The Influence of Social Media Marketing, Product Quality, and E-Word of Mouth on the Purchase Decision of Jiniso Fashion Products

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Abstract: This study aims to determine the partial and simultaneous influence between the variables of Social Media Marketing, Product Quality, and E-Word of Mouth on the Purchase Decision of Jiniso fashion products. The analysis method used in this study is quantitative primary data, the test stages carried out are: Validity Test, Reliability, Normality, Heteroscedasticity, Multicollinearity, Multiple Linear Regression, Partial Test (t Test), Simultaneous Test (F Test), and Coefficient of Determination (R^2). The data used in this study used a questionnaire instrument of 100 respondents. The sampling method used is the non-probability sampling method, using the purposive sampling technique. The testing tool used is SPSS version 30. The results of the study indicate that the variables of Social Media Marketing, Product Quality, and E-Word of Mouth partially and simultaneously influence the Purchase Decision of Jiniso fashion products.
Keywords: *Social Media Marketing, Product Quality, E-Word of Mouth, Purchase Decision*

INTRODUCTION

The fashion industry is one of the fastest-growing sectors worldwide, including in Indonesia. Fashion is not only a primary need but also a lifestyle element that reflects a person's identity and social status. According to a report by Statista (2024), the global fashion market revenue is projected to reach approximately USD 770.9 billion in 2024, with a significant contribution from the Asian market, including Indonesia. This indicates that the fashion industry is one of the globally important economic sectors.

In today's digital era, social media platforms have become highly effective marketing tools for reaching a broad audience. One of the sectors that has benefited most from this development is the fashion industry, including Jiniso. Jiniso is a fashion brand from Indonesia, established in 2019. No matter how fast fashion trends evolve, jeans or denim remain wardrobe essentials due to their versatility—they can be matched with nearly any outfit style. This is one of the reasons behind the creation of Jiniso as a local fashion brand focusing on the production of denim and jeans (Liputan6.com, 2023).

Jiniso represents a brand with a YOUNG, ACTIVE, URBAN, and EXPLORER character, targeting consumers interested in Korean culture and K-pop. Thanks to consistent effort and hard work, Jiniso now offers 661 product types sold through online marketplaces. Jiniso actively markets its products via social media platforms (Instagram, TikTok, Facebook), various marketplaces, and its official website. Its primary sales focus is on Shopee, where it has achieved a significant volume of sales. Shopee is a dominant leader in the Indonesian marketplace landscape, having built a reputation as the largest and most popular marketplace in the country through intelligent strategies (Zumhur et al., 2023).

An integrated marketing strategy through social media and e-commerce plays a vital role in influencing consumer purchasing decisions, particularly through ease of access, comprehensive product information, and attractive promotions. Purchase decisions are a crucial aspect of consumer behavior studies. According to Tjiptono (2020:22), a purchase decision is a part of consumer behavior involving actions directly related to acquiring and determining products and services, including the decision-making processes that precede and follow those actions. It is a process that begins before and continues after the purchasing decision is made.

Social media marketing for a brand can build direct relationships with its audience, increase engagement, and effectively convey brand messages. Today, social media marketing is widely used to post content that connects businesses with consumers, potentially generating site traffic that can lead to transactions or purchases. According to Kotler and Keller (2022:158), social media marketing enables companies to reach consumers more personally and interactively, which can enhance trust and consumer loyalty.

Furthermore, product quality is also a key factor considered by consumers, particularly in the fashion industry. Durability, comfort, and aesthetics significantly influence brand purchase decisions. According to Tjiptono (2020:132), product quality includes dimensions such as reliability, durability, performance, and conformity to specifications.

Electronic word of mouth (e-WOM) also plays a crucial role in influencing consumer purchase decisions. Customer reviews, testimonials, and peer recommendations can significantly impact consumer perception and trust. Andika (2023) stated that the more frequently a product appears on social media, the more it is discussed, which fosters electronic word of mouth (e-WOM) promotion.

Jiniso products need to be studied due to the rapidly evolving and competitive fashion industry. This research aims to understand consumer preferences, the latest trends, and the factors influencing purchase decisions. If the product offers superior design or quality and employs effective marketing strategies, it can enhance its appeal in the market. Moreover, sustainability or ethical production approaches are also critical factors. Through sales analysis and consumer reviews, this study will reveal the extent of Jiniso's popularity and success in the market.

RESEARCH METHOD

The data collection method is the technique or approach used by researchers to obtain data relevant to the research problem. The objective is to verify the validity of the data and achieve the research goals. Therefore, the researcher employed the following data collection methods: questionnaires and literature review. The subjects of this study are respondents or consumers who have purchased Jiniso fashion products.

The data analysis method used in this research is the quantitative analysis method. According to Sugiyono (2017), the data analysis technique in quantitative research involves processing data after it has been collected from all respondents or other data sources. The data must be classified into specific categories using certain tables to facilitate the analysis process. The testing stages include: Instrument Testing (consisting of Validity and Reliability Tests); Classical Assumption Testing (including Normality Test, Heteroscedasticity Test, and Multicollinearity Test); Multiple Linear Regression Analysis; Hypothesis Testing (including Partial Test (t-test) and Simultaneous Test (F-test)); and Coefficient of Determination Test (R^2). The analysis was conducted using SPSS version 30.

RESULT AND DISCUSSION

X3.1	0,899	0,1966	Valid
X3.2	0,913	0,1966	Valid
X3.3	0,893	0,1966	Valid
Purchase Decision (Y)			

Y.1	0,713	0,1966	Valid
Y.2	0,739	0,1966	Valid
Y.3	0,675	0,1966	Valid
Y.4	0,630	0,1966	Valid
Y.5	0,707	0,1966	Valid
Y.6	0,697	0,1966	Valid

Source : Results of Primary Data Processing in SPSS 30 (2025)

Based on Table 1. all indicators provided to the 100 respondents are declared valid because the Pearson correlation value (calculated r) is greater than 0.1966 (critical r value from the table). Therefore, all statement items can be used in the subsequent analysis process.

Reliability Test
Table 2. Reliability Test Results

Variabel	Number of Items	Cronnbach's Alpha	Significance level 60%	Information
Social Media Marketing (X_1)	4	0,663	0,60	Reliabel
Product Quality (X_2)	8	0,792	0,60	Reliabel
E-Word of Mouth (X_3)	3	0,885	0,60	Reliabel
Purchase Decision (Y)	6	0,783	0,60	Reliabel

Source : Results of Primary Data Processing in SPSS 30 (2025)

Based on Table 2, the Cronbach's alpha values for each variable are as follows: Social Media Marketing = 0.663, Product Quality = 0.792, E-Word of Mouth = 0.885, and Purchase Decision = 0.783. Therefore, it can be concluded that all statements and respondents' answers in this study are reliable and can be used in the research.

Classical Assumption Test
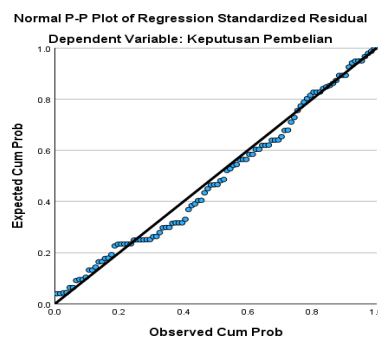**Normality Test**

Figure 1. P-P Plot Normality Test Result
Source: Primary Data Processed using SPSS 30 (2025)

Based on Figure 1, the normality test using the Probability Plot method shows that the points or data lie around and follow the direction of the diagonal line. Therefore, it can be concluded that the regression model meets the normality assumption.

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social Media Marketing	.524	1.910
	Kualitas Produk	.349	2.866
	E-Word of Mouth	.460	2.174
a. Dependent Variable: Keputusan Pembelian			

Figure 2. Multicollinearity Test Result
Source: Primary Data Processed using SPSS 30 (2025)

Based on Figure 2, the tolerance values for the variables are all greater than 0.10, with the tolerance values for each independent variable being as follows: Social Media Marketing = 0.524, Product Quality = 0.349, and E-Word of Mouth = 0.460. The calculated Variance Inflation Factor (VIF) values are: Social Media Marketing = 1.910, Product Quality = 2.866, and E-Word of Mouth = 2.174. Since all VIF values are less than 10, it can be concluded that there is no multicollinearity or high correlation between the independent variables in the multiple linear regression model.
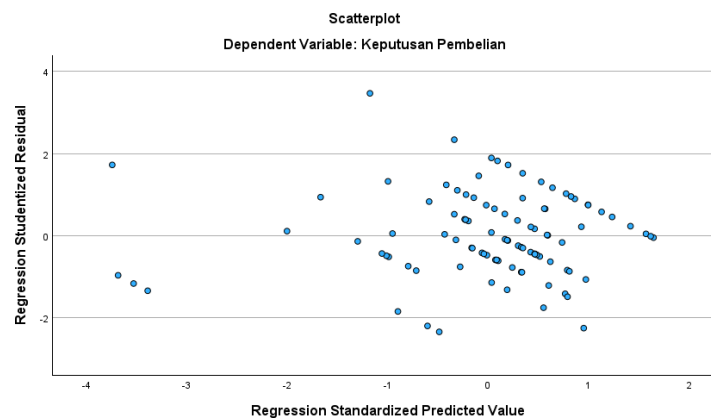
Heteroscedasticity Test

Figure 3. Heteroscedasticity Test Result – Scatterplot Graph
Source: Primary Data Processed using SPSS 30 (2025)

Based on Figure 3 above, the data in the scatterplot graph are randomly scattered (not forming any specific pattern), and the points are distributed both above and below the value of 0 on the Y-axis. Therefore, it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.640	1.846		1.430	.156
	Social Media Marketing	.305	.115	.223	2.652	.009
	Kualitas Produk	.308	.085	.374	3.628	<.001
	E-Word of Mouth	.610	.178	.308	3.425	<.001
a. Dependent Variable: Keputusan Pembelian						

Figure 4. Multiple Linear Regression Analysis Result
Source: Primary Data Processed using SPSS 30 (2025)

The data analysis in this study uses Multiple Linear Regression Analysis, which aims to determine the influence of more than one independent variable on a single dependent variable, using the following formula:

$$Y = 2{,}640 + 0{,}305X_1 + 0{,}308X_2 + 0{,}610X_3 + e$$

Based on the regression equation above, the results of the study can be explained as follows:
1. The constant value (α) is 2.640, which means that if Social Media Marketing (X1), Product Quality (X2), and E-Word of Mouth (X3) are assumed to be zero (0), then the Purchase Decision has a value of 2.640.
2. The regression coefficient for the Social Media Marketing variable (X1) is 0.305, with a positive coefficient value. This indicates a direct relationship, meaning that for every increase in the Social Media Marketing variable (X1), the Purchase Decision increases by 0.305, assuming other variables remain constant.
3. The regression coefficient for the Product Quality variable (X2) is 0.308, with a positive coefficient value. This shows a direct relationship, meaning that for every increase in the Product Quality variable (X2), the Purchase Decision increases by 0.308, assuming other variables remain constant.

4. The regression coefficient for the E-Word of Mouth variable (X3) is 0.610, with a positive coefficient value. This indicates a direct relationship, meaning that for every increase in the E-Word of Mouth variable (X3), the Purchase Decision increases by 0.610, assuming other variables remain constant.

t-test

Model		t	Sig.
1	(Constant)	1.430	.156
	Social Media Marketing	2.652	.009
	Kualitas Produk	3.628	<.001
	E-Word of Mouth	3.425	<.001
a. Dependent Variable: Keputusan Pembelian			

Figure 5. Partial Test Result (t-test)
Source: Primary Data Processed using SPSS 30 (2025)

Based on Figure 5, the hypothesis testing results can be concluded as follows:
1. Social Media Marketing (X1)

The Social Media Marketing variable (X1) has a significance value of 0.009 < 0.05 and a t-count of 2.652 > t-table value of 1.985. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, which means that Social Media Marketing has a significant partial effect on the Purchase Decision of Jiniso fashion products.

2. Product Quality (X2)

The Product Quality variable (X2) has a significance value of <0.001 < 0.05 and a t-count of 3.628 > t-table value of 1.985. Thus, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, indicating that Product Quality has a significant partial effect on the Purchase Decision of Jiniso fashion products.

3. E-Word of Mouth (X3)

The E-Word of Mouth variable (X3) has a significance value of <0.001 < 0.05 and a t-count of 3.425 > t-table value of 1.985. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, meaning that E-Word of Mouth has a significant partial effect on the Purchase Decision of Jiniso fashion products.

F-test (Simultaneous Test)

		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	423.443	3	141.148	57.769	<.001[b]
	Residual	234.557	96	2.443		
	Total	658.000	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), E-Word of Mouth, Social Media Marketing, Kualitas Produk

Figure 6. Simultaneous Test Result (F-test)
Source: Primary Data Processed using SPSS 30 (2025)

Based on Figure 6, the hypothesis testing results show that the independent variables—Social Media Marketing (X1), Product Quality (X2), and E-Word of Mouth (X3)—yield an F-count value of 57.769 > F-table value of 2.47, with a significance level of <0.001 < 0.05. Therefore, it can be concluded that Social Media Marketing, Product Quality, and E-Word of Mouth have a significant simultaneous effect on the Purchase Decision of Jiniso fashion products.

Coefficient of Determination Test (R²)

			Adjusted R	Std. Error of the
Model	**R**	**R Square**	**Square**	**Estimate**
1	.802[a]	.644	.632	1.56310

a. Predictors: (Constant), E-Word of Mouth, Social Media Marketing, Kualitas Produk
b. Dependent Variable: Keputusan Pembelian

Figure 7. Coefficient of Determination Test Result (R²)
Source: Primary Data Processed using SPSS 30 (2025)

Based on the SPSS model summary output in Figure 4.7, the coefficient of determination (Adjusted R Square) is 0.632. This means that 63.2% of the variation in the purchase decision for Jiniso fashion products is influenced by the variables social media marketing, product quality, and e-word of mouth. The remaining 36.8% is influenced by other factors not included in this study, such as brand image, price, promotions, celebrity endorsements, and others.

CONCLUSION

Based on the testing results and discussion regarding the influence of Social Media Marketing, Product Quality, and E-Word of Mouth on the Purchase Decision of Jiniso Fashion Products, which were analyzed using Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, t-Test (Partial), F-Test (Simultaneous), and Coefficient of Determination Test (R^2), the following conclusions can be drawn:

1. Social Media Marketing has an influence on the purchase decision of Jiniso fashion products.
2. Product Quality has an influence on the purchase decision of Jiniso fashion products.
3. E-Word of Mouth has an influence on the purchase decision of Jiniso fashion products.
4. Social Media Marketing, Product Quality, and E-Word of Mouth have a simultaneous influence on the purchase decision of Jiniso fashion products.

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