The Role of Social Media as Intervening Variable on Purchase Through Motivation at D'fashion Textile and Tailor

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Abstract

The role of social media is currently very important in motivating consumers to purchase products, especially in the fashion industry. The purpose of this study was to determine the role of social media on purchasing decisions through motivation at D'fashion Textile & Tailor. The sample used in this study was 97 respondents with a probability sampling technique. Source data were obtained through a questionnaire. The data analysis used is partial least squares (PLS). The results of the study show that social media has an effect on purchasing decisions and motivation. In addition, motivation also influences purchasing decisions.

Keywords: Social Media, Motivation, Purchasing Decision

A. INTRODUCTION

The world of fashion has developed very fast, and people are already aware of the need for fashion which is more than just a dress but also to show social status. Fashion trends that continue to change rapidly make people don't want to be left behind (Narasimhan, 2021). The growth of the fashion industry in recent years can contribute to changes in consumer habits toward fashion. Consumers are becoming more fashion-conscious and adapting themselves to the latest fashion trends (Fadhila, 2022).

People compete in following the existing trends by looking for the latest fashion models. It is the demands from the society that make the concept of fast fashion currently growing rapidly. Fast fashion is a trend that changes rapidly and is mass-produced with a ready-to-wear concept(Fraser & van der Ven, 2022). The main characteristics of fast fashion are affordable prices and products that are always up to date.

Several fast fashion brands in Indonesia, such as Zara, Uniqlo, Bear, Giordano, and others, can influence people's desire to consume fashion products. The public's view of the motivation for shopping for fashion products has changed. The influence of social media supports this. In its development, social media has been widely used by companies in the fast fashion industry to develop their business and carry out promotions (Sharma et al., 2020)

Social media has now become an inseparable part of people's daily lives. Social media is an application in consumers' daily communication and has taken an important position in people's lives (Martín-Consuegra et al., 2018). Social media is activity and behavior among communities of people who come together online. Social media can be a vehicle for sharing knowledge, information, and opinions using web-based applications (Augustinah, 2019). Most reviews, photos, and videos of a product on social media will influence consumer motivation to buy a product. 61.5% are motivated by friends' reviews, 51% are motivated by product photos/videos, and 38.5% are motivated by consumer comments (Kurniawan, 2020).

A recent study conducted by a company operating in the processing and packaging sector, Tetra Pak Index, found that the majority of internet users in Indonesia are active participants in social media. About 85% of the 108 million social media users access it via cell phones. Social media has a big influence on business growth, especially online-based. User-generated content is important in today's digital era. In addition, independent consumer reviews are the second most important thing that can influence the marketing process (Prasetyo, 2017).

In the fashion industry, especially related to consumers in making purchasing decisions, it plays a very important role. This is because fast fashion has a very fast production and sales turnover, which causes the turnover of purchases of fast fashion products also to be fast. Purchasing decisions are decision-making processes and individual activities in evaluating, obtaining, and using goods and services (Chin et al., 2018).

Fashion relies heavily on socialization from the media as a form of communication that will influence purchasing decisions. Fashion purchasing decisions are heavily influenced by information available to the public from various sources such as advertisements, magazines, celebrities, friends, family, and bloggers (Vrontis et al., 2021). Through social media, fashion trends are disseminated to the public and are followed (Winto, 2021). The fashion industry will build new societal needs so that people are interested and ultimately make purchasing decisions (Duh & Thabethe, 2021).

B. LITERATURE REVIEW

Social Media

Social media is a website intended to make friends and socialize on the internet. Social media is online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue. The development of social media has an impact on how we communicate today. The emergence of web 2.0 allows people to build social relationships and share information (Nasrullah, 2015). Meanwhile, according to (Rahadi, 2017), social media is media that is designed to facilitate social interaction that is interactive or two-way. Social media is based on internet technology which changes the pattern of information dissemination from previously one to many audiences, many audiences to many audiences.

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Social media refers to activities and behaviors among communities that come together online to share information, knowledge, and opinions using web-based conversational media (Jashari & Rrustemi, 2017). Social media has changed how we communicate and share information and interests. About 75% of people have used social media to find information before purchasing. This shows the growing popularity of social media as an information tool (Yogesh & Yesha, 2014). Today, marketing with social media is starting to develop and be used as a product marketing strategy tool, promoting a brand and a company's brand. Social media is a gathering place for people who want to share information and a place to find new friends and interact with other friends online (Lukito, 2020).

Motivation

Motivation is an encouragement that arises from within or outside the environment, which is a driving factor toward achieving goals. To consumers, motivation can be interpreted as an impetus that moves consumers to decide to move towards achieving goals, namely fulfilling various kinds of needs and desires (Purboyo et al., 2021).

Motivation is an energetic force that drives behavior and gives purpose and direction to behavior. According to (Setyawati & Widodo, 2020), the motivations possessed by consumers can be broadly divided into two groups, including (1) Rational, according to a healthy, proper, proper mind. Motives are the causes that drive. A person's actions become rational, and motive is an urge to act according to a healthy, proper mind. For example, a consumer who is hungry because he is outside the house eats at a restaurant, or a consumer buys a car because he needs a means of transportation; (2) Motivation is full of feelings, so emotional motives are motives that are influenced by feelings. Consumers buy and consume products not only for their functional value but also because of their social and emotional value. Purchases are made based on the product's ability to stimulate and satisfy emotions. Both positive emotions, such as self-confidence from wearing a well-known brand suit and perfume, and negative emotions, such as the fear of riding a roller coaster or watching a horror movie, can be an enjoyable experience.

The motivation for purchases made by consumers is seen from the goals to be achieved, the activities carried out in shopping and the motivation they have. Two factors in shopping motivation are the desire to enjoy the shopping experience and the need to achieve needs through shopping activities. Specific demand motivation is motivation related to shopping facilities. These desired characteristics can relate to various aspects related to store facilities, product types, and personnel (Padmavathy et al., 2019).

Purchase Decisions

Many factors influence consumer behavior in purchasing decisions for goods and services of a company, thus making it more difficult for companies to identify them. For this reason, studying and analyzing consumer behavior in purchasing decisions is very important for companies to progress from company goals in sales and

competition with other competitors (Kapriani et al., 2021). One example of this lifestyle change is commonly referred to as changes in consumer behavior in purchasing decisions (Kapriani & Ibrahim, 2022).

Consumer purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternatives and choose one of them. Based on the definition above, it can be concluded that a purchase decision is an action taken by a consumer to make a real purchase, whether buying or not, by going through a process (Setiadi & SE, 2015). Meanwhile, according to (Putri & Firmansyah, 2021), purchasing decisions are a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process.

Purchasing behavior is a series of physical and mental actions that customers experience when purchasing a particular product. The stages of purchasing decision process consist of five stages: a) Problem Recognition. Purchasing decisions begin with the needs and desires of the customer, in which case the customer realizes the difference between the actual situation and the state he wants. These needs can be driven by stimuli from within the customer itself or from outside the customer. b) Information Search After the customer realizes that there is a need for a particular product, the customer searches for information, both from his knowledge and outside (Amalia, 2019).

Suppose the product purchased does not provide the expected satisfaction. In that case, customer will change his attitude towards the product negatively and even reject the product in the future. Conversely, if customers are satisfied with their products, the desire to buy them tends to be stronger (Engriani et al., 2019).

C. RESEARCH METHODS

The approaching model used in this research is explanatory. The population in this study are consumers of D'fashion Textile & Tailor in the city of Makassar. Probability sampling is a technique used in sampling, with a total of 97 respondents. The primary data collection method was obtained by distributing questionnaires to respondents. Meanwhile, secondary data is obtained through theoretical data taken from books, journals, and other sources. The data processing technique uses Partial Least Square (PLS) analysis using the statistical method of Structural Equation Modeling (SEM).

D. RESULT AND DISCUSSIONS
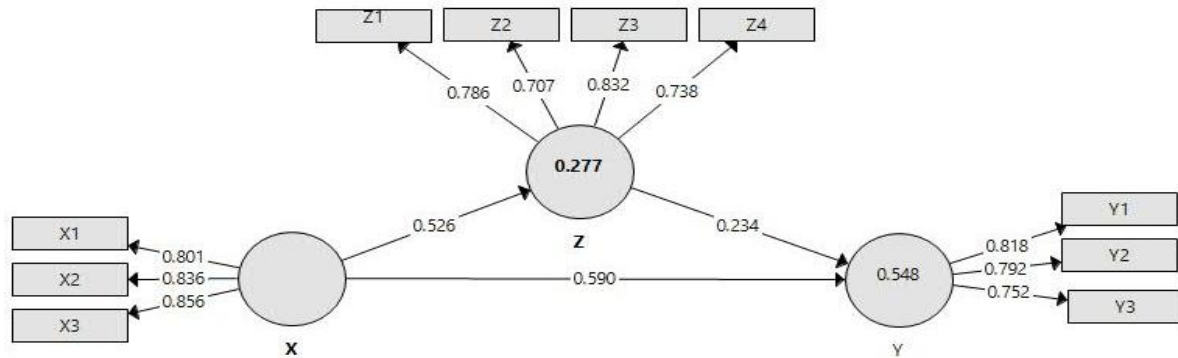
Outer Model analysis

Figure 1. Outer Model Analysis

Convergent Validity

PLS uses a validity test measured through convergent and discriminant validity. Convergent validity is assessed based on the correlation between item scores (component scores) and construct scores. The results of the convergent validity analysis in table 1 show that all loading factor variables have a value greater than 0.6 and a t-statistic value greater than 1.96 (5% significance level). This shows that all variable indicators have met the criteria of convergent validity.

Table 1. Convergent Validity Test

Variables	Indicators	*Loading Factor*
social media (X)	*X1*	0,801
	X2	0,836
	X3	0,856
motivation (Z)	*Y1*	0,818
	Y2	0,792
	Y3	0,752
purchasing decisions (Y)	*Z1*	0,786
	Z2	0,707
	Z3	0,832
	Z4	0,738

Discriminant Validity

The discriminant validity test was carried out by comparing each construct's square root of the Average Variance Extracted (AVE) with the correlation between the construct and the other constructs in the model. The research model is seen to have good discriminant validity if the AVE root for each construct is greater than the correlation between the construct and the other constructs in the model.

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Table 2. AVE Comparison Matrix with Latent Variable Correlations

Variables	X	Y	Z
social media (X)	0,831		
motivation (Z)	0,713	0,788	
purchasing decisions (Y)	0,526	0,544	0,767

Table 2 shows that the AVE root of the social media construct (X) is 0.831 higher than the correlation between the social media construct (X) and consumer motivation (Z), and purchase decisions (Y). The AVE root value of the consumer motivation construct (Z) is 0.788 higher than the correlation between the consumer motivation construct (Z) and social media (X), and purchasing decisions (Y). The AVE root value of the purchase decision construct (Y) is 0.767 higher than the correlation between the purchase decision (Y) and social media (X), and consumer motivation (Z).

Reliability

Table 3. Composite Reliability, rho_A and Cronbach Alpha

Variabel	Cronbach's Alpha	rho_A	Composite Reliability
social media (X)	0,776	0,776	0,870
motivation (Z)	0,795	0,798	0,831
purchasing decisions (Y)	0,771	0,798	0,851

The results of the analysis in the table 3, illustrate that the Composite Reliability, rho_A, and Cronbach Alpha values for social media variables (X), consumer motivation (Z), and purchasing decisions (Y) have values above 0.70, so it can be stated that each construct variables meet the reliability test criteria.

Inner Model Analysis

Collinearity

Before assessing the results of the structural model, a collinearity test must be carried out in the structural model. Estimating the path coefficient on the endogenous latent variable predicted by the predictor variable in the structural model is based on OLS (Ordinary Least Squares) regression. Assess collinearity, and it can be seen from the tolerance value or VIF. If the tolerance value is below 0.20 or the VIF value is above 5.00, there is an indication of collinearity. The results of the analysis of the collinearity test are shown in Table 4.

Table 4. Collinearity Test

Variabel	VIF
social media (X)	1,383
motivation (Z)	1,383

The results of the collinearity test show that the VIF value of all predictor variables is still below the cut-off value of 5.00, so it can be concluded that there is no collinearity between predictor constructs in the structural model.

Coefficient Determination

Table 5. Coefficient of Determination

Variabel	R Square	R Square Adjusted
social media (X)	0,548	0,545
motivation (Z)	0,561	0,564

The R Square value between social media (X) and consumer motivation (Z) is 0.548. This means that the consumer motivation variable (Z) can be explained by social media (X) of 54.8%, while the remaining 45.2% is explained by other variables. Meanwhile, the R Square value between the Y variable (purchasing decision) and the Z variable (consumer motivation) on social media (X) is 0.561. This means that the purchase decision variable (Y) can be explained by social media (X) and consumer motivation (Z) of 56.1%, the remaining 43.9%.

Table 6. Results of Significance Test of Path Coefficient (Path) Structural Model

	Path	T Statistics	P Values	Notes
H1	X-> Y	12,706	0,000	significant
H2	X-> Z	12,101	0,000	significant
H3	Z-> Y	5,167	0,000	significant
H4	X-> Z-> Y	4,850	0,000	significant

Based on table 6, it can be seen that all hypotheses are accepted, both in terms of direct and indirect influence. This can be seen from the t statistical value, which is greater than the t table value, which is 1.96, and the P value obtained is less than the significance value, which is 0.05%.

Discussion

Social Media on Purchasing Decisions

The results showed that social media significantly positively affected purchasing decisions at D'fashion Textile & Tailor in Makassar city. The purchasing decision indicator with the highest average value is the

willingness to sacrifice to get a product. If the influence of social media gets stronger, the purchasing decisions taken by consumers to make purchases will also get stronger, resulting in actual purchases. Consumers use social media to find all information about the product to be purchased. This follows the results of research conducted by (Yogesh & Yesha, 2014), in which about 75% of the people of Mumbai, India, use social media to seek information before deciding to purchase a product. Consumers try to make considerations and intentions in purchasing with the support of information from social media. Social media plays a major role in determining consumer purchasing decisions. Social media has facilitated and increased the flow of information by making it easy to disseminate information to consumers to consider purchasing decisions. Today's consumers also trust recommendations from people who have used products through social media rather than direct offers or offers contained in advertisements. Social media influence tends to be high at the information-seeking and decision-making stages.

Social Media on Motivation

The results showed that social media significantly positively affected motivation to buy products at D'fashion Textile & Tailor in Makassar city. Interesting and entertaining content in social media indicators has a role in motivating consumers to make purchases. This study's results align with the research conducted (Irshad & Ahmad, 2019) and (Sudirjo, 2021). This research shows that social media reviews, photos, and videos will affect consumer motivation to buy products. Social media is changing how consumers communicate and share information with their colleagues. Most consumers use social media to find information before making a purchase. Reviews on social media can encourage consumers to make purchases. Consumers who have a positive experience with a product and share their experience on social media will highly influence other people looking for the same product.

Motivation for Purchasing Decisions

Motivation to make purchases has also been shown to significantly positively affect product purchasing decisions at D'fashion Textile & Tailor in the city of Makassar. The results are in line with research conducted by (Kamrath et al., 2019) and ((Wijanarko & Fachrodji, 2020). The research shows that personal factors such as concern for skin health, body attractiveness, age and aging, self-image, and cognition will motivate male consumers to use skin care products. The higher the consumer's motivation to purchase, the stronger the purchase decision will be. Motivation in purchasing is a consideration that influences consumers in making purchases. Consumer purchase motivation can be rational or emotional. Consumers make purchases based on the real benefits obtained from a product. Rational consumers are based on the benefits of functional and objective product attributes, such as product quality, price, availability, and usability efficiency. At the same time, emotional consumers tend to make purchases associated with these things that are subjective and

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symbolic. Things like that bring feelings and pleasure because of social status, and the role of brands is because of economic status so that consumers have the motivation to make purchases.

E. CONCLUSION

This study found that all the variables studied were proven to influence other variables. Social media has a significant positive effect on purchasing decisions. Social media has a significant positive effect on motivation. Motivation to make purchases has also been shown to affect product purchasing decisions significantly positively at D'fashion Textile & Tailor in the city of Makassar.

Social media is currently widely used to find information and even to make the purchase process. By looking at this, companies engaged in the fashion industry should further improve their company content, such as product photos and product explanations, to make it more attractive and entertaining to consumers. The use of social media by consumers is very much based on existing content because the content will affect consumer interest in getting to know the product and the company. Consumer motivation in making purchases is important to study, one of which is the need to seek comfort in products. Seeing this, fast fashion product companies should further improve the quality of their products, which are still relatively average. Improving product quality will help encourage consumers to be more motivated to purchase these products. For further research, testing can be done regarding the influence of social media variables, consumer motivation, and purchasing decisions on other products, such as in other business sectors, such as food and beverages.(Kamaruddin et al., 2021)

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