotions through social media and sponsorship activities. Now, Shopee has become one of the largest and most popular online shopping applications in Indonesia, with millions of active users every month. Shopee continues to commit to providing a better online shopping experience for Indonesian consumers and contributing to the development of digital economy in Indonesia (Waziania et al, 2022).

Students often have limited budgets, affordable prices become an important factor in their purchasing decisions. Shopee offers clothing products at more affordable prices compared to offline stores, making it an attractive option for students (Pratama et al, 2019). Shopping on Shopee is very easy and practical, students can make purchases anytime and anywhere through the Shopee app on their smartphones. This is advantageous for students who are busy with their schedules and other activities (Simanjuntak et al, 2018).

As millennials, students of Trisakti Tourism Institute tend to like online shopping applications, especially Shopee. Clothing is one factor that can affect a person's appearance. Therefore, students often buy new clothes to support their appearance to look more attractive and confident, and can be used as a means of self-expression. Students often buy clothes with models and colors that suit their personality and style. The Shopee application is very easy to use, so Trisakti Tourism Institute students can easily choose and buy the desired clothes quickly and without hassle. Shopee provides a lot of clothing choices from various brands and sellers, so Trisakti Tourism Institute students can choose clothes that suit their style and budget.

Shopee often provides discounts and promos that make the price of clothes more affordable, making it suitable for Trisakti Tourism Institute students who have

a limited budget. Shopee Mall provides products from leading brands with guaranteed quality. This makes Trisakti Tourism Institute students not have to worry about the quality of the products purchased. Shopee collaborates with various well-known couriers that provide fast and reliable delivery throughout Indonesia, so Trisakti Tourism Institute students can receive the purchased clothes quickly and safely. Shopee provides various payment method options, including ShopeePay, which allows Trisakti Tourism Institute students to make payments easily and quickly. By using the Shopee online application, Trisakti Tourism Institute students can shop for clothes easily, practically, and efficiently without having to go to physical stores.

Based on the above description, the researcher is interested in conducting research on "The Influence of Online Clothing Marketing on Purchase Decisions on the Shopee Online Application Among Trisakti Tourism Institute Students".

RESEARCH METHOD

This research is a quantitative descriptive study using a simple regression analysis method. The population in this study were all Trisakti Tourism Institute students, while the sample numbered 100 respondents because according to Sugiyono (2017), the number of feasible research samples was 30 respondents to 500 respondents. The data collection technique was carried out by distributing questionnaires. While the sampling technique uses random sampling, namely taking or selecting samples randomly, Arikunto (2017). Data collection techniques carried out by researchers is a questionnaire. The data analysis method used is simple regression using the SPSS program.

RESULT AND DISCUSSION

Table 1. Validity Test

Quisioner Item	r-count	r-table
X1	0.655	0.1946
X2	0.663	0.1946
X3	0.678	0.1946
X4	0.653	0.1946
X5	0.671	0.1946
Y1	0.687	0.1946
Y2	0.613	0.1946
Y3	0.569	0.1946

Quisioner Item	r-count	r-table
Y4	0.602	0.1946
Y5	0.598	0.1946

Source: Data processed with SPSS (2023)

Based on the table above, all statement items can be said to be valid because they have an r-count value that is greater than t-table (0.1946).

Table 2. Reliability Test

Variable	Cronbach's Alpha	Nilai Alpha
Clothing Online Marketing	0,682	0,600
Buying decision	0,670	0,600

Source: Data processed with SPSS (2023)

The table above shows that all statement items can be said to be reliable because they have a Cronbach's alpha value that is greater than the alpha value (0.600).

Table 4. Determination Coefficient Test

R	R-Square	Adjusted R-Square	Std. Error of the Estimate
.251 ^a	.371	.392	1.00311

Source: Data processed with SPSS (2023)

The table above shows that clothing online marketing influences purchasing decisions by 39.2%. However, other factors not included in this study had an effect of 60.8%.

Table 5. Parsial Test

	Unstandardized Coefficients	Unstandardized Coefficients	t	Sig.	
	Std.Error				
Model	B	Beta			
(Constant)	3.897	0.964	4.042	.000	
Clothing Online Marketing	.563	.112	.317	5.026	.000

Source: Data processed with SPSS (2023)

The table above indicates that the online clothing marketing variable has a significant influence on purchasing decisions, as its significance value is 0.00, which is smaller than 0.05. Online clothing marketing has a significant impact on purchasing decisions because Trisakti Tourism Institute students can access online stores from anywhere and at any time through mobile devices or computers. This allows them to compare prices and products from various brands without having to visit physical stores. Online marketing enables Trisakti Tourism Institute students to choose from a wider range of brands and clothing types than those available in physical stores. With more options, Trisakti Tourism Institute students can find products that suit their tastes and needs. Shopee often provides promotions and discounts to customers, which can influence their purchasing decisions. Trisakti Tourism Institute students may be more receptive to online promotions and discounts than physical stores. Shopee allows customers to provide reviews and ratings for products they purchase, which can help students make purchasing decisions. Positive reviews from other customers can help convince students to buy certain products. Online marketing also allows Trisakti Tourism Institute students to easily share information about products with their friends through social media or messaging applications. This can help expand product reach and influence their friends' purchasing decisions.

This research is consistent with the study conducted by Arsyianto & Sinollah (2021), which shows that online shopping for students has become a lifestyle to adapt to social conditions in order to meet the need to integrate and socialize with others, especially those related to self-image to reflect their social status. Prasetyo et al's research is also consistent with this study, which shows that the cause of the increasing use of e-commerce is based on the ease and convenience of accessing the internet. They can buy the products they want and transact easily, and of course, e-commerce consumers are able to serve their own desires according to the expectations and decisions they make when conducting e-commerce transactions.

Research conducted by Nurakhmawati et al (2022) shows that Shopee offers products at more affordable prices than offline stores or other online shopping platforms. This is very attractive to people who want to get products at a cheaper price. Shopping on Shopee is very easy and practical; people can make purchases

anytime and anywhere through the Shopee application on their smartphones. This is very beneficial for people who are busy with daily activities.

CONCLUSIONS AND RECOMMENDATIONS

Overall, online clothing marketing can provide many advantages for Trisakti Tourism Institute students in making purchasing decisions. Therefore, an effective online marketing strategy can help a clothing brand to increase sales and popularity among college students.

Suggestions for the Shopee online application are: (1) Shopee can offer discounts and promotions for clothing products sold in its application to attract attention and influence student purchasing decisions. Discounts and promotions can be a major draw for students on a tight budget; (2) Shopee can add more brands and types of clothing to provide students with more choices. More choices will strengthen the appeal of the Shopee app and can help strengthen student purchasing decisions.

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