

Social Media, Consumer Motivation, And Consumer Purchase Decision For Fashion Consumers In Semarang District

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ABSTRACT

This study aims to analyze the influence of social media on purchasing decisions through consumer motivation in fast fashion consumers in Semarang Regency. The sampling technique is based on simple random sampling. The sample used was 100 fast fashion consumers in Semarang Regency. The data obtained in this study were obtained by means of interviews. Collecting data using a combination of open questions and closed questions, which are given to respondents. The data collected was then analyzed by using Partial Least Square. This study empirically examines the influence of social media on consumer motivation on purchasing decisions, and the influence of social media on purchasing decisions. The results showed that (1) social media has a positive and significant effect on consumer motivation.

1. Introduction

The world of fashion has developed very rapidly and people have realized the need for fashion that is more than just dressing, but also to show social status. Fashion trends that continue to change quickly make people not want to be left behind. The growth of the fashion industry in recent years may contribute to changing consumer habits towards fashion. Consumers are becoming more fashion conscious and adapting to the latest fashion trends (D'Aveni, 2010). People compete in following existing trends by looking for the latest clothing models. It is this demand from society that makes the concept of fast fashion currently growing rapidly. Fast fashion is defined as a phenomenon of fashion trends that change rapidly and are mass produced with a ready-to-use concept (Dehotman, 2017).

The number of fast fashion labels in Indonesia such as H&M, Zara, Uniqlo, Mango, Top Shop, Bershka, Cotton On, Pull and Bear, Giordano, Forever21, and others can actually trigger people's desire in consuming fashion products. People's views on shopping motivation Today's fashion products have changed. This is supported by the influence of social media. In its development, social media is widely used by companies in the fast fashion industry in developing businesses and conducting promotions (Ahmad et al, 2018).

Social media is now an inseparable part of consumers' daily lives (Gul et al, 2014). Social media is deeply embedded in the daily communication of consumers and has taken an important position in people's lives. Social media is an activity and behavior among communities of people who gather online. Social media can be used as a way of sharing knowledge, information, and opinions using web-based media applications. Jashari & Rustemi (2017) explained that reviews, photos and videos on social media will affect consumer motivation to buy a product. 61.5% motivated from peer reviews, 51% motivated from product photos / videos, 38.5% motivated from consumer comments.

Social media will influence consumers from information search to purchasing behavior (Mangold & Faulds, 2019). Social media such as Facebook, Twitter, LinkedIn, YouTube, WhatsApp, Instagram, Tumblr, Pinterest, WeChat and Google make it very easy for users to communicate, interact, search for information or share information. Kozinets (2010) examined that social media is increasingly seen as a more objective source of information and influences many aspects of consumer behavior, including purchasing behavior. Khatib (2016) proves that the greatest influence of social media occurs at the information seeking stage and the purchase decision stage. Positive reviews in the media have also been shown to encourage purchase decisions and negative reviews will deter users from purchasing decisions.

Consumer motivation is a state within a person that encourages the desire to carry out activities in order to achieve a goal. The motivation of each consumer will have an effect against the purchase decision to be taken. Khuong and Duyen (2016) conducted a study on motivation that drives consumers who have special characteristics. The results showed that there were 5 personal factors that influenced men's motivation in making skin care product purchase decisions, including concern for skin health and body attractiveness.

The survey results of the Brand and Marketing Institute (BMI) show that most consumers I make purchases with social media in mind. Data shows that 80% of consumers in Indonesia are highly influenced by social media in determining what products to buy (Suandy, 2017). According to the Nielsen Indonesia report, Indonesian consumers are starting to like online shopping in line with

the increasing internet penetration in Indonesia. The Central Bureau of Statistics explained that 61.23% of internet users in Indonesia use the internet to access social media. Of all social media, Facebook is in the top rank in influencing consumers to buy products, reaching 44%, Instagram at 29%, and WhatsApp contributing 8% (Suandy, 2017). The composition of internet users in Indonesia is dominated by the age range 19- 34 years (49.52%) users aged 13-18 years at 16.68%, 29.55% users aged 35-54 years and 4,

The impact of social media can provide unrealistic expectations and create feelings of inadequacy and low self-esteem for adolescents or young people (Anna, 2017). Feelings of inadequacy in young people will generate a desire to cover it up by being more visible. For example, competing in terms of dress. The styles that were developing at that time will encourage teenagers to immediately follow them. Their motivation is only so that they can achieve a higher social status and make them more valued by the people around them (Marwahid, 2012).

In the fast fashion industry, purchasing decision activity plays a very important role. This is because fast fashion has a very fast production and sales turnover, which causes the turnover of fast fashion product purchases to also be fast. Purchasing decisions are the process of making decisions and individual activities in evaluating, obtaining, and using goods and services (Khuong & Duyen, 2016).

Fashion rely heavily on socialization from the media as a form of communication that will influence purchasing decisions. The making of purchasing decisions in fashion is greatly influenced by the information available in various societies kinds of sources such as advertisements, magazines, celebrities, friends, family, and bloggers (Sudha & Sheena, 2017). Through social media, fashion trends seem to be socialized to the public and tend to be followed (Mega, 2017). The fashion industry will build new needs in society so that people are interested and in the end make purchasing decisions (Sudha & Sheena, 2017).

2. Literature Review

2.1 Social Media

Social media is a form of media that contains online sources that are generated, explored, utilized and distributed with the intention of educating others about products, services, brands, topics, and other interesting events (Rehmood & Khan, 2011). Social media is a group of internet-based applications built on the ideology and foundation of web 2.0 technology that enables the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media (web-based applications) (Jashari & Rrustemi 2017). Social media has changed the way we communicate and the way we share information and interests. About 75% of people have used social media to find information before making a purchase. This shows the growing popularity of social media as an information tool (Yogesh & Yesha, 2014).

Social media has several indicators, namely (Khatib, 2016):

1. The existence of interesting and entertaining content
2. There is an interaction between consumers and sellers
3. There is interaction between consumers and other consumers

4. Easy to find product information
5. Ease of communicating information to the public
6. Level of trust in social media

2.2 Consumer Motivation

Consumer motivation in shopping can be divided into motivation because of the need and motivation to purchase to fulfill personal pleasure (Wagner & Rudolph, 2010). 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 overall need to reach needs through shopping activities. Demand specific motivation is motivation related to shopping facilities. The desired characteristics can relate to various aspects related to shop facilities, product types, and personnel. (Wagner and Rudolf, 2010). According to Santoso and Purwanti (2013) in measure consumer motivation in shopping using the following measurements:

1. There are consumer needs that can be met by the seller.
2. Consumers want to buy products because products can improve appearance
3. Consumers want to buy because sellers provide attractive offers

2.3 Purchase Decisions

Purchasing decisions are the process of decision-making and physical activity carried out by individuals when evaluating, obtaining, using or disposing of goods and services (Khuong & Duyen, 2016). Consumer purchasing decisions in fashion are influenced by information available in society from various sources such as advertisements, magazines, celebrities, friends, family, and bloggers (Sudha & Sheena 2017).

Consumers always face the choice of canceling the process or delaying the buying decision. This is due to many factors, including motivation and changing circumstances, new information received or a lack of available products. In the purchasing decision process, consumers must consider several things (Blackwell et al., 2012). These considerations include whether to buy, when to buy, the type and product to buy, where to buy, and how to pay. This study uses indicators in measuring purchasing decisions as follows:

1. Habits in buying products
2. The desire to buy a product
3. Priority in purchasing a particular product
4. Willingness to sacrifice in getting a product
5. Purchase products based on product benefits and expectations

2.4 Fast Fashion

Fast Fashion is a term used to describe a collection of clothes that are the most widely used in today's fashion trends. Fast fashion is defined as the phenomenon of fashion trends that change rapidly and are

mass-produced with a ready-to-use concept. The development of very fast trends is supported by the presence of the internet, advances in technological innovation and globalization (Wang,2010). The fast fashion brands most in demand by Indonesians are Zara, H&M, Uniqlo, Nevada, and Polo (Ahmad, 2018). Data from Chainstoreage (Mccoy, 2017) proves that the H&M, Zara, Uniqlo, Forever 21, and Mango brands are the top fast fashion brands in the United States that have the highest social media platforms.

2.5 The Influence of Social Media on Consumer Motivation

Several previous studies examined the influence of social media on consumer motivation to make purchases. Research conducted by Jashari and Rustemi (2017) shows that reviews, photos and videos on social media will influence consumer motivation to buy products, 61.5% are motivated from peer reviews, 51% are motivated from product photos / videos, 38.5 % motivated by consumer comments. Another study conducted by Cakir et al (2013) shows that social media will shape consumer behavior and will motivate consumers to make purchases. The results showed that advertisements on social media would motivate young people to find out more information about these products before finally deciding to make a purchase. Based on this description,:

H1: It is suspected that there is an influence between social media on consumer motivation.

2.6 The Effect of Consumer Motivation on Purchasing Decisions

Motivation arises because of unfulfilled needs and goals to be achieved. Consumer motivation is a state in a person's personality that drives individual desires to achieve a goal. The motivation of each consumer will influence the purchasing decisions that will be made.

Research conducted by Khuong & Duyen (2016) shows that personal factors such as concern for skin health, body attractiveness, age and aging, self-image and cognition will motivate men to use skin care products. This motivation will have an impact on purchasing decisions, especially skin care products. Other studies have shown the influence of brands, artists and bloggers on social media to motivate someone before making a purchase decision. The results show that blogs have a significant impact on how young women are affected and will ultimately make purchases (Sudha & Sheena, 2017). Based on this description, hypothesis 2 proposed from this study are:

H2: It is suspected that there is an influence between consumer motivation on purchasing decisions.

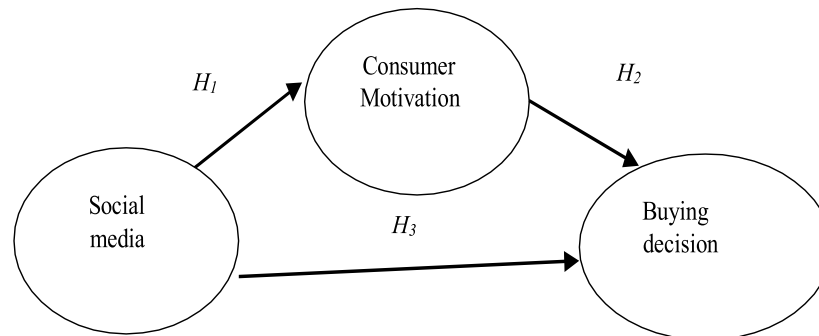
2.7 The Influence of Social Media on Purchasing Decisions

Yogesh and Yesha's (2014) research proves that social media plays an important role in influencing consumer purchasing decisions in Mumbai, India. Most (75%) of Mumbai people use social media to find information before deciding to buy a product. Research conducted by Gul et al (2014) explained that social media has an influence on consumer purchasing behavior. Furthermore, Khatib (2016) explained The greatest influence of social media occurs at the information-seeking stage and the purchase decision stage.

Another study by Madni (2014) shows that 53% of consumers will seek information and reviews on social media first before making a purchase. Reviews and information from forums, social media accounts and websites will influence consumer purchasing decisions. Based on this description, hypothesis 3 proposed from this study are:

H3: It is suspected that there is an influence between social media on purchasing decisions.

Research Framework



Picture 1. Research Framework
Source: Primary Data Processed (2020)

3. Research methods

The method used in this research is quantitative method with explanatory research techniques. It is called quantitative method because the research data is in the form of numbers and the analysis uses statistics. Explanatory research is a study to explain the relationship between the independent variables and the dependent variable. Where researchers explain the causal relationship between variables through hypotheses (Singarimbun and Efendi, 2018). Population on This research is 100 fast fashion consumers in Semarang Regency. While the sample in this study were 100 fast fashion consumers in Semarang Regency. The selected probability sampling is saturated sampling (census), namely the sampling method when all members of the population are sampled.

Collecting data in this study using a questionnaire. Questionnaire is a data collection technique carried out by giving statements to respondents to be answered according to the subjective and objective conditions experienced (Sugiyono, 2016). The scale of measurement in the study uses a Likert scale which deals with the opinions and ratings of respondents. The Likert scale is an interval measuring instrument with five levels in scoring scores from numbers 1–5. The primary data used in this study is the result of filling out questionnaires by fast fashion consumers in Semarang Regency. Meanwhile, secondary data in this study were obtained through theoretical data taken from relevant books and also from previous research journals.

The data analysis technique in this study uses: Partial Least Square (PLS) analysis is a variant-based SEM statistical method designed to solve specific problems in data, such as the sample size of the small study, the presence of missing data, and multicollinearity. . Partial Least Square (PLS) analysis is a powerful method of analysis because it does not assume that the data must be measured at a certain scale.

4. Result

Outer Model Analysis

Convergent Validity

The results of the convergent validity analysis are in the table 1 shows that all loading factors for each variable have a value greater than 0.7 and a t-statistic value greater than 1.96 (significance level of 5%). This shows that all indicators of research variables have met the criteria for convergent validity.

Table 1. Convergent Validity Test Results (Outer Loading Value)

Variable	Indicator	Loading Factor
Social Media (X)	<i>X1</i>	0.8749
	<i>X2</i>	0.8807
	<i>X3</i>	0.8922
	<i>X4</i>	0.8832
	<i>X5</i>	0.7682
Consumer Motivation (Z)	<i>Z1</i>	0.7967
	<i>Z2</i>	0.8697
	<i>Z3</i>	0.7746
Purchase Decision (Y)	<i>Y1</i>	0.8358
	<i>Y2</i>	0.8429
	<i>Y3</i>	0.8188
	<i>Y4</i>	0.8543
	<i>Y5</i>	0.8283
	<i>Y6</i>	0.8507

Source: Primary Data Processed (2020)

*Discriminant Validity***Table 2.** AVE Root Comparison Matrix with Latent Variable Correlations

Variable	X	Y	Z
Social Media (X)	0.861	0	0
Purchase Decision (Y)	0.651	0.839	0
Consumer Motivation (Z)	0.512	0.768	0.815

Source: Primary Data Processed (2020)

Table 2 shows that the AVE root of the social media construct (X) is 0.861 higher than the correlation between the social media construct (X) and consumer motivation (Z), and purchasing decisions (Y). The AVE root value of the consumer motivation construct (Z) is 0.839 higher than the correlation between the construct of consumer motivation (Z) and social media (X), and purchasing decisions (Y). The AVE root value of the purchase decision construct (Y) is 0.815 higher than the correlation between the purchase decision construct (Y) and social media (X), and consumer motivation (Z). This shows that the indicators of each variable have precisely measured the construct of the variable.

Table 3. Cross Loadings

Indicator	X	Y	Z
X1	0.8749	0.5356	0.4219
X2	0.8807	0.496	0.4222
X3	0.8922	0.5366	0.3527
X4	0.8832	0.5854	0.4228
X5	0.7682	0.6151	0.5448
Y1	0.4876	0.8358	0.7069
Y2	0.5742	0.8429	0.675
Y3	0.5474	0.8188	0.6236
Y4	0.5699	0.8543	0.6265
Y5	0.508	0.8283	0.5432
Y6	0.5834	0.8507	0.6724
Z1	0.4535	0.6109	0.7967
Z2	0.4333	0.6545	0.8697
Z3	0.361	0.611	0.7746

Source: Primary Data Processed (2020)

The results of the analysis on the Outer Model

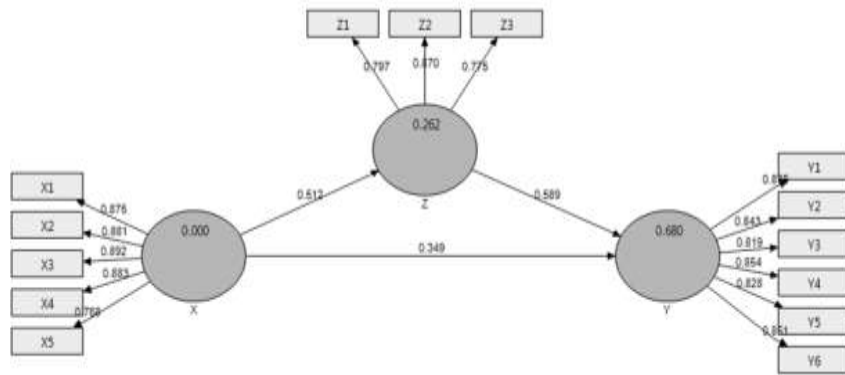


Figure 2. Outer Model Analysis Results Structural Model Analysis (Inner Model) Collinearity Test
 Source: Primary Data Processed for Outer Model Analysis Result of Structural Model (2020)

Table 4. Colinearity Testing The Effect of X and Z on Y

Construct	VIF
Social Media (X)	1,355
Consumer Motivation (Z)	1,355

Source: Primary Data Processed (2020)

Table 4 shows that the correlation of the social media construct (X) and its indicators is higher than the construct of consumer motivation (Z) and purchasing decisions (Y). Crossloading test results.

Table 5. Results of Composite Reliability and Cronbach Alpha Analysis

Variable	Composite Reliability	Cronbach Alpha
Social Media (X)	0.9346	0.9123
Purchase Decision (Y)	0.9343	0.9156
Consumer Motivation (Z)	0.8552	0.7451

Source: Primary Data Processed (2020)

The results of the analysis in the **Table 5** illustrate that the value of Composite Reliability and Cronbach Alpha for each of the social media variables (X), consumer motivation (Z), and purchase decisions (Y) has a value above 0.70, so it can be stated that the respective constructs each variable fulfills the reliability test criteria.

Structural Test

The path coefficient significance test is done by comparing the values t statistics with the value of t table at a significance level of 5%, which is equal to 1.96. The path coefficient is considered a significant effect if the t statistics value is greater than the t table value (1.96). The test results can be seen in **Table 6**.

Table 6. Influence Colinearity Testing X and Z To Y

Construct	VIF
Social Media (X)	1,355
Consumer Motivation (Z)	1,355

Source: Primary Data Processed (2020)

Based on the results of the collinearity test, it can be concluded that there is no collinearity between the predictor constructs in the structural model, if it is seen from the VIF value all predictor constructs are still below the limit value of 5.00.

Table 7. The Results of Significance Testing of the Path Coefficient of the Structural Model

Relationship	Path Coefficient	tstatistics	P Values	Information
→ XZ	0.512	5,656	0,000	Significant
→ XY	0.349	5,936	0,000	Significant
→ ZY	0.589	10,254	0,000	Significant
→ XZY	0.302	5,183	0,000	Significant

Source: Primary Data Processed (2020)

Based on the results listed in **Table 7**, the test results can be explained as follows:

1. The value of the path coefficient on the social media variable (X) on consumer motivation (Z) is 0.512, with a t-statistics value of 5.656 > t table value of 1.96 and p value of 0.000 <significance level (α) 5% or 0.05. It shows that social media (X) has a significant positive effect on consumer motivation (Z).
2. The path coefficient value on the social media variable (X) on purchase decisions (Y) is positive at 0.349, with a t-statistics value of 5.936 > t table value of 1.96, and p value of 0.000 <significance level (α) 5% or 0.05. It shows that social media (X) has a significant positive effect on purchasing decisions (Y).
3. The value of the path coefficient of the influence of consumer motivation (Z) on purchasing decisions (Y) is 0.589, with a t-statistics value of 10.254 > t table value of 1.96, and p value of 0.000 <significance level (α) 5% or 0.05. The results show that consumer motivation (Z) has a

significant positive effect on purchasing decisions (Y).

- The path coefficient value of the influence of social media (X) on purchasing decisions (Y) through consumer motivation (Z) is 0.302, with a statistical value of 5.183 > value *t* table of 1.96. It shows that social media (X) has a significant positive effect on purchasing decisions (Y) through consumer motivation (Z).

R Square and Stone-Geisser values

Table 8. Value of the coefficient of determination or *R Square* (R2) and Stone-Geisser (Q2)

Endogenous Variables	R2 value	Q2 value
Consumer Motivation (Z)	0.262	0.173
Purchase Decision (Y)	0.680	0.475

Source: Primary Data Processed (2020)

The results of data analysis in **Table 8** explain that:

- Score *R Square* between social media (X) on consumer motivation (Z) shows a value of 0.262. This value means that the variability of the consumer motivation variable (Z) can be explained by social media (X) by 26.2%, while the remaining 73.8% is explained by other variables not examined.
- Score *R Square* between variables X (social media) to variable Z (consumer motivation) on purchase decisions (Y) shows a value of 0.680. This value means that the variability of purchasing decisions (Y) can be explained by social media (X) and consumer motivation (Z) is 68%, the remaining 32% is explained by other variables that are not the focus of the research.

Hypothesis test

First Hypothesis Testing

The first hypothesis states that it is suspected that there is an influence between social media on consumer motivation. The results showed that the path coefficient was positive, the *t* statistical value is 5.656 > the *t* table value is 1.96. These results indicate that social media (X) has a significant positive effect on consumer motivation (Z). The first hypothesis which states that there is an influence between social media on consumer motivation is accepted.

Second Hypothesis Testing

The second hypothesis to be analyzed is that it is suspected that there is an influence between consumer motivation and purchasing decisions. The results showed that the path coefficient is positive with *t* value 10,254 > *t* table value is 1.96. These results indicate that consumer motivation (Z) has a positive and significant effect on purchasing decisions (Y). Thus the second hypothesis which states that there is an influence between consumer motivation on purchasing decisions is accepted.

Third Hypothesis Testing

The third hypothesis of this study is that it is suspected that there is an influence between social media on purchasing decisions. Based on the data obtained, it can be seen that the path coefficient is positive with value statistic is $5,936 > t$ table value is 1,96. These results indicate that social media (X) has a significant positive effect on purchasing decisions (Y). The third hypothesis which states that it is suspected that social media has an influence on consumer decisions is accepted.

DISCUSSION

The Influence of Social Media on Consumer Motivation

The results showed that social media had a significant positive effect on consumer motivation to buy fast fashion products (t -statistic $5,656 > 1.96$). Interesting and entertaining content in the social media indicator has an average value (mean) of 3.81 and is included in the high category. The results of this study are in line with research conducted by Jashari and Rrustemi (2017). This research shows that reviews, photos, and videos on social media will influence consumer motivation to buy products. Today's social media is changing the way consumers communicate and share information with their peers. Most consumers use social media to find information before making a purchase. Reviews on social media can encourage consumers to make purchases.

The Effect of Consumer Motivation on Purchasing Decisions

Consumer motivation to make purchases is also proven to have a significant positive effect on purchasing decisions for fast fashion products (t -statistic $5,936 > 1.96$). Indicators of consumer motivation related to the need to seek satisfaction with the product have the highest average value (mean) of 4.13. The results of the study are in line with research conducted by Khuong and Duyen (2016). 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 make a purchase, the stronger the purchase decision will be. Purchase motivation is a consideration that influences consumers to make purchases. Consumer purchase motivation can be rational or emotional. Consumers make purchases based on the benefits obtained from a product. Rational consumers based on the benefits of functional and objective product attributes, such as product quality, price, availability of goods, and efficiency of use. Meanwhile, emotional consumers tend to make purchases associated with these things that are subjective and symbolic. Things like that bring feelings, pleasure because of social status, the role of brands because of economic status so that consumers have the motivation to make purchases. Meanwhile, emotional consumers tend to make purchases associated with these things that are subjective and symbolic. Things like that bring feelings, pleasure because of social status, the role of brands because of economic status so that consumers have the motivation to make purchases. Meanwhile, emotional consumers tend to make purchases associated with these things that are subjective and symbolic. Things like that bring feelings, pleasure because of social status, the role of brands because of economic status so that consumers have the motivation to make purchases.

The Influence of Social Media on Purchasing Decisions

The results showed that social media had a significant positive effect on consumer purchasing

decisions (t -statistic $10,254 > 1.96$). The purchasing decision indicator that has the highest average value is the willingness to sacrifice to get a product. If the influence of social media is getting stronger, the purchasing decisions taken by consumers to make purchases will also be stronger, resulting in actual purchases. Consumers use social media to find all information about the product to be purchased. This is evidenced by the indicators of social media use which are related to the ease of searching for information, which has the highest average value of 3.94. Previous research conducted by Yogesh and Yesha (2014) proved a similar thing, namely that 75% of the people of Mumbai, India use social media to find information before deciding to purchase a product. Consumers try to make considerations and intentions in making purchases with the support of information from social media. Social media plays a big 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, so that consumers can have considerations for making purchasing decisions. Today's consumers also trust recommendations from people who have used products through social media more than direct offers or offers contained in advertisements. This is evidenced by the social media indicators related to the level of trust in social media which have a high average value of 3.91. Content that contains information will get a positive response from social media users so that it can quickly spread and influence consumers. The influence of social media tends to be high at the information-seeking and decision-making stages.

5. Conclusion

This study found that all the variables studied were proven to affect other variables. The use of social media on consumers has a positive and significant effect on consumer motivation. Consumer motivation has a positive and significant effect on purchasing decisions. Social media has a positive and significant effect on purchasing decisions.

Social media is currently widely used to find information and even make the buying process. By looking at this, companies engaged in the fast fashion industry should further improve their company content such as product photos and product descriptions to make it more attractive and entertaining to consumers. The use of social media by consumers is very much based on existing content, because content will affect consumer interest in get to know more about the product and company.

The motivation of consumers to make purchases is an important thing to study, one of which is the need to find comfort in the product. Seeing this, the fast fashion industry should further improve the quality of its products, which are still relatively average. Improving product quality will help encourage consumers to be more motivated to purchase these products. For further research, we can test the influence of social media variables, consumer motivation and purchase decisions on other products such as slow fashion, cloth masks, traditional herbs, spices, organic hand washing soap, hand sanitizers, and disinfectants.

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