THE ROLE OF BRAND IMAGE ON PURCHASING DECISIONS WITH INFLUENCER MARKETING AND ONLINE CUSTOMER REVIEWS AS MEDIATION VARIABLES

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Abstract

Apparel represents a significant element of public life, with numerous individuals recognizing it as an opportunity for commercial endeavors. The advancement of technology has instigated various transformations, particularly within the marketing sector, where the emergence of internet technology has facilitated online sales campaigns for clothing. A pertinent example of this phenomenon is the Lovable Hijab Brand, situated in Bangsri, Jepara, Central Java. A widely utilized marketing strategy encompasses the application of influencer marketing to enhance the brand image of a company or product, thereby assisting target consumers in their purchasing decisions. This study aims to explore the role of brand image in the purchasing decisions influenced by marketing and online customer reviews, which act as mediating variables. A quantitative approach has been adopted, employing probability sampling techniques. The population for this research consists of residents from Bangsri who have made purchases at Lovable Hijab. The total number of respondents in this study is 138. Data collection is executed through the distribution of questionnaires, with analysis conducted utilizing the Partial Least Squares (PLS) method. The research findings reveal a significant influence of brand image on purchase decisions, an impact of brand image on influencer marketing, an effect of brand image in relation to online customer reviews, and a notable interrelation between influencer marketing and online customer reviews affecting purchasing decisions.

Keywords : Brand Image; Influencer Marketing; Online Customer Review; Purchase Decision.

Introduction

Clothes are one of humanity's primary needs, alongside food and shelter. The demand for clothing or fashion is increasingly rising with the development of the times. Regarding vocabulary understanding, fashion can be defined as a mode, style, way of dressing, or clothing. Thus, fashion products are goods created from a production process, whether in the form of clothing, trousers, bags, shoes, or other accessories that enhance the appearance of their users (Mukri, 2024). In the concept of sharia, fashion embodies high ethical values and values in dressing. Fashion always comes with several special rules. In Muslim and Muslimah fashion, the idea is not only to cover the body but also to strengthen one's Islamic identity (Sukoco 2018).

Indonesia is a country with a population of Muslims, one of the biggest in the world. Coastal cities play a significant role in the spread of Islam. Its location on the sea's edge makes cities the center of all activities. Traders Muslims from various countries come to cities on the coast for trade time to spread the religion of Islam (Nabilah, 2024). One of the cities on Indonesia's coast is Jepara, located in Central Java. Jepara owns several sub-districts, one of them being subdistrict Bangsri. In the sub-district Bangsri Alone, there is a *local* Muslimah *fashion brand*, namely "Lovable Hijab," which is currently loved by the public. In addition to the quality of the materials, the price also varies and adjusts consumer budget (Ricklefs 2008).

The growth of increasingly advanced technology has brought lots of change, including in the marketing field. The emergence of internet technology campaigns marketing goods and services can now be done online. Development technology is now capable of making it easier for the perpetrator's business to reach the market and become more expansive with more time and cost efficiency (Lestari and Widjanarko 2023). Not only changes in activity marketing, existence development This internet technology also provides changes in lifestyle in society, which at the time wants to obtain all the things he needs instantly. According to the data website indonesia.id, WeAreSocial has registered that until January 2022, there are around 205 million internet users in Indonesia, meaning as much as 73.7% of Indonesia's population has been using the internet (Annur, 2022).

One of the products that grows very fast is the product veil. This is caused by people who follow fashion trends when wearing hijab. Behavior consumers like That create room for other companies to design product new and even different brands from what has been There. Brands with their own good image can easily attract the riveting attention of consumers, and known brands such as Good Certain own quality products (Fahrezi and Sukaesih 2023). Quality products levels of expected quality and control diversity in reaching meet the For fulfill needs of consumers (Tjiptono & Sumarwan, 2019).

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The Role of Brand Image on Purchasing Decisions With Influencer Marketing And Online Customer Reviews As Mediation Variables

In the middle of the rapid development of the Muslim fashion industry in Indonesia, Lovable Hijab, which is located in the District Bangsri, has appeared as one of the hijab brands with significant growth. Founded by a local businessman, this brand succeeded in attracting Lots of consumers, blessing its stylish design, use of material quality, and innovative marketing strategies. Interest For researching Lovable Hijab based on its success in building loyal customers in the middle tight competition. Furthermore, e-commerce is instrumental in marketing products, emerging as a significant aspect of digital strategy studies for MSMEs.

In addition to the various business factors, the research on location is also a primary consideration. The Bangsri subdistrict has a unique ecosystem for small and medium enterprises that continue developing, making it a relevant site for examining local business dynamics. Through the research on Lovable Hijab, it is hoped that this study can provide insights into practical business strategies for MSMEs in the Muslim fashion sector. It is anticipated that this investigation will identify the key factors supporting the success of Lovable Hijab and the challenges it faces in navigating market competition. The results of this research are also expected to serve as a reference for other Muslim fashion entrepreneurs seeking to advance their endeavors in a similar manner more strategically.

At Lovable Hijab, they request consumers to review the product through *e-commerce, which* they have, like WhatsA*pp* and Instagram. Where results review the expected can help other consumers get additional information about the product, positive reviews can make the image Lovable Hijab positive. Brand image is the perceptions and beliefs held by consumers, as reflected in embedded association in memory consumers, who always remember the first time they hear the slogan, and it is embedded in the minds of consumers (Nuryanti, Fawazi et al. 2024). The company's brand image can be seen from consumers' perceptions of the company and the quality of the company. The image of a brand is significantly related to attitude in the form of belief and priority to a brand. If a company can create an image-positive brand for consumers, the company will be capable of attracting consumers to the product (Irmayanti and Annisa 2023).

(Armawati, Saryadi et al. 2014) It states that image brands have a positive and significant influence on decision-making. Heikal (2017) stated that image brand is influential, positive, and significant in deciding to purchase. However, the results of Sriyanto & Utami (2016) are different; namely, the image brand partially influences the decision to purchase (Rachmawati and Andjarwati 2020). In light of the identified research gaps and the phenomena observed, the researcher is interested in studying the role of Lovable Hijab's brand image on purchasing decisions, with influencer marketing and online customer reviews serving as mediating variables. This research will be

conducted in Bangsri, Jepara, Central Java, targeting the public as the study subjects, explicitly focusing on consumers of the Lovable brand Hijab.

Novelty This article explains how the interplay between *Influencer Marketing* and *Online Customer Reviews* serves as a bridge for brand image in influencing purchase decisions toward the *e-commerce* brand Lovable Hijab, particularly in the Bangsri District. Previously, many studies focused on the direct influence of *influencer marketing* and *online customer reviews* on purchase decisions. However, this study demonstrates that *influencer marketing* and *online customer reviews* can strengthen the relationship between brand image and purchase decisions as mediating variables. In other words, even if influencer marketing and online customer reviews are already effective, the brand image of Lovable Hijab is also influenced by the extent to which consumers feel satisfied with the product reviews. For instance, even though Lovable Hijab has presented a strong brand image and received positive reviews, consumers who feel an emotional attachment to the brand tend to be more loyal and less likely to switch to another *e-commerce* platform. These findings provide new insights into purchase decisions, particularly in the e-commerce industry, and highlight the importance of influencer marketing and online customer reviews in mediating brand image toward purchase decisions.

Methods

This study uses a quantitative approach. The population under study consists of consumers who have purchased the Lovable Hijab brand in the Bangsri District, the number of which is unknown. The data collection process for this research involves distributing a questionnaire via a Google Form link. A total of 138 respondents were sampled. In this study, there are four variables, namely brand image (X), influencer marketing (Z1), online customer reviews (Z2), and purchase decision (Y). A bunch of events, people, or something with total and specific characteristics the researcher has determined use reviewed Furthermore, the conclusion is the definition of the population according to Sugiyono (2017).

The technique sample used is *Non-probability* sampling. Research This involves 138 samples of the total population communities all over Subdistrict Bangsri, the number of which is Unknown. Because of the large population, the research uses a formula (Hair, Ringle et al. 2013) where the sample size is 5-10 times the number of indicators. In the study, the number of indicators used is as many as 20. Therefore, The amount required for the sample is 7 x 20 = 140 samples. There are two outliers, so the data is processed in as many as 138. Hypothesis testing study This uses Structural Equation Modeling (SEM), emphasizing the method SmartPLS version 4.0, which is used to analyze the PLS-SEM (Partial Least Square Structural Equation Modeling) data testing process.

Its brand's image highly influences A brand's ability to differentiate itself from competitors. A company with a negative image will face difficulty attracting new and maintaining existing customers . There is a moment (Fitriyah 2023). (Armstrong, Adam et al. 2018) Brand image is the perception and feeling of consumers toward a brand when they see or hear its name. A businessperson must have the skills or abilities to create a brand that can increase the company's revenue. However, it is not only the ability to create a brand that is needed but also the ability to maintain and protect the brand of a product by the company, as prospective consumers evaluate not only the quality of the product but also the brand image of the product they intend to use or consume. Brand image is a concept or idea designed or created by the company to leave an impression on consumers. This is explained by Musay (2013), as well as by Ernawati (2021), Widjaja & Wijayadne (2023), and Andrian & Fadillah (2021) (Ramadani and Sarmigi 2024).

On the other hand, based on (Sangadji and Sopiah 2014) image, the brand is evaluated by consumers based on the brand in a market. Creation can be created based on personal experience and hearing his reputation from others or the media. Consumers who positively perceive a brand tend to have a more significant possibility of purchasing. In addition, a strong brand also plays a role in building an image for the company. Drawing upon various definitions from prior studies, brand image can be concluded as the concept that is formed in the mind of the consumer, influenced by subjective and personal emotional factors. This brand image becomes a significant aspect that influences consumer purchasing decisions, especially when they lack relevant information. Indicators refer to research. (Nurhandayani, Syarief et al. 2019), namely: 1) Product produced by the company trusted. 2) People who use products reflect modern/ contemporary consumers. 3) Use products to make consumers believe self. 4) utility products by the needs of consumers. 5) Product worth. Companies need to maintain their image brand them so they can strengthen their impression in the eyes of consumers. Thus, the image brand has an impact that forms the perception and impression in mind consumers related to consistency, quality, and reliability of Lovable Hijab products (Fitriyah, 2023).

H 1: Brand image positively and significantly influences Purchasing Decisions.

H 2: Brand image positively and significantly affects Influencer Marketing.

(Handayani and Usman 2021) Influencer marketing is a strategy in which producers utilize service figures and celebrities To promote a product. Approach This is packed in a modern way by utilizing social media platforms to be more effective in influencing the interest of Consumers. Unlike traditional marketing, which often involves celebrities through conventional advertisement, influencer marketing focuses on individuals who gain popularity in the digital world because of

their skills and knowledge in the field.

An influencer not only promotes products but also delivers an outlook related to the things they recommend so that they can build closer relationships with their audience. On social media, they often share personal views about various products and services they provide. In this, influencers play an opinion leader who influences the social network in influencing many people (De Veirman, Cauberghe et al. 2017).

Based on the definition explained by several of the above experts, we can conclude that influencer marketing is a marketing strategy involving figures or celebrities who use social media to influence decisions on products offered by manufacturers. This is done by giving information and understanding about the products they promote. Influencer marketing has several indicators that refer to research (Handayani and Usman 2021) with the original source (Kamaldeep 2021); the indicators used are: 1) Add trust. 2) Interesting consumer. 3) Push do purchase. 4) Give effect. 5) Interest.

H 3: Influencer Marketing is Influential, positive, and significant in Purchasing Decisions.

(Kotler and Keller 2016) The purchasing decision represents the phase in which the customer selects a product from a variety of available options. This process leads to the decision to purchase a product and influences subsequent behavior after the purchase. To comprehend consumer behavior regarding product purchases, it is essential to recognize the myriad of factors that impact an individual's decision-making process. Many industry insiders purchase products that are frequently influenced by marketing factors as well as environmental considerations (Octaviana and Anwar 2023). Factors are subsequently processed by an individual based on their characteristics, ultimately leading to the decision to purchase the product (Apriani, Asnaini et al. 2021).

Consumer decisions in purchasing a product are an essential aspect that must be considered in the sales process, as each consumer generally goes through several stages before ultimately making a transaction. Typically, consumers seek information about the product they intend to buy (Kotler & Keller, 2009). Therefore, building a strong relationship between the company and its customers becomes crucial. Alqahtani stated that establishing good customer relationships can improve company performance, making customer relations an essential element in marketing strategy (Chandra Kartika, 2019). The main goal is to create and maintain mutually beneficial customer relationships, where long-term customer satisfaction indicates a company's success (Dwiyanti and Saifuddin 2022).

Purchasing decisions are heavily influenced by consumer behavior. The purchase decision process is an effort to solve problems within the framework of fulfilling a consumer's needs or desires (Jasmani and Sunarsi 2020). Based on prior studies, it can be concluded that the purchasing decision

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is a synthesis of knowledge. According to the research, indicators of the purchasing decision must be considered to evaluate various behaviors and select one alternative. (Prihatini and Edwar 2016), namely: 1) Consistency in product. 2) Habit in buying products. 3) Get recommendations from other people. 4) Do purchase repeat. 5) Understand the problem or need.

H 4: Brand image has a positive significance on Online Customer Reviews.

(Almana and Mirza 2013) Review online customers is an analysis evaluative delivered by individuals after buying and using a product. Reviews This covers the evaluation of Good, positive, and negative items for sale through digital shopping platforms. According to (Mulyati and Gesitera 2020) Review, online customers are believed to be more influential in absorbing interest in somebody's shop than promotion via social media. Opinions given in A reviews can also influence somebody's desire to purchase.

Each review possesses its unique perspective, reflecting varying interpretations and degrees of comprehension regarding diverse products and differing modes of presentation. These distinctions render the information consumers receive more pertinent, potentially impacting the profitability or even resulting in losses for the business owner (Andriana 2023). According to (Syafitri, Rohana et al. 2022) the article, (Sidauruk, Aqmala et al. 2024) several online customer review indicators are: 1) Awareness. 2) Frequency. 3) Comparison. 4) Valence review. 5) Quantity of reviews.

H 5: Online Customer Reviews are influential, positive, and significant in Purchase Decisions.
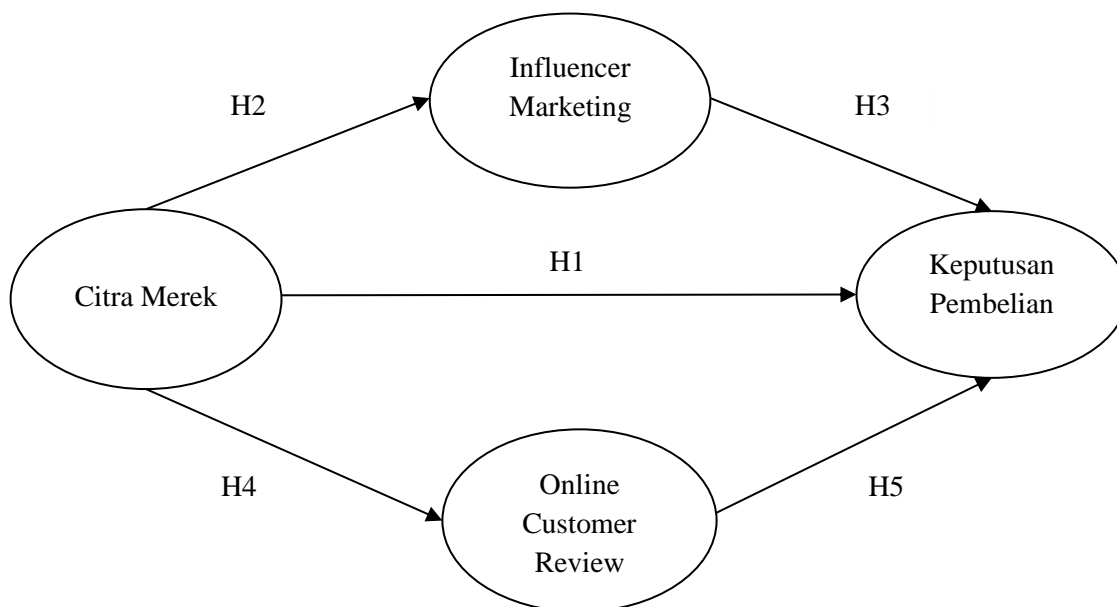

Figure 1. Research Model

Results and Discussion

Description Respondents

Results of the analysis identify respondents in Table 1 in the study This involves 138 respondents with diverse characteristics.

Table 1. Characteristics Respondents

Characteristics Respondents	Amount Respondents
Gender	
Woman	98.6%
Man	1.4%
Age	
16-20 Years	13.8%
21-25 Years	73.2%
26-30 Years	5.1%
Above 31 Years	8%
Education	
SD	1.4%
Junior High School/Junior High School	3.6%
High School/Senior High School	51.4%
Diploma	2.9%
Bachelor	39.9%
Postgraduate	0.7%
Amount Income Per month	
< 2 Million	51.4%
2-5 Million	36.2%
> 5 Million	12.3%

Source: Output data from Google form (Processed)

Regarding gender, the predominant demographic among respondents is female, comprising 98.6% of the total. In terms of age distribution, a significant proportion of respondents, 73.2%, fall within the 21-25 year age range, followed by 13.8% aged 16-20 years, and 8% who are over 31 years. When considering educational background, the majority of respondents have completed education beyond high school, accounting for 51.4% of the total, followed by 39.9% with a Bachelor's degree (S1), and only one respondent with a junior high school education. An analysis of monthly income reveals that 51.4% of respondents earn less than 2 million, followed by 36.2% with incomes ranging from 2 to 5 million, and 12.3% earning above 5 million million.

Analysis PLS (Outer Model) Measurement

Validity Test

The measurement is deemed satisfactory when the outer loading meets the threshold of 0.7 and the Average Variance Extracted (AVE) value is at least 0.5, as Ulum, Ghozali et al. (2008)

referenced. The results regarding the testing of convergent validity in the research are presented
accordingly model.

Table 2. Validity Test

Variables	Indicator	*Outer Loading*	AVE	Results
Brand Image	CM1	0.912		
	CM2	0.853		
	CM3	0.820		
(X)	CM4	0.902	0.743	Valid
	CM5	0.819		
Influencer	IM1	0.866		
Marketing	IM2	0.903		
	IM3	0.917		
	IM4	0.869	0.789	Valid
(Z1)	IM5	0.884		
Decision	KP1	0.863		
Purchase	KP2	0.868		
	KP3	0.845		
	KP4	0.896	0.757	Valid
(Y)	KP5	0.878		
Online	OCR1	0.768		
Customer	OCR2	0.853		
Reviews	OCR3	0.860		
	OCR4	0.873	0.688	Valid
(Z2)	OCR5	0.789		

Source: Output data from SmartPLS version 4.0 (Processed)

Based on the results findings said, it can concluded that indicators that assess The variables of
Brand Image, Influencer Marketing, Purchasing Decisions, and Online Customer Reviews each
have an AVE value above 0.5, and the validity test value converges above 0.7, which indicates
validity.

Reliability Test

Composite Reliability is used To test the reliability value of the variable indicator. The variable that
is said meets reliability if it is composite reliability from 0.7.

Table 3. Composite reliability & Cronbach's alpha values

Variables	Composite reliability	Cronbach's alpha	Information
Brand Image	0.913	0.916	Reliable
Influencer marketing	0.933	0.934	Reliable
Buying decision	0.920	0.921	Reliable
Online Customer Reviews	0.886	0.889	Reliable

Source: Output data from SmartPLS version 4.0 (Processed)

The results show that the indicator from the study of the variables gets a mark above 0.7. This signifies that indicators have a high level of consistency when measuring the construct in question. Thus, it can concluded that indicators can considered reliable in context study.

Inner Model (Measurement Model)

The inner model is a means To describe relatedness because of the consequence between latent variables and variables that are not can be measured in a way directly. The tools used are a *SmartPLS* program *4.0* developed specially For estimating equality structural variance based.
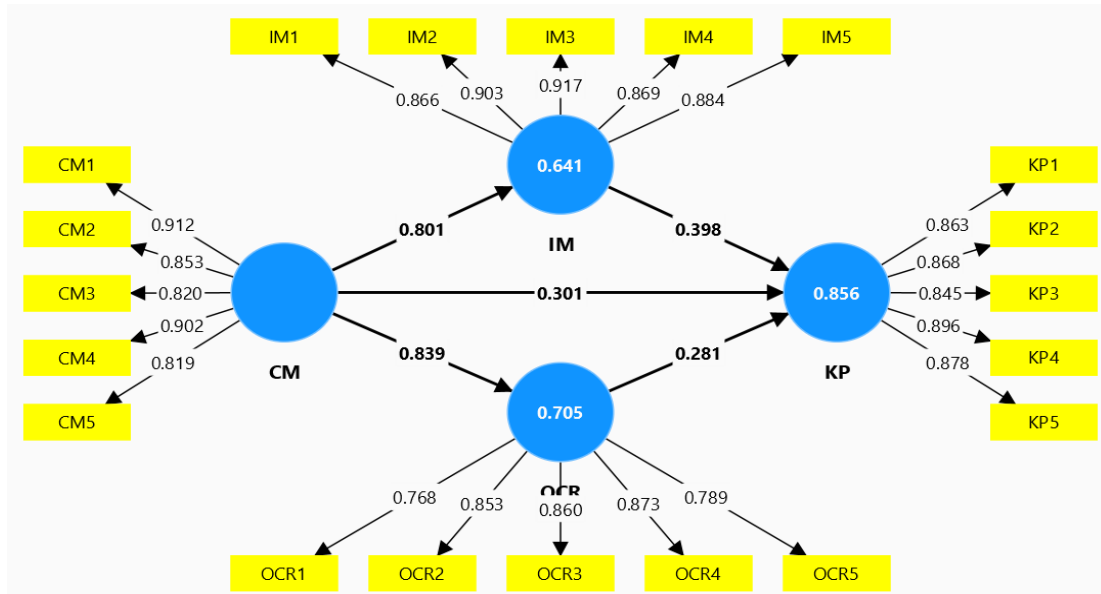

Figure 2. Structural Model

R-Square

The R-squared statistic is a measurement tool utilized to assess the extent of influence that an independent variable exerts on a dependent variable. An R-squared value is regarded as strong if it approaches 0.67, moderate if it is approximately 0.33, and weak if it nears 0 0.19.

Table 4. R-Square

Variables	R-square	R-square adjusted
Influencer Marketing	0.641	0.639
Buying decision	0.856	0.853
Online Customer Reviews	0.705	0.702

Source: Output data from SmartPLS version 4.0 (Processed)

The analysis results indicate that the R-squared value for purchase decisions is 0.856, while the adjusted R-squared value is 0.853. This indicates that the overall influence of all exogenous

variables on variable Y is 85.6%, categorizing it as a moderate influence. Additionally, other factors
and indicators not included in this study contribute to the overall findings of 14.4%.

Mediation test

In the context of mediation analysis, three scenarios can be identified. First, non-mediation occurs
when there is a positive relationship between the independent and dependent variables; however,
a negative relationship exists between the mediation variable and the dependent variable. Second,
there is a situation where a positive connection is observed between the mediation variable and the
dependent variable. At the same time, a negative relationship is present between the independent
variable and the dependent variable. Third, a situation arises where both the mediation and
independent variables exhibit a positive connection, resulting in a partial mediation effect. The P-
value can be employed to evaluate the findings. Testing utilizing the bootstrapping method with
SmartPLS 4.0 indicates that if the P-value for the direct effect is more significant than 0.05, the
effect is insignificant. Conversely, if the P-value is less than 0.05, the effect is considered significant.

Table 5. Specific Inderct Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Influencer Marketing -> Purchase Decision	0.319	0.319	0.142	2,242	0.025
Brand Image -> Online Customer Review -> Purchase Decision	0.236	0.241	0.113	2,086	0.037

Source : Output data from SmartPLS version 4.0 (Processed)

The Influence of Brand Image on Purchasing Decisions Mediated Influencer Marketing

Table 6 illustrates a profitable relationship between the Path Coefficient of Brand Image and
Purchasing Decisions, with a P value of 0.000, indicating statistical significance as it is less than
0.05. Furthermore, Table 5 presents a positive connection between the Specific Indirect Effect of
Brand Image on Purchasing Decisions in Influencer Marketing, with a P value of 0.025, which is
also less than 0.05, thereby categorizing it as Partial Mediation. In the digital era, consumer
decisions regarding product purchases are influenced by various factors, one of which is brand
image. The brand image reflects how consumers perceive a brand based on their experiences, the
associations that are formed, and the reputation that has been established. A strong brand image
can enhance consumer trust, thereby making them more inclined to select a particular product over
others in comparison to competitors. However, in competition, growing business tight, image

brand just Not always Enough For push decision purchase. Consumers now depend more on opinions as well as recommendations from party thirds, especially influencers on social media before determining a choice. This makes influencer marketing a factor mediation plays a role in the connection between image brands and decisions purchase.

The Influence of Brand Image on Purchasing Decisions Mediated *Online Customer Reviews.*

Brand Image on Purchasing Decisions with P value = 0.009 < 0.05. Table 6 presents the positive connection between specific Indirect Brand Image and Decision Purchase in mediation. Online Customer Review With p value = 0.037 < 0.05 shows that enter Partial Mediation category.

In the environment of competitive business, image brands play a role in influencing decision purchases among Consumers. Consumers tend to choose products or services from brands with positive images Because they are considered more trustworthy and quality. Along with the development of digital technology, decision purchases are also increasingly influenced by reviews online customer reviews. Available reviews online can strengthen or even increase the image of brands that already exist there. Therefore, understanding the role of Online Customer Reviews as variable mediation in the connection between image brands and decisions purchases become crucial thing.

Hypothesis Testing

In the process of testing the hypothesis, T-Statistics and P-Values for each coefficient pathway are evaluated. The hypothesis is considered accepted if the P-Value is less than 0.05. To obtain these values, one can refer to the Path Coefficient derived through the Bootstrapping technique in the Smart-PLS program, version 4.0.

Table 6. Path Coefficients

Variables	Original sample	Sample mean	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Influencer Marketing	0.801	0.798	0.055	14,480	0,000
Brand Image -> Purchase Decision	0.301	0.295	0.115	2,609	0.009
Brand Image -> Online Customer Review	0.839	0.841	0.039	21,266	0,000
Influencer Marketing-> Purchase Decision	0.398	0.394	0.165	2,418	0.016
Online Customer Review -> Purchase Decision	0.281	0.289	0.139	1,030	0.042

Source: Output data from SmartPLS version 4.0 (Processed)

Discussion

The Influence of Brand Image on *Influencer Marketing*

Indicates that T statistics value (14.480) > T- table (1.655) and P value (0.000) < 0.05. This means to signify a significant positive between the Brand Image variable and Influencer Marketing. The significance of the Brand Image employed as a marketing technique at Lovable Hijab can influence consumers' purchasing decisions. This is attributable to the presence of content uploaded within the E-commerce platform by Lovable Hijab, which allows consumers to easily view and assess whether the product quality aligns with their preferences. Consequently, consumers ultimately decide to purchase Lovable Hijab products due to the impact of Influencer Marketing present in the E-commerce domain associated with Lovable Hijab.

This result is in line with research conducted by (Nurohman and Riptiono 2021), which found results in the form of influencer marketing's influence significant towards brand image. However, the study's results indicate that the brand image significantly influences influencer marketing. A positive brand image will consequently enhance the influencer marketing efforts of the Lovable Hijab brand. It is explained that through influencer marketing, consumers become more aware of the existence and quality of a brand's products, enhancing the brand image and elevating its status in the public.

The Influence of Brand Image on Purchasing Decisions

The T statistics value (2.609) exceeds the T-table value (1.655), and the P-value (0.009) is less than 0.05. This indicates a significant positive correlation between the Brand Image variables and Purchase Decisions. Furthermore, brand image significantly influences consumer perceptions regarding the quality of Lovable Hijab's products. A well-known brand is recognized for its superior quality and innovative veil designs that attract buyers, particularly in contrast to lesser-known brands perceived as having inadequate quality. The uniqueness and distinctiveness of Lovable Hijab's products set it apart from competitors, fostering excellence within the fashion industry. The brand image of Lovable Hijab is evident in its e-commerce platform, which boasts a substantial following. Consequently, the image established builds consumer trust, thereby facilitating decision-making purchases.

Research results This supports the study from Indratama & Artanti (2014) that the image of a brand is essential Because the image of a good and strong brand in the eyes of consumers; from the findings, the study can conclude that brand image has a role in influencing decision public Jepara buy the brand Lovable Hijab. Findings study the support study previously conducted (Fitria,

2022), which showed that brand image has a significant influence on consumer purchase decisions (Arswenda and Huda 2024).

The Influence of Brand Image on *Online Customer Reviews*

The T statistics value (21.266) exceeds the T-table (1.655), and the P value (0.000) is less than 0.05. This indicates a significant positive connection between Brand Image variables and Online Customer Reviews. The content, which includes shared photos and videos from Lovable Hijab customers through E-commerce, provides additional information about the quality of the hijabs sold. The advertisement is organized and structured, with Lovable Hijab consistently uploading new product photos and videos, which motivates E-commerce followers to intend to purchase those products. This is evident due to the marketing activities conducted through Lovable Hijab's social media media.

Research result This is reinforced by research conducted by Zhang et al. (2020). Research shows that brands with positive reputations tend to review more customers. Consumers who view a brand more positively tend to write reviews with positive words and give scores.

Influence *Influencer Marketing* on Purchasing Decisions

The T statistic value of 2.418 exceeds the critical value from the T-table, which is 1.655, and the P value of 0.016 is less than the alpha level of 0.05. This indicates a significant positive correlation between the variable of Influencer Marketing and Purchase Decisions. Influencer Marketing initiatives conducted by Lovable Hijab, which feature positive reviews on social media containing favorable testimonials from buyers, can effectively attract potential customers who view these positive reviews. Such testimonials enhance the brand image of Lovable Hijab, ultimately increasing consumer desire to make a purchase. By leveraging effective Influencer Marketing strategies in the eyes of consumers, there is an increased likelihood that these consumers will develop a purchase intention for the product.

This was reinforced by research conducted by Lengkawati and Saputra (2021). In their research, they find that influencer marketing influences decision purchases. That is, if a company increases the use of influencer marketing, then decision-purchase consumers will also experience improvement, and so on on the contrary. In line with the study addition, research conducted by HP et al. (2020) also found that influencer marketing has influence in a way direct and significant on decision purchase.

Influence *Online Customer Reviews* on Purchasing Decisions

Indicates that T statistics value (2.030) > T- table (1.655) and P value (0.042) < 0.05. This signifies a significant positive connection between *Online Customer Reviews* and Purchase Decisions. Desire to buy from consumers appears Because There are reviews from Lovable Hijab customers on social

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media. Reviews in the form of product reviews and video details that show the quality of materials used are one of the reasons why customers want to purchase products from Lovable Hijab. Plus, the existing advertisements in a way regular, consumers who have their own intention To buy a product increase their wishes. It is Because consumers are Already Certain about buying Lovable Hijab products; after consumers are Already satisfied, they do research related to the product that will be purchased.

Research result This is in line with research conducted by Sugianto & Astuti (2023), who claim that online customer reviews have an impact on positive and significant decision for consumers to make purchases at Lovable Hijab. The study was also conducted by (Bahari and Dermawan 2021) stating that online customer reviews are influential, positive, and significant to decision purchase at Lovable Hijab.

Review consumers often cover the experience of real users. This includes experience with shipping, service consumers, returns, and warranties. Understanding How a brand interacts with consumers in situation real is important in making decisions. Research results This is in harmony with the findings of Hidayati (2018); Melati (2020); Halim and Tyra (2021); Regina, Rini, and Sembiring (2021); Suryani, Adawiyah, and Syahputri (2022); Welsa, Dwi Cahyani, and Alfian (2022) show that online customer reviews are influential positive to decision purchase (Misbakhudin and Komaryatin 2023). Online customer reviews can used as source information for customers who want to buy goods or services. This review was written by a customer who has bought goods or services from previous online sellers, which makes the customer more certain when deciding to buy goods or services (Listiani and Arifin 2024).

Conclusion

Research findings and discussions indicate that brand image has a positive effect on consumers' purchasing decisions regarding Lovable Hijab products. Furthermore, influencer marketing also contributes positively to these decisions. Online customer reviews significantly shape the purchasing choices for Lovable Hijab products, with online reviews being the most influential factor among them. When examined together, brand image, influencer marketing, and online customer reviews collectively have a substantial impact on purchasing decisions for Lovable Hijab products. The insights from this study are valuable for understanding consumer purchasing behavior, especially in the fashion sector. These findings can aid business operators, marketers, and researchers in creating more effective marketing strategies in e-commerce contexts. However, the research does have limitations, including a relatively small sample size that may not represent the

broader situation effectively. Additionally, only brand image, influencer marketing, and online customer reviews were assessed as variables affecting purchasing decisions. Future research should look into increasing the sample size and consider other influencing factors, such as word of mouth, live streaming, and additional elements.

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