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| **THE ROLE OF BRAND IMAGE ON PURCHASING DECISIONS WITH INFLUENCER MARKETING AND ONLINE CUSTOMER REVIEWS AS MEDIATION VARIABLES**  Megawati 1 , Nurul Komariatin 2  1.2 Nahdlatul Ulama Islamic University  1.2 Jepara, Jawa Tengah  1 *megajpr5@gmail.com*  *2 nurul@unisnu.ac.id* | | |

**Abstract**

Clothes is a matter important in life public moment This, many people take advantage of it as one of the opportunity business. Growth increasingly advanced technology develop bring Lots change including in marketing field, since emergence internet technology campaign marketing sale clothes can done online. This is also done by the Lovable Hijab Brand in Bangsri, Jepara, Central Java. A marketing strategy that is rampant used that is with Utilization of influencer marketing for increase image brand a company or product so that target consumers​ can determine For take decision purchase a product. In research This own objective For researching role image brand to decision purchase with influencer marketing and online customer reviews as mediating variables. The method used that is approach quantitative with use Probability sample technique. Population in study This that is public Bangsri who once do purchase at Lovable Hijab. Amount respondents in the study This as many as 138 respondents. Data is collected with use questionnaire and analysis use Partial Least Square (PLS) method. Research results explain that existence influence significant image brand to decision purchase, influence image brand on influencer marketing, influence image brand regarding online customer reviews and the existence of influence significant between influencer marketing, online customer reviews of decision purchase*.*

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

**INTRODUCTION**

Clothes is one of human primary needs side by side with food and shelter. Needs will clothes or fashion is increasingly​*​* increase along with development of the times. In terms of understanding vocabulary, fashion can understood as a mode, style, way dress, or clothing. So, product *fashion* is goods produced​ from a production process, either in the form of clothes, trousers, bags, shoes and accessories others that can support appearance the its users ( Mukri, 2024). In the concept sharia, *fashion* have high ethics and values​ in dress up. Fashion is always come with a number of rule special. In Muslim and Muslimah fashion, the idea No only For cover body, but also for strengthen Islamic values (Sukoco 2018) .

Indonesia is a country with population muslim one of the biggest in the world. Coastal city play role big in the spread of Islam. Its location is on the edge sea make cities the become center all activities. Traders Muslim from various countries come to cities Coast For trade at a time spread the religion of Islam (Nabilah, 2024). One of city the coast in Indonesia is Jepara is located in Central Java. Jepara own a number of sub-district, one of them is subdistrict Bangsri. In the sub-district Bangsri Alone There is A *local brand* Muslimah *fashion* , namely "Lovable Hijab" which is currently loved by the public around. In addition to the quality of the materials the price also varies adjust consumer budget (Ricklefs 2008) .

Growth increasingly advanced technology develop bring Lots change including in marketing field, since emergence internet technology campaign marketing goods and services now can done online. There is development technology the now capable make it easier for the perpetrators business For can reach the market to become more wide with more time and cost​ efficient (Lestari and Widjanarko 2023) . Not only change in activity marketing, existence development This internet technology also provides changes in style life society, which at the time This want For to obtain all something his needs in a way instant. According to the data website indonesia.id, WeAreSocial has register that until January 2022 there is around 205 million internet users in Indonesia, meaning as much as 73.7% of Indonesia's population has using the internet (Annur, 2022).

One of product that seems grow very fast is product veil. This is caused by people at the moment this is what always follow fashion trends in wearing hijab. Behavior consumer like That create room for other companies for emit design product new and even different brands​ from what has been There are. Brands that have own good image​ can it is said that brand the will easy For interesting attention consumers, known brands​ Good Certain own quality products​ (Fahrezi and Sukaesih 2023) . Quality product is levels expected quality and control​ diversity in reach quality the For fulfil need consumers ( Tjiptono , & Sumarwan , 2019).

In the middle rapid development Muslim fashion industry in Indonesia, Lovable Hijab, which is located in the District Bangsri, has appear as one of the hijab brand with growth significant. Founded by a businessman local, this brand succeed interesting attention Lots consumer blessing its stylish design, use material quality, as well as innovative marketing strategies. Interest For researching Lovable Hijab based on its success in build loyalty customers in the middle tight competition. In addition, the use of E -commerce in effective in marketing product become aspect interesting in digital strategy study for MSMEs.

Apart from the factors business, location research also becomes consideration main. Subdistrict Bangsri own ecosystem business small and medium enterprises that continue develop, make it relevant place​ For researching dynamics business local. With researching Lovable Hijab, it is hoped that study This can give outlook about effective business strategies​ for MSMEs in the Muslim fashion sector. Through study this, it is expected can found factors supporting key​ the success of Lovable Hijab, as well as the challenges he faced in face market competition. Research results this is also expected can become reference for muslim fashion entrepreneur others who want develop his efforts in a way more strategic.

At Lovable Hijab, they request consumer For give review to the product through *ecommerce* that they havelike *whatsapp* and Instagram. Where from results review the expected can help other consumers to get addition information product as well as from positive reviews​ can make image brand from Lovable Hijab to positive. Brand image is perceptions and beliefs held by consumers, as reflected​​ embedded association​ in memory consumers, who are always remembered the first time when hear the slogan and it is embedded in the mind its consumers (Nuryanti, Fawazi et al. 2024) . Brand image company can seen from perception consumer to company and quality product company. Image of a brand is very related with attitude in the form of belief and priority to a brand. If a company can create image positive brand​ to consumer so company will capable attract consumers to the product they (Irmayanti and Annisa 2023) .

(Armawati, Saryadi et al. 2014) state that image brand have positive and significant influence​ to decision purchase. Heikal (2017) stated that image brand influential positive and significant to decision purchase. However results study from Sriyanto & Utami (2016) are different namely image brand in a way partial No influential significant to decision purchase (Rachmawati and Andjarwati 2020) . Based on *research* *gaps* and phenomena that occur, then researcher interested do study Related to the Role of Lovable Hijab Brand Image on Purchasing Decisions with Influencer Marketing and Online Customer Review as Variables Mediation. Research This will conducted in Bangsri, Jepara, Central Java, with subject study namely public around which is consumer from Lovable Hijab.

**LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

**Brand Image**

Ability A brand For differentiate himself from competitors are highly influenced by image its brand. The company with image negative will face difficulty in interesting customer new as well as maintain existing customers​ There is moment This (Fitriyah 2023) . (Armstrong, Adam et al. 2018) Brand image is perception and feeling consumer to a brand when they see or hear his name.

Whereas based on (Sangadji and Sopiah 2014) image brand is evaluation consumer to brand the in a market. Creation the can created based on experience personal and also hear his reputation from other people or the media. Consumers who have perception positive to a brand tend more big the possibility For do purchase. In addition, a strong brand also plays a role in build image positive for company. Based on a number of definition from study previously, image brand can concluded as the concept that is formed in mind consumer based on factor subjective and emotional personal. Brand image This become aspect important that influences decision purchase consumer when they lack relevant information. Indicators​ referring to research (Nurhandayani, Syarief et al. 2019) , namely :

1. Product produced by the company trusted
2. People who use product reflect modern/ contemporary consumers
3. Use product make consumer believe self
4. utility product in accordance need consumer
5. Product worth

Companies need to maintain image brand them so they can strengthen impression in the eyes consumers. With Thus, the image brand give impact positive that forms perception as well as impression Good in mind consumer related consistency, quality and reliability Lovable Hijab products ( Fitriyah , 2023).

***Influencer Marketing***

According to (Handayani and Usman 2021) Influencer marketing is a marketing strategy in which producers utilise service figure famous or celebrity For promote product they. Approach This packed in a modern way with utilize social media platforms to be more effective in influence interest buy Consumers. Different with marketing traditional which is often involving celebrity through advertisement conventionally, influencer marketing focuses on individuals who gain popularity in the digital world because skills and knowledge they in field certain.

An influencer does not only just promote products, but also deliver outlook related the things they recommend, so that can build more relationship​ close with their audience. On social media, they often share view personal about various products and services they provide use. In case In this, influencers play a role as an opinion leader who has influence significant in the network social in influence many people (De Veirman, Cauberghe et al. 2017) .

Based on definition that has been explained by several the above experts can​ concluded that influencer marketing is a marketing strategy that involves figure or celebrity famous people who use social media For influence decision purchase consumer to products offered by manufacturers. This is done with give information and understanding about the products they promote. Influencer marketing has a number of indicators that refer to research (Handayani and Usman 2021) with source the original (Kamaldeep 2021) , the indicators used that is :

1. Add trust
2. Interesting consumer
3. Push do purchase
4. Give effect
5. Interest

***Online Customer Reviews***

(Almana and Mirza 2013) Review online customers can defined as analysis evaluative delivered by individuals​ after buy and use a product. Reviews This covers evaluation Good positive and also negative to items for sale through digital shopping platforms. According to (Mulyati and Gesitera 2020) Review customer online is believed own influence more big in interesting interest somebody For shop compared to with promotion via social media. Opinions given​ in A reviews can also be influence desire somebody For do purchase.

Every review certain own corner different view, level​ understanding diverse products, as well as method varying delivery. Differences​ This make information received​ consumer become more relevant, which ultimately can give profit or even loss for owner business (Andriana 2023) .

According to (Syafitri, Rohana et al. 2022) in (Sidauruk, Aqmala et al. 2024) there is a number of online customer review indicators, namely :

1. Awareness
2. Frequency
3. Comparison
4. Valence review
5. Quantity of reviews

**Buying decision**

(Kotler and Keller 2016) Purchasing decisions is the stage at which the customer determine product from diverse option available, so that produce decision For buy product and achieve​ behavior post purchase. For understand behavior consumer in buy products, there are Lots factor affecting​ somebody in taking decision. Most insiders​ do purchase often influenced by factors marketing and also factor environment (Octaviana and Anwar 2023) . Factors the Then processed in self somebody in accordance with its characteristics, which ultimately produce decision For buy product the (Apriani, Asnaini et al. 2021)

Purchasing decisions are heavily influenced by behavior Consumers. Decision process purchase is effort For solve problem in frame fulfil need or desire consumer (Jasmani and Sunarsi 2020) . Based on study previously, can concluded that decision purchase is a merging process knowledge For evaluate a number of behavior and choose one​ options, indicators decision purchase, based on study (Prihatini and Edwar 2016) , namely :

1. Consistency in product
2. Habit in buy product
3. Get recommendation from other people.
4. Do purchase repeat
5. Understand problem or need

H1

H3

H4

H5

H2

**Figure 1. Research Model**

**Development Hypothesis**

H 1 : Brand image has an influence positive and significant on Purchasing Decisions.

H 2 : Brand image has an influence positive and significant towards Influencer Marketing.

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

H 4 : Brand image has an influence positive and significant towards Online Customer Reviews.

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

**METHODS**

Study This use approach quantitative. Population study This is consumers who have Once do purchase of the Lovable Hijab brand in the District Bangsri, the number of which is No known. The process of collecting data and population in research This with distribution questionnaire via Google form link. Samples taken as many as 138 respondents. In the study This there is four variables, namely image brand (X), influencer marketing (Z1), online customer review (Z2), decision purchase (Y) (Aryasa and Roosdhani 2024) . A bunch events, people, or every something with total and have characteristics certain that have been determined by the researcher use reviewed For furthermore taken in conclusion is definition from population according to Sugiyono (2017).

Taking technique sample used​ is *Non-probability* sampling. Research This involving 138 samples of the total population communities all over Subdistrict Bangsri, the number of which is No known. Because the number of large population, research​ This use formula (Hair, Ringle et al. 2013) where size amount The minimum sample is 5-10 times the amount indicators. In the study this, the amount indicators used​ is as many as 20 indicators. Therefore That amount required sample​ is 7 x 20 = 140 samples there are 2 outlayers so that the data is processed as many as 138. Hypothesis testing study This using Structural Equartion Modeling (SEM), with emphasis on method SmartPLS version 4.0 is used as tool analysis of the PLS-SEM (Partial Least Square Structural Equation Modeling) data testing process.

**DISCUSSION**

**Description Respondents**

( Analysis Characteristics Respondents ). Results of the analysis identity respondents in Table 1 in study This involving 138 respondents with diverse characteristics .

**Table 1. Characteristics Respondents**

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

Source : Output data from Google form ( Processed )

In terms of gender, the majority Respondent is Woman with amount 98.6%. Based on age, part big Respondent be in range age 21-25 years with total 73.2% followed by 13.8% aged 16-20 years, and 8% over 31 years. From the side education, majority Respondent own background behind high school education with the total was 51.4% followed by 39.9% with background behind S1, and only 1 person with background behind junior high school. If reviewed from amount income per month, 51.4% of respondents with income < 2 million, followed by 36.2% with income 2-5 million and 12.3% income > 5 million.

**Analysis PLS (Outer Model) Measurement**

**Validity Test**

Measurement This considered fulfil when meet the outer loading of 0.7 and the AVE value of at least 0.5, the measurement This considered satisfying ( Ulum , Ghozali et al. 2008 Presenting results testing validity convergent in the research model.

**Table 2. Validity Test**

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

Source : Output data from SmartPLS version 4.0 ( Processed )

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

**Reliability Test**

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

**Table 3. Composite reliability & Cronbach's alpha values**

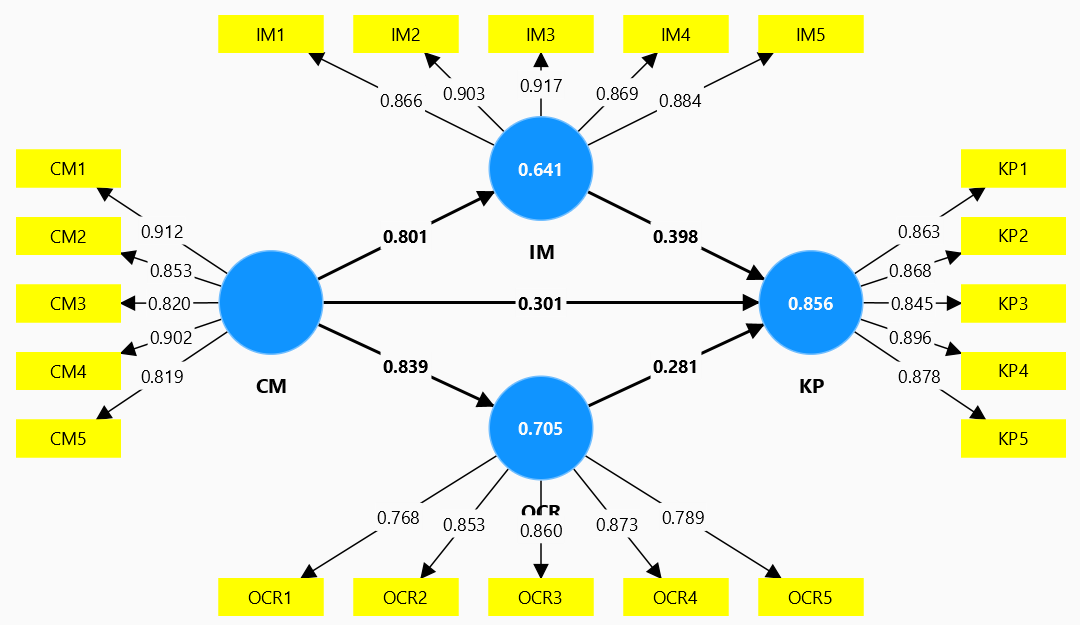
|  |  |  |  |
| --- | --- | --- | --- |
| Variables | Composite reliability | Cronbach's alpha | Information |
| Brand Image | 0.913 | 0.916 | Reliable |
| Influencer marketing | 0.933 | 0.934 | Reliable |
| Buying decision | 0.920 | 0.921 | Reliable |
| Online Customer Reviews | 0.886 | 0.889 | Reliable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

Source : Output data from SmartPLS version 4.0 ( Processed )

The results show that indicator from variables study get mark above 0.7. This is to signify that indicators the own level high consistency​ in measure the construct in question. With Thus, it can concluded that indicators the can considered reliable in context study This.

**Inner Model ( Measurement Model )**

Inner model is means For describe relatedness because consequence between latent variables and variables that are not can measured in a way directly. The tools used is a *SmartPLS* program *4.0* developed​ special For estimate equality structural variance based.



**Figure 2. Structural Model**

**R-Square**

R-square is test equipment used For measure how much big variable independent influence variable dependent. The R-square value is considered strong If approaching 0.67, moderate If around 0.33, and weak If approaching 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 )

Analysis results show that R-square value for decision purchase is 0.856, while The Adjusted R-square value is 0.853. This is indicates that influence overall from all construction exogenous to variable Y is 85.6%, which is classified as in category influence moderate. While that, other factors and indicators that are not including in study This contribute by 14.4%.

**Mediation test**

In context mediation, there is three scenario First, non- mediation occurs when connection between variable independent and dependent variables nature positive, but connection negative between variable mediation. Second, there is when There is connection positive between variable mediation and variables dependent but connection negative between variable independent and dependent. Third, when There is connection positive between variable mediation and variables independent and bound, mediation partial occurs. The P value can used For evaluate findings Testing with bootstrapping approach using SmartPLS 4.0 shows that If P value on the effect No direct special more from 0.05, then the effect No significant. On the other hand , if P value is less from 0.05, the effect 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. shows profitable relationship​ between the Path Coefficient of Brand Image and Purchasing Decisions, with P value = 0.000 < 0.05. Furthermore, Table 5 presents connection positive between Specific Indirect Effect of Brand Image on Purchasing Decisions in mediation *Influencer Marketing*, with P value = 0.025 < 0.05, shows that enter Partial Mediation category. In the digital era when this, decision consumer in buy a product influenced by various aspects, one of which is is image brand. Brand image reflect How consumer look at a brand based on experience they, the associations that are formed, and reputation that has built. Strong brand image can increase trust consumers, so that they more tend choose product the compared to with brand competitors.

However, in competition growing business​ tight, image brand just No always Enough For push decision purchase. Consumer now more depend on opinion as well as recommendation from party third, especially *influencers* on social media, before determine choice. This is make *influencer marketing* as factor mediation plays a role important in 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 connection positive between specific Indirect Brand Image towards Decision Purchase in mediation *Online Customer Revie* . With p value = 0.037 < 0.05 shows that enter Partial Mediation category.

In the environment competitive business, image​ brand play a role important in influence decision purchase Consumers. Consumers tend choose product or service from brand with image positive Because considered more can trusted and quality. Along with development digital technology, decisions purchases are also increasing influenced by reviews online customer review. Available reviews online can​ strengthen or even increase image brands that already exist there is. Therefore that, understand role *Online Customer Reviews* as variable mediation in connection between image brands and decisions purchase become the crucial thing.

**Hypothesis Testing**

In testing Hypothesis, T-Statistics and P-Value of each coefficient path. Hypothesis stated accepted if P-Value < 0.05. For know it can found in *Path* Coefficient obtained through technique *Bootstrapping* 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 connection significant positive​ between Brand Image variable with *Influencer Marketing*. The meaning with the existence of the Brand Image used as technique marketing at Lovable Hijab will can influence decision purchase from consumers. It is Because existence content uploaded inside​​ *E-commerce* from Lovable Hijab, so that consumer with easy can see and analyze whether product the quality and appropriate with his wish. So that Finally consumer decide For buy Lovable Hijab products because existence *Influencer Marketing* in *E* - commerce from Lovable Hijab.

This result in line with research conducted by ( Nurohman and Riptiono 2021) , which found results in the form of *influencer marketing* own influence significant towards brand image. However results study This different that brand image also has influence significant to *influencer marketing* with existence image good brand, then​ will enhance the influencer marketing of the Lovable Hijab brand. It is explained that through use *influencer marketing*, consumer it is said more know existence as well as quality product a brand so that capable enhance brand image and brand status mentioned among​ public.

**The Influence of Brand Image on Purchasing Decisions**

Indicates that T statistics value ( 2.609 ) > T- table (1.655) and P value (0.009) < 0.05. This means to signify connection significant positive​ between Brand Image variables with Purchase Decisions. Brand image also influences perception consumer to quality product from Lovable Hijab. A well known brand Because its good quality or its innovation in design veil make interesting for buyer compared to with less brand​ known or considered not enough quality. With owned by him unique and different products​ from competitors, making Lovable Hijab have excellence in fashion business. Brand image from Lovable Hijab can We Look from *E-commerce* that has own Lots followers. So that from image the build trust​ from consumers and do decision purchase.

Research result This support study previous from Indratama & Artanti (2014) that image brand so important Because through image a good and strong brand in the eyes consumers, From the findings study can concluded that brand image has role big in influence decision public Jepara For buy the brand Lovable Hijab. Findings study the support study previously conducted ( Fitria , 2022) which showed that brand image has an influence significant on consumer purchase decisions (Arswenda and Huda 2024) .

**The Influence of Brand Image on *Online Customer Reviews***

Indicates that T statistics value (21.266) > T- table (1.655) and P value (0.000) < 0.05. This means to signify connection significant positive​ between Brand Image variables with Online Customer Reviews. With existence content in the form of shared photos and videos through E-commerce from Lovable Hijab customers, consumers get information addition from quality sold​ from product her hijab. The advertisement was made in a way orderly and structured from Lovable Hijab with method always upload product photos and videos new, making E- commerce followers have intention For buy product that. That is appear Because existence activity marketing that is done through Lovable Hijab social media.

Research result This reinforced by research conducted by Zhang et al. (2020) Research show that brand with reputation positive tend get review more customers​ good. Consumers who have view positive to a brand more tend write review with positive words and giving score tall.

**Influence *Influencer Marketing* on Purchasing Decisions**

Indicates that T statistics value ( 2.418 ) > T- table (1.655) and P value (0.016) < 0.05. This means to signify connection significant positive​ between variable *Influencer Marketing* with Purchase Decisions. *Influencer Marketing* from Lovable Hijab which provides review positive on his social media which contains positive testimonials​ from buyers​ can interesting heart candidate other buyers who are see review positive from Lovable Hijab on social media. The testimony is strengthen the brand of Lovable Hijab, so that culminating in desire For do purchase from consumers. With owned by him Good *Influencer Marketing* in the eyes consumers , consumers will also interested For own intention do purchase to product the.

Research result This reinforced by research conducted by Lengkawati and Saputra (2021). In their research, they find that influencer marketing has influence to decision purchase that is if a company increase the use of influencer marketing then decision purchase consumers will also experience improvement and so on on the contrary . In line with study In addition , research conducted by HP et al. ( 2020) also found that influencer marketing has influence in a way direct and significant to 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 means to signify connection significant positive​ between variable *Online Customer Reviews* with Purchase Decision. Desire buy from consumer appear Because see There are reviews from Lovable Hijab customers on social media. Reviews in the form of product reviews and videos in detail so that show quality materials used​ make one of reason for customer want to do purchase product from Lovable Hijab. Plus with existence advertisement in a way regular, make consumers who have own intention For buy product the more increase his wish. It is Because consumer Already Certain For buy Lovable Hijab products, after consumer Already satisfied do research related the product that will be purchased.

Research result This in line with research conducted by Sugianto & Astuti (2023) claims that online customer reviews have impact positive and significant to decision consumer For do purchases at Lovable Hijab. The study was also conducted by (Bahari and Dermawan 2021) state that online customer reviews are influential positive and significant to decision purchase at Lovable Hijab.

Review consumer often covers experience real users. This includes experience with shipping, service consumers, returns, and warranties. Understanding How brand interact with consumer in situation real is matter important in taking decision. Research results This in harmony with findings 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 buy goods or services. This review written by customer previously that has been buy goods or service from previous online sellers, so that make customer more Certain moment decide For buy goods or service the (Listiani and Arifin 2024) .

**CONCLUSION**

Based on results research and discussion, then Can concluded that Brand Image has an influence positive to decision purchase Lovable Hijab products. *Influencer Marketing* influential positive to decision purchase Lovable Hijab products. Online customer reviews are influential positive to decision purchase Lovable Hijab products. *Online customer review* is the most dominant variable in influence decision purchase. In simultaneous image brands, *influencer marketing* , and *online customer reviews* influential significant to decision purchase Lovable Hijab products. Implications research This that is can give deep insight​ about factors that influence decision purchase consumers , especially in fashion products. Findings This can become reference important for perpetrator business, marketers, and researchers For develop a better marketing strategy effective in e-commerce context. Limitations research This that is amount samples that are still limited, so that not enough describe the actual situation. In addition, research This only use variable image brands, *influencer marketing* and *online customer reviews* For measure decision purchase consumers. Further research expected can enlarge amount sample and add other variables that can influence decision purchase consumers, such as word of mouth, live streaming and others.

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