

Trend for Online Fashion Buying Among College Students

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ABSTRACT

This research focus at various factors that influence online buying decisions from fashion consumers in Surakarta, Indonesia. Several factors include online product knowledge, online brand image, and consumer confidence in shopping online. The sampling method uses stratified random sampling and the study was conducted based on responses from students in Surakarta Universities who have social media accounts, especially Instagram. Students were the target for this study because women of college-age want to look good both to attract a student friend who is of the opposite sex or with other goals. In addition, at college, almost all students use Instagram social media accounts in search for fashion references. Based on the results from the data tested, material from online fashion sellers through Instagram was shown to be a factor that had a significant impact on students' decision making about buying fashion online.

Keywords: Online Trust, Online Buying, Online Brand Image, Online Product Knowledge

INTRODUCTION

The rapid development of the world of technology and information in recent years has made the internet a communication tool that is in great demand from the public. This is the background of the change in conventional communication to modern and all digital formats. This development increased even more rapidly after the internet began to be accessible through cell phones and the term smartphone appeared. Smartphones provide various facilities, ranging from SMS, MMS, chat, e-mail and browsing to social media facilities. At present online shopping is one of the shopping methods that is currently being used in buying and selling transactions. Online stores are also buying and selling shops through electronic communication devices or social networking where buyers do not need to bother coming to the store to see and buy what they are looking for because, with online shopping, they just see the desired item on the internet then order goods according to choice and transfer the money; then the goods are sent by online stores and arrive at home. Online stores provide various facilities in the transaction process. Technological developments can be felt in various fields ranging from transportation to electronic communication, all over the world. Today's lifestyle has begun to change due to the development of these technologies. One of the most striking of these technological developments is the gadget and the tendency to engage in online activities such as online shopping. Brands are names, terms, signs, symbols, or designs or a

combination of them, which aim to identify goods or services produced by particular producers (Kotler & Armstrong, 2012).

Product quality is a strategy weapon with the potential to defeat competitors. Sari (2013) states that generally brand associations are the basis on which consumers make purchasing decisions. Not without reason, a company chooses a brand or brand, one of the aims of which is to be easily recognised by its customers because it indicates the quality of a company's products. While Sirdeshmukh et al. (2002) stated that trust has a contingent asymmetric relationship between trust-worthiness dimensions and consumer trust. Consumer confidence in online shopping websites lies in the popularity of online shopping websites themselves; the better a website is, the more confident consumers will be and the more trustworthy they will feel the website is.

Researchers have observed the proliferation of online shopping sites that are very well known among Indonesians. Even the annual report issued by We Are Social shows that the percentage of Indonesians who bought services online in one month in 2017 reached 41% of the total population, up 15% compared to 2016 which was only 26%. Based on Shopback's survey of more than 1,000 respondents in Indonesia, to see the pattern of public spending, as many as 70.2% said that the existence of online stores affected their spending. They shop more often online than in offline stores. In addition, 83.1% of respondents claimed to have been to an offline store to see items but then bought them online. People are more interested in shopping online because it saves time and is more practical. This also affects offline sellers because it reduces their income turnover. There are many shops in Surakarta City, especially PGS (*Pasar Grosir Solo*), which have been losing customers (Indria & Maryam, 2019). They prefer to close the shop because the cost of renting an expensive place cannot be covered. Related to those changes, Pontoh et al. (2014) state that trust has a significant effect on the satisfaction of BRI Bank customers in the Manado branch. In the research of Siswanto (2013); also Arsriani and Darma (2013) in their study stated that certain variables are significant, namely the optimisation of social media, purchasing decisions and online product knowledge with different media marketing variables. Pontoh et al. (2014), Fiani and Japariato (2012), also Nusarika and Purnami (2015), in their previous research, show there were similarities in brand image variables, beliefs and decisions about purchases, and the variables are purchase intention, shopping orientation, price, food quality, service quality and customer satisfaction.

Based on the background above, we aim to evaluate the significant effect of online product knowledge, online brand image, and online trust towards online fashion buying decisions among college students in Surakarta.

LITERATURE REVIEW

Social media is a term that describes various technologies that are used to bind people into a collaboration, exchange information, and interacts through web-based message content, because the internet is always developing, so various technologies and features are available. This makes social media more a hypernym than a specific reference to various uses or designs (Cross, 2013). According to Kotler and Keller (2016), social media is the media used by consumers to share text, images, sound, and video information with others as well as companies and vice versa. Based on Tjiptono and Chandra (2008), direct and online marketing programs can be designed to achieve alternatives like encouraging leads or product

trials, improving the quality of relationships with customers in the form of cross-selling programs and up-grading programs, retaining customers through targeted discounts, namely offering coupons or incentives to current customers for future purchases, and program frequencies these are all incentives provided to keep customers returning again and again but still activities related to coupons, for example through membership (membership), or reactivating former customer.

One of the most rapid forms of direct and online marketing development today is internet marketing. The internet has a number of features that enable effective applications in terms of disseminating information interactively, creating awareness of the company and its products, gathering market research information, creating expected images, and stimulating experiments (especially through simulations and free trial facilities). The internet plays an important role as a vehicle for gathering information, entertainment, social interaction, communication, purchasing products or services, sharing ideas, and building communities. There are some advantages of using internet marketing which includes empowering effect, elimination of geographic barriers, cost-effectiveness, and trackability (Bostanshirin, 2014; Cheah et al., 2019; Lim & Cham, 2015).

Sutisna (2002) stated that decision making by consumers to purchase a product begins with an awareness of the fulfilment of needs and desires. After consumers realise these needs and desires, they will follow up to meet them. A consumer purchasing decision is the choice of one action from two or more alternatives. It can be concluded that to make a decision, people will go through a certain process, even though the decision to choose a product or brand they will carry out the process first because they do not want to bear the risk when buying the product, so they will be full of consideration about the recognition of needs or problems, information searches, and alternative evaluation. Consumers who have made choices about various alternatives usually buy the most preferred product, which forms a decision to buy. There are three factors that cause the decision to buy: the attitudes of others such as neighbours, friends, people, beliefs, family and others; unexpected situations such as price, family income, expected benefits; and unforeseen factors such as situational factors that can be anticipated by consumers (Suwarman, 2004).

Some benefits that can be obtained by companies that have satisfied their customers through the delivery of quality services, based on Kotler (2002), include recognition as the level of recognition of a brand by consumers; reputation as the level of reputation or status that is high enough for a brand because it has a better track record; and affinity that concerns a high level of consumer loyalty for a product from the brand in question. Product attributes or product knowledge give satisfaction to consumers (Cham & Easvaralingam, 2012; Cheng et al., 2014). The product knowledge or attributes used in a product can include the taste of the product, taste or appeals served to consumers and packaging that is the amount of money that consumers must pay as compensation for products obtained from the company (Kotler, 2002).

Harahap and Amanah (2018) show that part of product knowledge, such as price, influences the online purchase decision. Zia (2017) shows in his research that the response from consumers clearly indicates that taste, cleanliness, manufacturing and expiry date, user information and nutritional information are given priority in consumers' purchase decision making. Albari and Safitri (2018) show that price as one aspect of product knowledge simultaneously has a partial and positive effect on purchasing decision. Different research from Albert (1991) shows that the interaction of different kinds of product information suggests that too much knowledge about a new product may weaken the decision to buy. The

information on the product, such as legality and information on the packaging, also influence the consumer (Lim & Cham, 2015; Sari & Triono, 2016).

H1: *Online product knowledge has a significant effect on online buying decisions*

Every company will always try to maintain the superiority of its brand image because generally consumers often associate a good brand image with the quality of the product itself. According to Schiffman and Kanuk (2007), brand image is a set of associations about a brand stored in the minds or memories of consumers. Some factors that influence brand image factors, such as quality, are related to the quality of goods products offered by manufacturers with certain brands; trust or reliability that are related to opinions or agreements formed by a society about a product consumed; and usefulness or benefits related to the function of a product that can be used by consumers. Prices which, in this case, relate to low energy or a lot of the small amount of money spent by consumers to influence a product, can also affect long-term image, and the image that is owned by the brand itself, namely in the form of views, agreements and information relating to the brand of a particular product.

According to Keller (2000), brand image measurement can be done based on aspects of a brand such as brands being easy to remember: this means that the elements of the brand chosen should be easily remembered and referred to or pronounced. The logo symbol and the name used should be interesting and unique so that they attract people's attention and are easily remembered and consumed. It should be easy to recognise brand beside a logo, as a brand is known through messages and the way in which products are packaged and presented to consumers, which is called trade dress. Through intensive communication, a special product can attract attention and is easily recognised by consumers, so that trade dresses are often the same as trade products, namely the differentiation of products and services in the market for which legal protection can be sought. Finally, a good brand reputation relating to the company image is important and affects the public perception of the company's identity (Cham et al., 2015; Cham et al., 2016). This perception is based on what the public knows or thinks about the company concerned.

The same company may not necessarily have the same image with different people. The company's image is one of the guidelines for consumers. Keller (2000) divides the brand image into two main factors that are physical factors and psychological factors. Physical factors include the design, packaging, logo, brand name, function and product usability of the brand, and psychological factors are formed by emotions, beliefs, values, and personalities, and are considered by consumers to describe the products of the brand. Brand image is very closely related to what they think or feel for a particular brand (Cham et al., 2018; Nyadzayo & Khajehzadeh, 2016). Psychological brand image plays a more important role than the physical factors of a particular brand. Keller (1993) divides brand image into attributes such as the features that exist in the product or service, benefits as personal values attributed by consumers to the service product attributes, and brand attitude as an overall evaluation of a brand, relating to what consumers believe about certain brands, to what extent consumers believe that the product or service has certain attributes or benefits, and evaluative evaluations of these beliefs about how good or bad a product is if it has the right attributes and these advantages.

Foster (2016) shows in his research that the impact of brand image on purchasing decisions is only 7%, which means that there is a small influence from brand image. Meanwhile, Lien et

al. (2015) show that brand image directly influences purchase intentions. The research of Novansa and Ali (2017) also shows that brand image influences purchasing decisions with the R square of 94.5%, meaning that brand image has a great impact on the purchase decision. Onigbinde and Odunlami (2015) show in their research that brand image has a significant influence on consumers' buying decisions at the 0.01 level which leads to the conclusion that the way a product is promoted coupled with the brand integrity of such a product encourages consumers to purchase it and make repeat purchases of it, and also enhances the referral of such product to other prospects.

H2: *Online brand image has a significant effect on online buying decisions*

Leeraphong and Mardjo (2013) show that trust influences online purchase decisions through online social networks, particularly Facebook. Bianchi and Andrews (2012) show that trust in third party assurances and a cultural environment of trust had the strongest positive influence on intentions of continuing purchasing online. In fashion product research, Limpo and Meryana (2015) show the significant influence between trust and online purchasing decisions from online fashion shops and increased purchases on the website of particular fashion products. Trust is considered as the most relevant factor affecting the customer's buying behaviour with regard to online shopping when it comes to the younger generation (Bashir et al., 2015; Kim & Peterson, 2017; Lim et al., 2019; Wong et al., 2019).

H3: *Online trust has a significant effect on online buying decisions*

RESEARCH METHOD

This research is a quantitative research using primary data through questionnaires given to respondents. Students were the target for this study because women of college-age want to look good both to attract a student friend who is of the opposite sex or with other goals. In this study, the authors carried out research in the city of Solo on fashion product consumers. The object of this research is customers or consumers who shop for fashion products online. The dependent variable used in this study is the online purchase decision symbolised by Y. The independent variable used in this study is the influence of online product knowledge symbolised by X1, online brand image symbolised by X2, and Online Trust symbolised by X3.

Data or information needed can be obtained from research results through questionnaires filled out by respondents. In this study, the number of respondents was 187. Data were processed and analysed using multiple linear regression analysis methods with a variety of assumptions and testing processes applies. The results of processing research data were interpreted and implied to address problems, objectives and uses in research. The population used in this research was students at the AUB Surakarta Economic College who shop for fashion products online. The sampling technique used was a purposive sampling method, which is one of the methods that was taken randomly based on the following criteria:

This study uses primary data that is data obtained directly from research respondents through interviews and questionnaires in the field. The primary data in this study were obtained from questionnaires filled out by respondents given alternative choices from the following

categories: strongly disagree (SD), disagree (D), doubtful (DF), agree (A), strongly agree (SA). The answers were measured using a Likert scale where each alternative answer was

Table 1: Respondent Criteria

Criteria	Respondents
Students of AUB Economic College	5,475
Students who do not buy fashion online	3,638
Incomplete questionnaires	1,650
Students who buy fashion online and filled in the questionnaire completely	187

given a score or weighting value from 1 to 5. The instrument of data collection in this study was a list of questions with alternative answers using the Likert scale. For the Likert scale, the answer model applied the following values: (1) strongly disagree: score of 1; (2) disagree: score of 2; (3) doubtful: score of 3; (4) agree: score of 4; (5) strongly agree: score of 5.

Secondary data in this study were sourced from literature studies in marketing magazine articles, as well as articles taken from the internet to obtain data. Data collection techniques consisted of interviews and questionnaires. In this case, the authors only used two data collection techniques, namely interviews and questionnaires. Intended to obtain information by asking questions in writing or by a questionnaire from the respondent. Questions from the questionnaire required respondents' answers in the form of a multilevel scale. In contrast, the interviews were intended to explain the questions needed to obtain information. It is important to keep in mind that the interviews were not just an attempt to explain the question but to get a direct impression from the respondent and provoke the respondent's answer because sometimes the questions asked are not understood by a respondent.

Data analysis methods in this study were conducted using a validity test, reliability test, classic assumption test, and multiple linear regression analysis. This test of multiple linear regression is used to determine the effect of the independent variable on the dependent variable. The equation for this variable is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e, \text{ whereby:}$$

Y	= Online Buying Decision
a	= Constanta
X1	= Online Product Knowledge
X2	= Online Brand Image
X3	= Online Trust
b1, b2, b3	= Constanta Variable
e	= Error

RESULTS

The reliability test results below show that all instruments used in this study are reliable. This is indicated by each instrument having a Cronbach Alpha value of 0.60. Based on the description of respondents below, it can be seen that the largest group was made up of respondents aged 20-25 years; this can be seen from the percentage of 43%.

Table 2 : Reliability Test Results

Variable	Cronbach's Alpha	Result
Online Product Knowledge (X1)	0.731	Reliable
Online Brand Image (X2)	0.780	Reliable
Online Trust (X3)	0.813	Reliable
Online Buying Decision (Y)	0.828	Reliable

Table 3 : Respondent Description based on age

Age	Percentage (%)
< 20 yrs	15%
20 - 25 yrs	43%
26 - 30 yrs	25%
> 30 yrs	17%
	100%

Validity Test

From the calculation of the correlation table, the question items to variables that have values greater than the critical value as per *r_{table}* shows that the question items are valid in explaining the variables. Table 4 shows that of the five-question items of Online Product Knowledge, there is one item that is invalid (X1_2) and the remaining four items are valid. This is supported based on the correlation table of question items to variables that have values greater than the critical value as stated in the column of *r_{table}* indicated that all the question items are valid in explaining Online Product Knowledge. Table 5 shows that of the four question items, all are valid. The calculation data for the correlation table of question items to variables that have values greater than critical value as presented in the *r_{table}* in which indicated that all the question items are valid in explaining Online Brand Image. Table 6 shows that of the five-question items Online Trust, all are valid based on the correlation value which are greater than critical value as per *r_{table}*. Similarly. Table 7 shows that of the five-question items of Online Buying, all are valid as well.

Table 4: Validity Test for Online Product Knowledge

Question	<i>r_{item}</i>	<i>r_{table}</i>	Result
X1_1	0.630	0.195	Valid
X1_2	-0.134	0.195	Not Valid
X1_3	0.695	0.195	Valid
X1_4	0.684	0.195	Valid
X1_5	0.672	0.195	Valid

Table 5: Validity Test for Online Brand Image

Question	<i>r_{item}</i>	<i>r_{table}</i>	Result
X2_1	0.498	0.195	Valid
X2_2	0.592	0.195	Valid
X2_3	0.633	0.195	Valid
X2_4	0.625	0.195	Valid

Table 6: Validity Test for Online Trust

Question	r _{item}	r _{tabel}	Result
X3_1	0.576	0.195	Valid
X3_2	0.516	0.195	Valid
X3_3	0.737	0.195	Valid
X3_4	0.532	0.195	Valid
X3_5	0.660	0.195	Valid

Table 7: Validity Test for Online Buying

Question	r _{item}	r _{tabel}	Result
X4_1	0.611	0.195	Valid
X4_2	0.504	0.195	Valid
X4_3	0.675	0.195	Valid
X4_4	0.663	0.195	Valid
X4_5	0.678	0.195	Valid

Source: Processed data

Multicolinierity Test

Based on the results of the multicollinearity test, all variables have a VIF value of less than 10 and a tolerance value greater than 0.10, then there is no multicollinearity.

Table 8: Multicollinearity Test Results

Model	B	Std Error	Beta	Tolerance	VIF
(Constant)	1.982	1.958			
Online Product Knowledge	0.173	0.078	0.167	0.925	1.081
Online Brand Image	0.233	0.099	0.187	0.848	1.179
Online Trust	0.548	0.081	0.543	0.820	1.220

Autocorrelation Test

Table 9: Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Durbin Watson
1	0.703	0.494	0.478	1.965

Table 10: Multiple Linear Regression Analysis Test Results

Model	B	Std Error	Beta	t-value	Sig
(Constant)	1.982	1.958		1.012	0.314
Online Product Knowledge	0.173	0.078	0.167	2.217	0.029
Online Brand Image	0.233	0.099	0.187	2.367	0.020
Online Trust	0.548	0.081	0.543	6.776	0.000

From Table 9, it can be seen that the Durbin-Watson (DW) value is 1.965. If DW values are between -2 to +2, it can be concluded that no autocorrelation occurred. From the statistical test above, the regression equation model can be obtained as follows: $Y = 1.982 + 0.173 X_1 + 0.233 X_2 + 0.548 X_3$. Based on the regression equation, the value of $\alpha = 1.982$; this means that if the Online Product Knowledge variable, Online Brand Image, and Online Trust are constants, then the Online Buying Decision is positive or increases. The value of $\beta_1 = 0.173$, so the Online Product Knowledge variable has a positive influence on Online Buying Decision, meaning that if Online Product Knowledge variables increase, the Online Buying Decision will increase, assuming the Online Trust variable and Online Brand Image remain constant. The value of $\beta_2 = 0.233$, so the Online Brand Image variable has a positive influence on purchasing decisions, meaning that if the brand image variable increases then the Online Buying Decision will increase, assuming the Online Trust variable and Online Product Knowledge remain constant. The value of $\beta_3 = 0.548$, meaning that the Online Trust variable has a positive effect on the Online Buying Decision; if the Online Trust variable increases, the Online Buying Decision will increase, assuming that the Online Brand Image variables and Online Product Knowledge remain constant.

Online Product Knowledge (X1) obtained a t-value of 2.217 with a significant value of $0.029 < 0.05$, which means that Online Product Knowledge variables have a significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city, so Hypothesis 1 is proved. Online Brand Image (X2) obtained a t-value of 2.367 with a significant value of $0.020 < 0.05$, which means that the Online Brand Image variable has a significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city, so Hypothesis 2 is proved. Online Trust (X3) obtained a t-value of 6.776 with a significant value of $0.000 < 0.05$ which means that the Online Trust value has a significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city, so Hypothesis 3 is proved. Based on the results of the F test (Table 11), F value = 31,194 with a significant value of $0.000 < 0.05$, so that it can be concluded that together Online Product Knowledge variables, Online Brand Image, and Online Trust have a significant influence on Online Buying Decision for fashion products among the university students in Surakarta city. Based on the results of the coefficient of determination (Table 12), the value of the Adjusted R. Square of 0.478 means that Online Product Knowledge variables, Online Brand Image, and Online Trust contribute 47.8% to the Online Buying Decision for fashion products among the university students in Surakarta city, while the remaining 52.2% is influenced by other variables outside of this research, for example, location, price, and promotion.

Table 11 : F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	458.079	3	152.693	31.194	0.000
Residual	469.921	96	4.895		
Total	928.000	99			

Table 12 : Determinant Test Results

Model	R	R Square	Adjusted R Square
1	0.703	0.494	0.478

The results of testing Hypothesis 1 (H1) show that Online Product Knowledge variables have a significant positive effect on Online Buying Decision for fashion products among the university students in Surakarta city. The results of this study mean that if Online Product Knowledge is improved then the Online Buying Decision for fashion products among the university students in Surakarta city increases. The results of this study are in accordance with the results of research from Arsriani and Darma (2013), also Siswanto (2013) which state that Online Product Knowledge has a significant positive effect on Online Buying Decision. Consumers will buy a product if the product in conducting Online Product Knowledge transactions can convey information through tracking conversions from social media, parameters used, measuring website traffic, and always evaluating (Kotler & Keller, 2012). This research shows that consumers prefer shopping for fashion product online rather than having to go directly to the store because it is more practical, more time-saving and there is free shipping. Consumers agree that Online Product Knowledge influences the decision to buy online fashion products.

The results of testing Hypothesis 2 (H2) show that the Online Brand Image variable has a significant positive effect on the Online Buying Decision for online fashion products. The results of this study mean that if the Online Brand Image is improved then the Online Buying Decision for fashion products in Surakarta city increases. The results of this study are in accordance with the results of research from Fiani and Japariato (2012) which stated that brand image has a significant positive effect on purchasing decisions. Consumers will buy a product if the product in making a purchasing decision always examines the brand identity of a product, makes observations about the opinion of the brand's personality, product brand associations, consumer attitudes and behaviour regarding the brand, and concludes the benefits and advantages of a product brand (Wijaya, 2013). In this research, consumers choose to shop for online fashion products because they are easy to recognise, and consumers in the social media pictures of fashion product have a very attractive appearance. Consumers agree that the Online Brand Image influences the Online Buying Decision for fashion products among the university students in Surakarta city.

The results of testing Hypothesis 3 (H3) show that the Online Trust variable has a significant positive effect on the Online Buying Decision for fashion products among university students in Surakarta City. The results of this study mean that if the trust is increased, the Online Buying Decision for fashion products among the university students in Surakarta city increases. The results of this study are in accordance with the results of research from Pontoh et al. (2014), and Nusarika and Purnami (2015) stating that trust has a significant positive effect on buying decisions. Consumers will buy a product if the product can convince and generate trust in the object to be studied (object), and if consumers can deduce the characteristics (attributes) of the object of a product, and define its benefits (benefits). In this research, we see that consumers choose to shop for online fashion products because they feel confident they will increase, feel the appearance will look more attractive, and consumers believe that online fashion products always meet the needs of what consumers want. Consumers agree that Online Trust influences the Online Buying Decision for fashion products among the AUB Surakarta College students in Surakarta city.

DISCUSSIONS AND MANAGERIAL IMPLICATIONS

The results of the study show that Online Product Knowledge has a positive and significant effect on the Online Buying Decision for fashion products among university students in

Surakarta city. This is indicated by the significant value of 0.029 (<0.05), which means that Online Product Knowledge variables have a significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city.

The implication is that service through social media should be improved, according to the results of the research, namely by (1) improving service quality to make it more practical; (2) providing a free shipping promo; and (3) service that is responsive and satisfying. The results showed that Online Brand Image had a positive and significant effect on Online Product Knowledge. This is indicated by the magnitude of the significant value of 0.020 (<0.05), which means that the Online Brand Image variable has a significant effect on the management of Online Buying Decision for fashion products among the university students in Surakarta city. The implication is that the Online Brand Image of products should be improved, according to the results of the study with the results of this highest indicator, namely by ensuring that: (1) people who wear the products have an attractive appearance; (2) the products are easily recognisable; and (3) the products are known to be of high quality compared to other brands. The results showed that the trust variable had a positive and significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city. This is indicated by the magnitude of the significant value of 0.000 (<0.05), which means that the variable Online Trust has a significant effect on the Online Buying Decision for fashion products among the university students in Surakarta city. The implication is that online consumer trust in a product should be improved, according to the results of the research with the highest results, namely by ensuring that: (1) consumer confidence increases when using products; (2) consumers feel their appearance is more attractive when using products; (3) increasing confidence that the products produced are always in accordance with the needs and desires of consumers.

FUTURE RESEARCH DIRECTIONS

The factors that influence Online Buying Decision in this study are online product knowledge, online brand image, and online trust. The three variables are all significant, but the next researcher can wider the and have an in-depth topic in special type of fashion. Besides these, there are still many other factors that influence purchasing decisions. Future research could use other variables such as gender, and type of media. In-depth interviews may be needed in future research in order to get detailed explanations of the reasons for online buying decisions. This study also limited only in Surakarta areas and among college students. The next research can use other area and also the respondents. As we know that nowadays younger people, especially for y and z generation, has already familiar with online technology.

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