

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan pada hasil penelitian yang sudah dilakukan mengenai pengaruh Ulasan Konsumen *Online*, Iklan Media Sosial, dan Dukungan *Influencer* terhadap Niat Beli produk Erigo, maka didapatkan tiga kesimpulan.

Ulasan Konsumen *Online* memiliki pengaruh terhadap Niat Beli. Artinya, semakin banyak ulasan positif yang diberikan oleh konsumen sebelumnya terhadap produk Erigo, maka semakin tinggi pula kecenderungan konsumen lain untuk memiliki niat beli. Ulasan konsumen berperan sebagai sumber informasi yang dipercaya karena berasal dari pengalaman nyata, dan sering kali dianggap lebih objektif dibandingkan materi promosi dari *brand* itu sendiri. Ulasan ini membantu calon pembeli dalam mengevaluasi kualitas produk, pelayanan, dan kepuasan pelanggan sebelumnya, yang pada akhirnya memperkuat rasa percaya dan meminimalkan risiko dalam pengambilan keputusan. Dalam konteks teori pertukaran sosial, ulasan konsumen juga menjadi bentuk pertukaran informasi yang memberikan manfaat bagi orang lain dalam membuat keputusan pembelian yang lebih tepat.

Iklan Media Sosial memiliki pengaruh terhadap Niat Beli. Artinya, semakin efektif dan menarik iklan yang ditayangkan oleh Erigo di berbagai *platform* media sosial seperti Instagram, TikTok, dan YouTube, maka semakin besar pula niat beli yang muncul dari audiens yang terpapar iklan tersebut. Iklan media sosial yang dirancang dengan baik melalui visual yang menarik, narasi yang emosional, serta

seberapa sering iklan muncul di beranda audiens mampu menciptakan keterlibatan yang lebih tinggi dengan audiens. Seiring dengan meningkatnya intensitas paparan terhadap iklan, audiens menjadi familiar dengan *brand* atau produk yang ditawarkan.

Dukungan *Influencer* memiliki pengaruh terhadap Niat Beli. Artinya, semakin besar dukungan yang diberikan oleh *influencer* terhadap produk Erigo baik melalui *review*, *endorsement*, maupun konten promosi seperti video, foto, atau cerita di media sosial, maka semakin tinggi pula niat beli dari para pengikut atau audiens mereka. *Influencer* memiliki pengaruh yang kuat karena mereka sering dianggap sebagai figur yang dapat dipercaya, dekat dengan pengikutnya, dan mampu menyampaikan pesan dengan cara yang lebih personal dan *relate* dengan audiens. Ketika seorang *influencer* membagikan pengalaman positif menggunakan produk Erigo, hal ini dapat menimbulkan efek psikologis yang mendorong audiens untuk meniru atau mempercayai rekomendasi tersebut. Audiens cenderung mempercayai opini *influencer* karena terasa lebih dekat, sehingga apa yang dipromosikan *influencer* bisa membentuk persepsi positif tentang kualitas produk. Selain itu, konten yang dibagikan oleh *influencer* memberikan gambaran nyata tentang bagaimana produk digunakan dalam kehidupan sehari-hari, yang membantu audiens membayangkan manfaat produk secara langsung. Semakin sering *influencer* yang dipercaya mengunggah konten mengenai produk Erigo, semakin besar pula rasa percaya dan keinginan audiens untuk mencoba produk tersebut.

5.2 Implikasi Manajerial

Hasil penelitian ini memberikan panduan yang sangat penting bagi para manajer perusahaan, terutama bagi manajemen merek fesyen lokal seperti Erigo. Temuan menunjukkan bahwa tiga faktor utama-ulasan konsumen *online*, iklan media sosial, dan dukungan *influencer* memiliki dampak yang signifikan terhadap niat beli konsumen. Oleh karena itu, manajemen perlu menyusun strategi pemasaran yang lebih tepat sasaran dan efektif berdasarkan ketiganya.

Pertama, ulasan konsumen *online* memainkan peran penting dalam membentuk persepsi dan kepercayaan calon pembeli. Konsumen cenderung mencari ulasan terlebih dahulu sebelum memutuskan untuk membeli suatu produk. Oleh karena itu, perusahaan harus fokus untuk menjaga kualitas produk dan layanan agar secara alami mendapatkan ulasan positif. Selain itu, manajemen dapat mengembangkan strategi untuk mendorong konsumen meninggalkan ulasan setelah melakukan pembelian. Misalnya, memberikan hadiah berupa *voucher* diskon, poin loyalitas, atau hadiah lainnya bagi konsumen yang menulis ulasan di *e-commerce* atau media sosial. Manajemen juga harus aktif memantau *review* yang masuk, dan segera merespon jika ada keluhan untuk menjaga kepercayaan konsumen. *Review* positif dapat menjadi aset promosi gratis, sedangkan *review* negatif sebaiknya dijadikan bahan evaluasi untuk perbaikan produk atau layanan.

Kedua, iklan media sosial telah terbukti menjadi alat yang sangat efektif dalam menarik perhatian dan membentuk niat beli. Di era digital saat ini, konsumen menghabiskan lebih banyak waktu di media sosial seperti Instagram, TikTok, dan YouTube. Oleh karena itu, manajemen perlu mengalokasikan porsi yang lebih besar

dari anggaran promosi untuk iklan digital daripada media tradisional. Perusahaan perlu mengembangkan konten iklan yang menarik, informatif, dan sesuai dengan gaya hidup dan preferensi anak muda yang menjadi target pasar utama Erigo. Iklan yang dikemas dalam bentuk video kreatif, cerita inspiratif, atau konten interaktif seperti polling dan kuis, cenderung lebih mudah menarik perhatian dan menciptakan *engagement* dengan audiens. Selain itu, manajemen dapat memanfaatkan fitur iklan bertarget yang disediakan oleh *platform* seperti IG Ads dan TikTok Ads untuk menjangkau konsumen potensial berdasarkan demografi, lokasi, dan minat mereka.

Ketiga, dukungan *influencer* terbukti memiliki pengaruh yang kuat terhadap niat beli. *Influencer* yang memiliki pengikut yang loyal dan tingkat kepercayaan yang tinggi dapat mendorong pengikutnya untuk membeli produk yang dipromosikannya. Oleh karena itu, perusahaan harus cermat dalam memilih *influencer* yang sesuai dengan citra merek, memiliki audiens yang relevan, dan mampu membangun hubungan emosional yang kuat dengan para pengikutnya. Kemitraan jangka panjang dengan *micro-influencer* dengan tingkat keterlibatan yang tinggi dapat menjadi strategi yang lebih efektif dan efisien daripada hanya bekerja sama dengan selebriti. Meskipun mereka tidak sepopuler selebriti atau *mega-influencer*, *micro-influencer* sering dianggap lebih autentik, *relatable*, dan dapat dipercaya oleh audiens mereka. Mereka biasanya fokus pada topik atau *niche* tertentu, seperti *fashion*, kecantikan, makanan, atau gaya hidup, dan memiliki pengikut yang benar-benar tertarik dengan konten yang mereka bagikan. Selain itu, manajemen juga dapat mengembangkan program duta merek dari kalangan

influencer, yang tidak hanya mempromosikan produk, tetapi juga membantu membangun cerita dan nilai-nilai merek. Hal ini dapat menciptakan hubungan yang lebih personal antara merek dan konsumen.

Secara keseluruhan, temuan dari penelitian ini menegaskan bahwa strategi pemasaran yang baik tidak hanya bergantung pada promosi yang menarik, tetapi juga membangun kepercayaan dan kedekatan dengan konsumen. Dengan memahami dan mengelola ulasan konsumen secara *online*, mengoptimalkan iklan media sosial, dan menjalin kemitraan yang kuat dengan para *influencer*, manajemen dapat meningkatkan minat beli dan memperkuat posisi merek di pasar yang semakin kompetitif. Strategi ini juga dapat meningkatkan loyalitas pelanggan dan mendorong pertumbuhan penjualan secara berkelanjutan di masa depan.

5.3 Keterbatasan Penelitian

Salah satu keterbatasan yang terdapat dalam penelitian ini terletak pada variabel dukungan influencer, di mana tidak dijelaskan secara spesifik siapa influencer yang dimaksud dalam instrumen penelitian. Ketiadaan identifikasi yang jelas terhadap sosok influencer yang memberikan dukungan dapat menimbulkan berbagai interpretasi dari masing-masing responden. Hal ini berpotensi menyebabkan bias persepsi, karena setiap individu mungkin membayangkan tokoh influencer yang berbeda-beda sesuai dengan preferensi, pengalaman pribadi, atau eksposur mereka terhadap media sosial. Akibatnya, validitas dari tanggapan responden terkait pengaruh dukungan influencer terhadap niat beli dapat dipertanyakan, karena tidak mengacu pada figur yang sama secara kolektif. Keterbatasan ini juga menyulitkan dalam menggeneralisasi hasil penelitian,

terutama apabila ingin mengetahui seberapa kuat pengaruh seorang influencer tertentu dalam memengaruhi keputusan pembelian konsumen terhadap produk Erigo. Oleh karena itu, untuk penelitian di masa mendatang, sebaiknya ditentukan terlebih dahulu siapa influencer yang dimaksud baik berdasarkan kategori mikro, makro, atau mega influencer atau bahkan dengan menyebutkan nama yang relevan, agar respon yang diperoleh lebih terarah, konsisten, dan mencerminkan realitas yang lebih akurat.

Terdapat keterbatasan lain yaitu terletak pada penerapan teknik *purposive sampling* yang tidak sepenuhnya sesuai dengan kriteria yang telah ditetapkan. Meskipun dalam rancangan awal responden ditentukan berdasarkan tiga kriteria, yaitu mengetahui brand fashion Erigo, pernah membeli atau mempertimbangkan untuk membeli produk Erigo, dan berdomisili di Yogyakarta, namun dalam praktik penyebaran kuesioner hanya dua kriteria yang digunakan sebagai pertanyaan *filter*, yaitu pengetahuan terhadap brand Erigo dan domisili di Yogyakarta. Kriteria mengenai pengalaman membeli atau mempertimbangkan pembelian produk Erigo tidak dimasukkan dalam filter awal kuesioner, sehingga terdapat kemungkinan bahwa sebagian responden belum pernah membeli maupun mempertimbangkan pembelian produk Erigo. Hal ini dapat memengaruhi validitas data, terutama pada pengukuran variabel niat beli, karena tidak semua responden berada pada tahap keterlibatan yang sama terhadap produk yang diteliti.

Selain itu penelitian ini memiliki keterbatasan dalam ruang lingkup objek yang dikaji, yaitu hanya berfokus pada produk dari satu merek fashion lokal, yaitu Erigo. Dengan hanya meneliti satu brand, hasil penelitian ini belum dapat

digeneralisasikan secara luas terhadap produk fashion lokal lainnya yang mungkin memiliki strategi pemasaran, segmentasi pasar, serta persepsi konsumen yang berbeda. Selain itu, keterbatasan pada satu objek ini juga membuat variasi jawaban responden terbatas pada pengalaman mereka terhadap satu merek saja, yang dapat memengaruhi kekayaan data dan interpretasi hasil penelitian.

5.4 Saran Penelitian Kedepan

Untuk penelitian selanjutnya, disarankan agar variabel dukungan influencer dijelaskan secara lebih spesifik dengan menyebutkan contoh atau kategori influencer yang dimaksud, baik berdasarkan jumlah pengikut (seperti mikro, makro, atau mega influencer) maupun dengan mencantumkan nama influencer yang relevan dan dikenal luas oleh target responden. Langkah ini penting untuk meminimalkan perbedaan persepsi antarresponden dan mengurangi potensi bias dalam penafsiran pertanyaan. Dengan adanya kejelasan mengenai figur influencer yang dirujuk, responden dapat memberikan jawaban yang lebih terarah, sehingga hasil penelitian menjadi lebih valid dan dapat mencerminkan pengaruh nyata dari dukungan influencer terhadap niat beli konsumen. Selain itu, penelitian lanjutan juga dapat mempertimbangkan untuk melakukan segmentasi berdasarkan jenis influencer (selebriti, content creator, fashion influencer, dll.) agar diperoleh pemahaman yang lebih mendalam mengenai bentuk dukungan mana yang paling efektif dalam memengaruhi keputusan pembelian, khususnya dalam konteks pemasaran produk fashion seperti Erigo.

Selain itu disarankan agar seluruh kriteria *purposive sampling* yang telah ditentukan benar-benar diterapkan dalam proses penyaringan responden. Peneliti

sebaiknya memasukkan pertanyaan filter yang mencakup seluruh aspek kriteria, termasuk pengalaman membeli atau setidaknya mempertimbangkan pembelian produk yang menjadi objek penelitian. Hal ini bertujuan untuk memastikan bahwa data yang dikumpulkan benar-benar berasal dari responden yang relevan dan sesuai dengan konteks penelitian. Dengan melibatkan responden yang telah memiliki pengalaman atau ketertarikan terhadap produk, diharapkan hasil penelitian mengenai faktor-faktor yang memengaruhi niat beli dapat diperoleh secara lebih akurat dan representatif.

Penelitian selanjutnya juga disarankan untuk memperluas objek studi dengan membandingkan beberapa *brand* fashion lokal lainnya selain Erigo, sehingga dapat memberikan gambaran yang lebih menyeluruh mengenai pengaruh strategi pemasaran digital terhadap niat beli konsumen di industri fashion secara umum. Dengan pendekatan komparatif, peneliti dapat mengidentifikasi perbedaan efektivitas iklan media sosial, ulasan konsumen online, maupun dukungan influencer di antara berbagai merek. Selain itu, penambahan variabel lain seperti kepercayaan merek, citra merek, atau kualitas produk juga dapat memberikan pemahaman yang lebih menyeluruh mengenai faktor-faktor yang memengaruhi niat beli konsumen.

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LAMPIRAN

Lampiran 1. Lampiran Kuesioner

Bagian I – Deskripsi dan Kriteria Responden

Halo semua 🤝

Perkenalkan, saya Edmund Ranu Noveriansa mahasiswa Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menyusun skripsi sebagai salah satu syarat kelulusan S1 dengan judul "Pengaruh Ulasan Konsumen *Online*, Iklan Media Sosial, Dan Pengaruh *Influencer* Terhadap Niat Beli Produk Erigo "

Pada penelitian ini, saya membutuhkan responden dengan kriteria sebagai berikut:

1. Mengetahui *brand fashion* ERIGO.
2. Pernah membeli atau mempertimbangkan untuk membeli produk ERIGO.
3. Menggunakan media sosial atau *e-commerce*.
4. Berdomisili di D.I.Yogyakarta

Oleh karena itu, saya mohon kesediaan teman-teman dengan kriteria di atas untuk mengisi kuesioner berikut.

Bagi teman-teman yang ingin memberikan pertanyaan seputar kuesioner dapat menghubungi saya melalui email: edmundranu@gmail.com.

Berikut adalah link pengisian kuesioner : <https://forms.gle/oJyWToBGVPSjxGZg6>

Mohon mengisi dengan jujur dan teliti ya.

sebelumnya, jawaban teman-teman bersifat rahasia dan hanya digunakan sebagai penelitian. Terima kasih banyak atas kesediaannya dalam mengisi kuesioner saya dan sukses selalu!

Bagian II - Pertanyaan Filter

Apakah anda mengetahui *Brand* Erigo?

- A. Ya
- B. Tidak

Apakah saat ini anda berdomisili di Yogyakarta?

- A. Ya
- B. Tidak

Bagian III – Profil Data Responden

1. Jenis Kelamin (Hanya dapat memilih satu) :

- A. Laki – laki
- B. Perempuan

2. Usia :

- A. < 18 tahun
- B. 18 – 25 tahun
- C. 26 – 35 tahun
- D. > 35 tahun

3. Pekerjaan (terdapat opsi lainnya) :

- A. Pelajar / Mahasiswa
- B. Karyawan
- C. Wirausaha
- D. Manajer
- E. Lainnya (isi sendiri)

4. Pendidikan :

- A. SD / Sederajat
- B. SMP / Sederajat
- C. SMA / Sederajat
- D. Diploma (D1/D2/D3)
- E. Sarjana (S1)
- F. Magister (S2)
- G. Doktor (S3)

5. Media Sosial yang Sering Digunakan (Boleh lebih dari satu) :

- ☐ Tiktok
- ☐ Instagram
- ☐ Twitter
- ☐ Facebook
- ☐ Youtube
- ☐ Lainnya (isi sendiri)

Bagian IV – Pertanyaan Kuesioner

Petunjuk Pengisian Kuesioner:

Pertanyaan akan disajikan dalam bentuk pernyataan dan Anda memilih satu

jawaban antara angka 1-5. Berikut penjelasan jawaban angka dalam kuesioner.

1. Sangat Tidak Setuju (STS) : 1

2. Tidak Setuju (TS) : 2

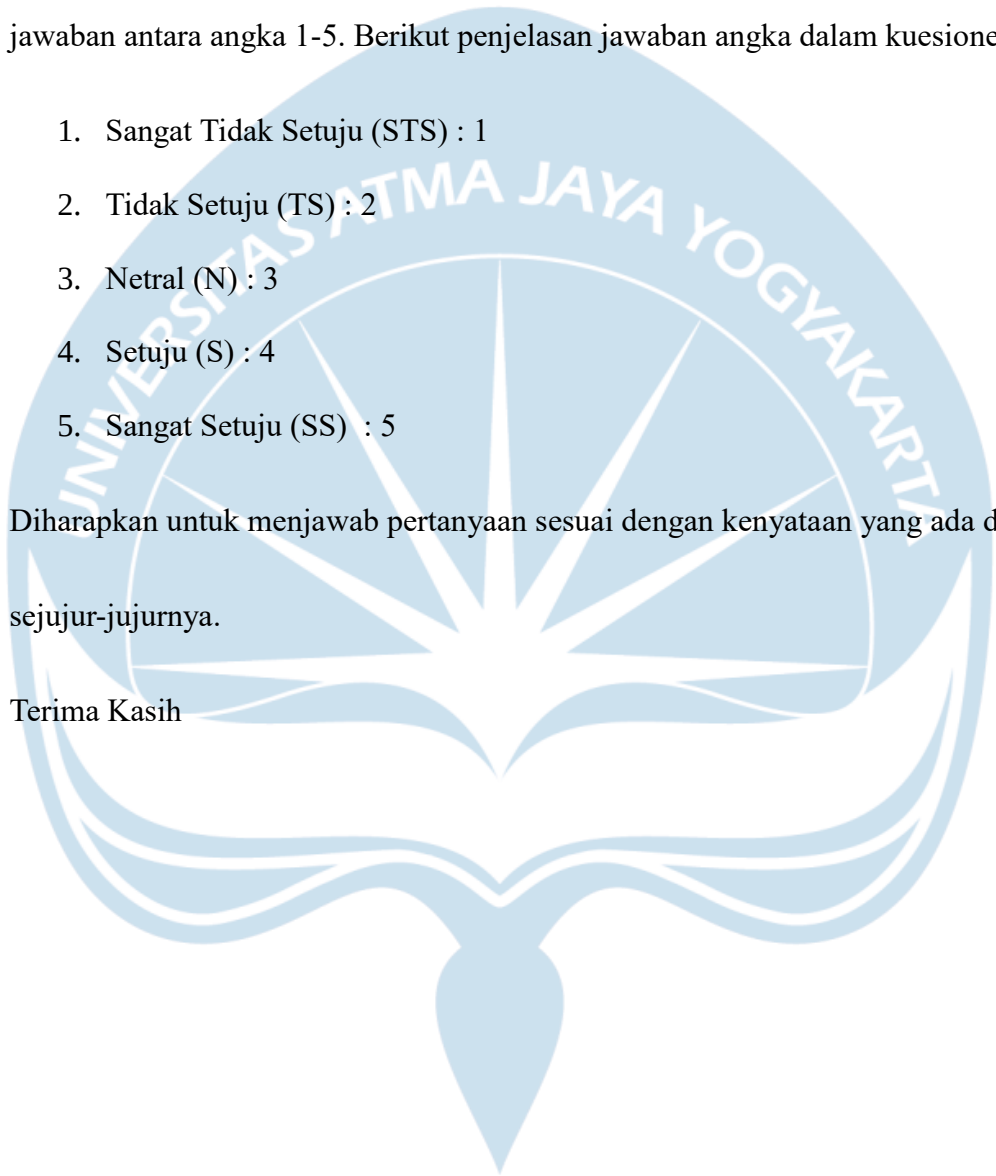
3. Netral (N) : 3

4. Setuju (S) : 4

5. Sangat Setuju (SS) : 5

Diharapkan untuk menjawab pertanyaan sesuai dengan kenyataan yang ada dan sejujur-jujurnya.

Terima Kasih



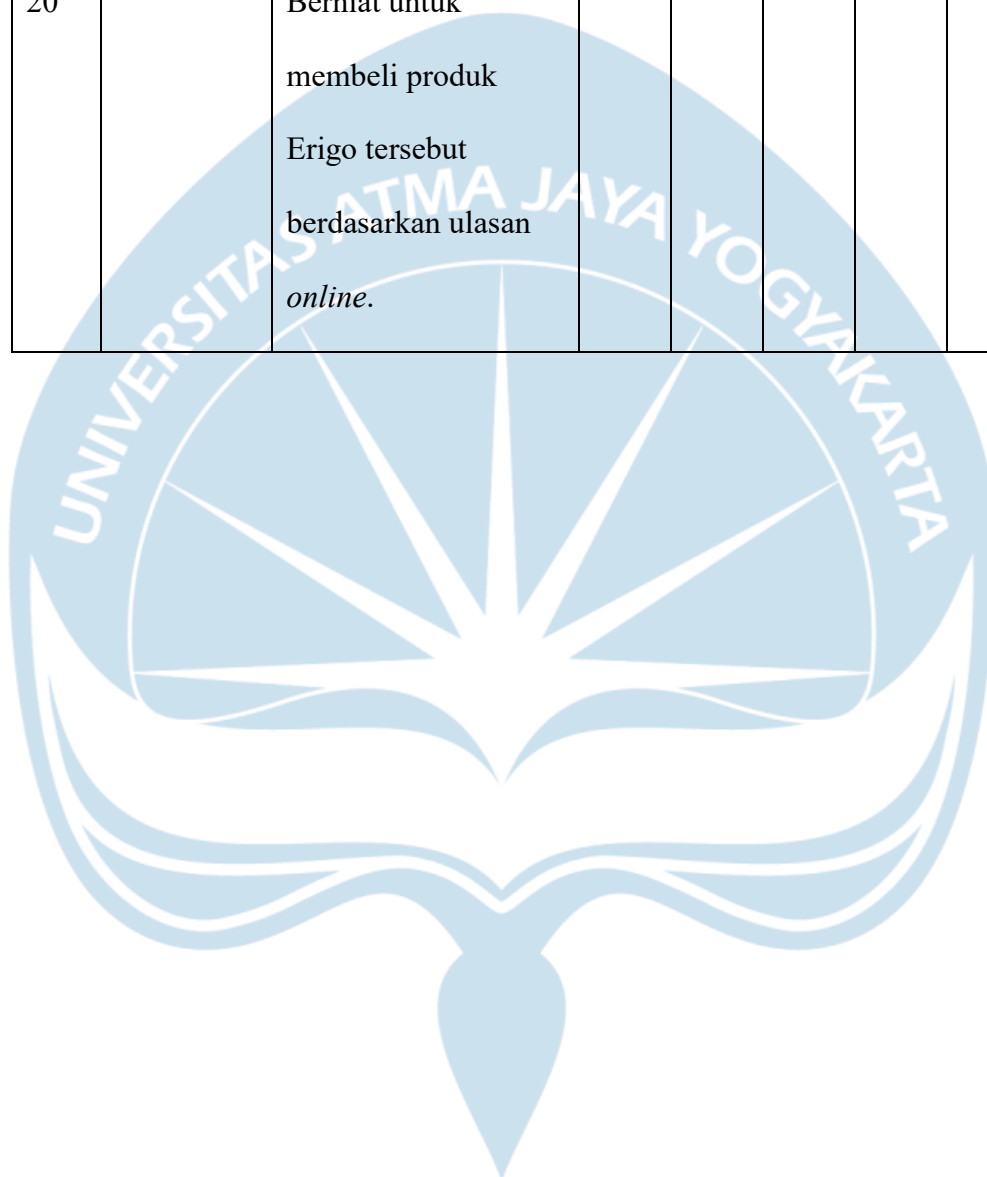
No	Variabel	Item Kuesioner	Penilaian				
			STS	TS	N	S	SS
1	Ulasan Konsumen Online	Ulasan konsumen <i>online</i> tentang Erigo bermanfaat bagi saya					
2		Saya sering membaca ulasan konsumen <i>online</i> Erigo					
3		Saya sering mencari ulasan konsumen mengenai Erigo di Internet					
4		Saya mengacu pada ulasan konsumen <i>online</i> kapan pun saya membutuhkan informasi tentang Erigo					
5		Saya dipengaruhi oleh ulasan konsumen <i>online</i>					

		ketika saya memilih produk Erigo					
6		Saya mengandalkan ulasan konsumen onli ketika saya membeli produk Erigo					
7		Ulasan konsumen <i>online</i> secara krusial mempengaruhi pilihan saya terhadap produk Erigo					
8		Iklan media sosial Erigo relevan bagi saya					
9	Iklan Media Sosial	Iklan media sosial Erigo penting bagi saya					
10		Iklan media sosial Erigo sangat berarti bagi saya					
11		Menurut saya Iklan media sosial Erigo					

		sesuai dengan minat saya					
12		Menurut saya Iklan media sosial Erigo cocok dengan preferensi saya					
13		Saya membeli produk Erigo secara <i>online</i> di bawah pengaruh seorang <i>influencer</i>					
14	Pengaruh <i>Influencer</i>	Saya akan terus membeli beberapa produk Erigo secara <i>online</i> dari pasar terlepas dari tindakan mengiklankan produk yang sama melalui <i>influencer</i> tertentu					
15		Saya akan membeli produk Erigo secara					

		online jika <i>influencer</i> yang saya sukai mulai mendukungnya					
16		<i>Influencer</i> membantu saya untuk mengingat merek Erigo.					
17		Setelah melihat ulasan tersebut, niat untuk membeli produk Erigo menjadi tinggi.					
18	Niat Beli	Bersedia membeli produk Erigo setelah mengulas merek tersebut.					
19		Di masa depan, akan mempertimbangkan produk Erigo yang dibahas dalam ulasan konsumen secara					

		<i>online</i> sebagai pilihan pertama					
20		Berniat untuk membeli produk Erigo tersebut berdasarkan ulasan <i>online</i> .					



Lampiran 2. Jawaban Pertanyaan

N O	Ulasan Konsumen Online							Iklan Media Sosial					Dukungan Influencer				Niat Beli			
	U K O 1	U K O 2	U K O 3	U K O 4	U K O 5	U K O 6	U K O 7	I M S 1	I M S 2	I M S 3	I M S 4	I M S 5	D I 1	D I 2	D I 3	D I 4	N B 1	N B 2	N B 3	N B 4
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Lampiran 3. Lampiran Hasil Pengolahan Data

Uji Validitas

		Correlations							
		UKO1	UKO2	UKO3	UKO4	UKO5	UKO6	UKO7	UKO_TOTAL
UKO1	Pearson Correlation	1	.154*	.528**	.480**	.464**	.382**	.473**	.690**
	Sig. (2-tailed)		.028	.000	.000	.000	.000	.000	.000
	N	204	204	204	204	204	204	204	204
UKO2	Pearson Correlation	.154*	1	.306**	.229**	.337**	.328**	.349**	.559**
	Sig. (2-tailed)	.028		.000	.001	.000	.000	.000	.000
	N	204	204	204	204	204	204	204	204
UKO3	Pearson Correlation	.528**	.306**	1	.380**	.433**	.391**	.515**	.731**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	204	204	204	204	204	204	204	204
UKO4	Pearson Correlation	.480**	.229**	.380**	1	.443**	.469**	.481**	.716**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000
	N	204	204	204	204	204	204	204	204
UKO5	Pearson Correlation	.464**	.337**	.433**	.443**	1	.467**	.480**	.742**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000

	N	204	204	204	204	204	204	204	204
UKO6	Pearson Correlation	.382**	.328**	.391**	.469**	.467**	1	.393**	.701**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	204	204	204	204	204	204	204	204
UKO7	Pearson Correlation	.473**	.349**	.515**	.481**	.480**	.393**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	204	204	204	204	204	204	204	204
UKO_TOTAL	Pearson Correlation	.690**	.559**	.731**	.716**	.742**	.701**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	204	204	204	204	204	204	204	204
*. Correlation is significant at the 0.05 level (2-tailed).									
**. Correlation is significant at the 0.01 level (2-tailed).									

		Correlations					
		IMS1	IMS2	IMS3	IMS4	IMS5	IMS_TOTAL
IMS1	Pearson Correlation	1	.531**	.502**	.566**	.573**	.804**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	204	204	204	204	204	204
IMS2	Pearson Correlation	.531**	1	.492**	.406**	.584**	.773**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	204	204	204	204	204	204

IMS3	Pearson Correlation	.502**	.492**	1	.483**	.467**	.761**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	204	204	204	204	204	204
IMS4	Pearson Correlation	.566**	.406**	.483**	1	.551**	.767**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	204	204	204	204	204	204
IMS5	Pearson Correlation	.573**	.584**	.467**	.551**	1	.806**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	204	204	204	204	204	204
IMS_TOTAL	Pearson Correlation	.804**	.773**	.761**	.767**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	204	204	204	204	204	204
**. Correlation is significant at the 0.01 level (2-tailed).							

Correlations						
		DI1	DI2	DI3	DI4	DI_TOTAL
DI1	Pearson Correlation	1	.535**	.535**	.531**	.843**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	204	204	204	204	204
DI2	Pearson Correlation	.535**	1	.411**	.355**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	204	204	204	204	204
DI3	Pearson Correlation	.535**	.411**	1	.405**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	204	204	204	204	204

Correlations						
		NB1	NB2	NB3	NB4	NB_TOTAL
NB1	Pearson Correlation	1	.436**	.495**	.454**	.789**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	204	204	204	204	204
NB2	Pearson Correlation	.436**	1	.370**	.334**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	204	204	204	204	204
NB3	Pearson Correlation	.495**	.370**	1	.415**	.766**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	204	204	204	204	204
NB4	Pearson Correlation	.454**	.334**	.415**	1	.739**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	204	204	204	204	204
NB_TOTAL	Pearson Correlation	.789**	.706**	.766**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	204	204	204	204	204
**. Correlation is significant at the 0.01 level (2-tailed).						

** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reliabilitas

Ulasan Konsumen *Online*

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	7

Iklan Media Sosial

Reliability Statistics	
Cronbach's Alpha	N of Items
.840	5

Dukungan *Influencer*

Reliability Statistics	
Cronbach's Alpha	N of Items
.774	4

Niat Beli

Reliability Statistics	
Cronbach's Alpha	N of Items
.741	4

Analisis Statistik Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
UKO1	204	2	5	4.27	.604
UKO2	204	1	5	4.39	.764
UKO3	204	1	5	4.17	.827
UKO4	204	1	5	4.20	.815
UKO5	204	1	5	4.26	.781
UKO6	204	1	5	4.20	.745
UKO7	204	1	5	4.36	.746
Valid N (listwise)	204				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
IMS1	204	1	5	4.27	.764
IMS2	204	1	5	4.19	.829
IMS3	204	1	5	4.07	.859
IMS4	204	1	5	4.25	.812
IMS5	204	1	5	4.25	.776
Valid N (listwise)	204				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
DI1	204	1	5	4.26	.840
DI2	204	1	5	4.11	.889
DI3	204	1	5	4.17	.809
DI4	204	1	5	4.34	.781
Valid N (listwise)	204				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
NB1	204	1	5	4.42	.700
NB2	204	1	5	4.39	.704
NB3	204	1	5	4.17	.750
NB4	204	1	5	4.29	.744
Valid N (listwise)	204				

Uji Regresi Linear Berganda

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.509	1.525
a. Predictors: (Constant), DI_TOTAL, UKO_TOTAL, IMS_TOTAL				
b. Dependent Variable: NB_TOTAL				

Coefficients ^a								
		Unstandardized		Standardized			Collinearity	
		Coefficients		Coefficients			Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.095	.891		5.717	.000		
	UKO_TOT	.131	.042	.223	3.145	.002	.484	2.068
	AL							
	IMS_TOTA	.223	.057	.324	3.923	.000	.354	2.822
	L							
	DI_TOTAL	.211	.071	.249	2.977	.003	.345	2.896

a. Dependent Variable: NB_TOTAL

Lampiran 4. Jurnal Utama

technology advancement and the sudden lockdown (Cruz-Cárdenas et al., 2021). Therefore, the author argues that by utilising the aspect of social media such as social media advertisement, online customer review and influencer endorsement, it can offer businesses with a new and effective way to engage with existing customers and reach new ones while permitting them to promote their desired business mission.

Fashion industry is one sector that is thought to be well adapted and natural for social media (Ahmad et al., 2020). Social media has transformed the way customers seek knowledge and make choices as global competitiveness rises because of expanded digitalization. It has given rise to new and innovative marketing tactics, as well as many opportunities for the fashion industry. The fashion industry is a multibillion-dollar multinational enterprise that focuses on designing, producing, and marketing clothing to consumers (Major and Steele, 2021). Social networking has become a trend-setter for society in today's modern age when people spend more time online. Consumers' main source of knowledge is now social media sites, which are now one of the most important marketing tools for fashion brands (Chu and Seock, 2020).

Due to the global pandemic that cause economy recession and people losing their jobs, fashion products may not be the first thing that would come to mind; thus, fashion industry has been impacted significantly (Brydges and Hanlon, 2020). In order to overcome these challenges, businesses should adopt social media marketing strategy to remain presence in the digital world and sustain their sales. In times of economic downturn, businesses must recognize this golden opportunity to maintain their loyal and potential customers, which can be accomplished by utilising the social media marketing (Giannakis-Bompolis and Boutsouki, 2014).

Research into the causal relationships between 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' and online purchase intention of fashion apparel during pandemic remains incomplete. Despite agreement that positive 'Online Customer Review', 'Social Media

Advertisement', and 'Influencer Endorsement' relate positively to consumer behaviour, the way in which these three variables affect online purchase intention during global crisis remains unexplored. So, does a good social media marketing directly enhance online purchase intention? If so, how are 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' causally related to online purchase intention of fashion apparel during pandemic? Previous study has look at this effect individually. Nevertheless, no empirical research to date investigates the direct effects of these three vital constructs simultaneously during global pandemic. This research context is vital and unique as the unplanned lockdown has forced businesses and consumer into online shopping, in which the significant of the constructs might differ pre-pandemic and post-pandemic.

Against this background, this research extends past studies by embedding understanding these constructs in a in a conceptual model that observes the direct effects of social media marketing which consists of 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' on online purchase intention of fashion apparel during pandemic. The results suggest new insights into the role of social media marketing specifically the 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' and the effects on key marketing outcome, with significant implications for marketing theory and practice. This study provides significant contribution by confirming the role of mentioned constructs during trial times. This research aims to address the knowledge gaps in marketing literature by presenting a rigorous quantification of the impact of utilising the marketing tools such as to online consumer review, social media advertisements, and influencer endorsement in influencing the online purchase intention of fashion apparel during world crisis.

This research is designed to address two main research questions: 1) what factors are influencing online purchase intention of fashion apparel during COVID-19; and 2) what is the relationship between online consumer review, social media advertisements, influencer endorsement and behavioural intentions towards fashion

technology advancement and the sudden lockdown (Cruz-Cárdenas et al., 2021). Therefore, the author argues that by utilising the aspect of social media such as social media advertisement, online customer review and influencer endorsement, it can offer businesses with a new and effective way to engage with existing customers and reach new ones while permitting them to promote their desired business mission.

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This research is designed to address two main research questions: 1) what factors are influencing online purchase intention of fashion apparel during COVID-19; and 2) what is the relationship between online consumer review, social media advertisements, influencer endorsement and behavioural intentions towards fashion

apparel during pandemic. By answering these research questions, this research contributes to the existing body of knowledge in two unique ways. First, it suggests a research model that predicts the online purchase intention during pandemic. Although previous studies have suggested various models in predicting online purchase intention, it was in the era of pre-pandemic, the effect of sentiment on the online purchase intention during global crisis remains unexplored. Thus, this research is supposed to offer a novel contribution in this area. Second, this study provides confirmation of the increase important role of online consumer review, social media advertisements, and influencer endorsement in influencing online purchase intention of non-necessity items during pandemic such as fashion apparel, it uncovers a new application of social media marketing constructs for fashion industry during global crisis.

2. Online Purchase Intention

Online shopping, online consumer behaviour, and online purchase intention have been widely studied over the last two decades. Electronic commerce has risen sharply across the world due to factors such as increased internet connectivity, the rise of online payment platforms, and the emergence and increasing entrenchment of social media in human social and professional interactions especially in the time of the COVID-19 crises (Pejić-Bach, 2021). The rise of social media is a particularly noteworthy factor because it has grown with e-commerce and is a direct factor in efforts to increase internet connectivity (Al Amin et al., 2020). The rapid rise of electronic commerce in general and online shopping in particular have caused an increased interest on the subject among researchers. While online purchase intention has similarities to purchase intention in general, there are some unique factors or factors that behave differently in the online environment (Bilal et al., 2021; Peña-García et al., 2020; Jordan et al., 2018; Sethi et al., 2018).

Some of the factors that have been widely researched in relation to online purchase intention are social media advertising (Erlangga, 2021; Park, et al., 2021; Wibowo et al., 2021; Chu et al., 2019), online consumer review (Ventre and Kolbe, 2020; Fong et al., 2018), and influencer or blogger endorsements (Buerano et al., 2021; Lin et al., 2021; Schouten

et al., 2020; Jiménez-Castillo and Sánchez-Fernández, 2019; Lim et al., 2017). The studies that examined the roles of these factors have found a positive and statistically significant relationship between these factors and social media. However, there have been significant changes in recent times that necessitate the present study.

The pandemic has significantly affected consumer behaviour (Eger et al., 2021; Mehta et al., 2020). For one, the pandemic has resulted in a significant shift to electronic commerce and online shopping at the expense of physical shopping. There are suggestions that the changes may be long term and not would not end with the decline of the pandemic (Eger et al., 2021). The pandemic has also highlighted the need for environmental sustainability to prevent future pandemics. This may have a negative impact on unsustainable industries such as the fast fashion industry (Severo et al., 2021). The pandemic has also caused the most significant economic recession in history with implications for non-essential products such as fashion apparel. When considerable changes occur, it is important to reassess whether factors act as they did in new conditions and settings such as the emergency lockdown and global pandemic.

3. Hypotheses

The conceptual model in Figure 1 draws on theories such as social exchange theory and social interaction theory to describe the direct effects of online consumer review, social media advertisement and influencer endorsement towards online purchase intention of fashion apparel during pandemic. Further discussion on the associated theories and the direct effects of each construct are discussed in turn via the sub-sections below.

3.1 Online Consumer Review

Online consumer reviews are defined as the peer-generated evaluations of a product or services in relation to its price, function and usage experience that can be express in the form of text, images, or videos (Zheng, 2021). Previous scholars have classified three review-related issues that are important including the valence of reviews which is related to the overall ratings of the attributes (Wu et al., 2013; Zhang et al., 2013); the volume of reviews which is linked to the large amount of

foster consumer sociability behaviour which allow them to like, comments and shares on their social media platforms such as Facebook and Instagram (Vaiciukynaite, Massara, and Gatautis, 2017). In line with the social interaction theory, this theory provides the fundamental explanations of the socialization characteristics of social media advertising (Ge et al., 2021). This social media advertisement is especially important as 65% percent of people use social media from their mobile devices (Digital in Global Overview, 2017). However, advertisement, which can influence customer behaviour in an interactive environment, is a major focus of social media marketing (Alalwan et al., 2020).

According to an investigation of the use and utility of social media ads, there is a strong association between social media advertising and advertising product purchasing intention (Kamboj et al., 2018). Prior studies such as Shareef et al. (2019) has conceptualised advertising value and consumer attitudes towards advertisement in which the authors reveal favourable influence of the source of adverts on credibility perception. Whilst Ge et al. (2021) examine the positive effect of social media advertisement in specific context of brief video advertisements on product sales.

On the other hand, Iqbal and Khan (2021) explore the positive impact of social media marketing activities on brand equity. However, the current study contributes to the field by shedding lights into the impact of social media advertisement on the key consumer outcome variable which is online purchase intention. So far, no research has explored the influence of social media advertisement on online purchase intention in the context of fashion apparel during pandemic. Thus, the second hypothesis of this study is proposed as follows:

H2: Social Media Advertisement has a positive and significant influences on online purchase intention of fashion apparel during pandemic.

3.3 Influencers Endorsement

Businesses all over the world are now utilizing social media influencer marketing as a valuable marketing tool to promote their brands. This approach is achievable by the widespread acceptance and popularity of social media platforms such as Instagram,

Facebook, and YouTube, which enabled not only the celebrities and opinion leaders to endorse a brand but also for ordinary individual to become social media influencers (Khamis et al., 2017). Influencer marketing can be further enhanced to become incredible lucrative alternative to conventional advertisements and traditional social media advertising as the internet becomes more like a common place for global audiences. As an example, politicians make use of celebrities in setting up their political agendas, whilst marketers employ celebrities to promote their products and services; hence, endorsement has always been a powerful marketing tool for swaying public opinion (Awobamise and Jarrar, 2018).

The theory has always been that when these celebrities and selected influencers are seen as role models, the public are more likely to trust them and persuaded to support their recommendations. In turn, endorsements assist in the process of development and maintenance of a positive image for a brand, in many cases, it is considered cost-effective and reliable (Awobamise and Jarrar, 2018). For instance, influencers are viewed as the recent forefront of social trends who design innovative ideas, concepts or contents that could attract the interest of social media users.

Studies conducted by Zeren and Kapukaya (2021) has reported the effect of influencer endorsement on Instagram by conducting a content analysis of the posts shared by the influencers. Hermanda et al. (2019) has investigate the social media influencers influenced on brand image, self-concept, and the purchase intention, however, the research was done in the perspective of cosmetic products only and they found significant negative effect of social media influencer on purchase intention.

Nevertheless, the research on the usefulness of influencer endorsement on online purchase intention are still inadequate (Dwidienawati et al., 2020). Although the notion of somebody 'influential' may perhaps be compelling, there is not enough evidence indicating that influencers endorsement significant influencing the online purchase intention of fashion apparel especially during emergency lockdown and global pandemic. Therefore, the current study aims to confirm and provide

empirical data to support the correlation between influencer endorsement and online purchase intention. Based on these arguments, the third hypothesis of this study is suggested as follows:

H3: Influencer's endorsement has a positive and significant influences on online purchase intention of fashion apparel during pandemic.

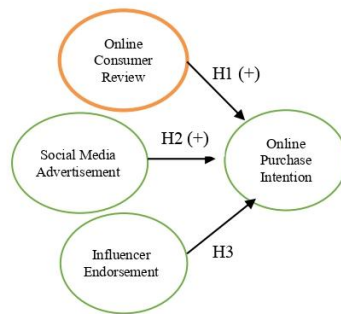


Figure 1. Conceptual Model

4. Method

4.1 Data collection and measures

In order to examine the associations between these variables, the current study used quantitative methods through a self-administered questionnaire (i.e., web-based survey), in which the scale items were derived from existing literature.

A total of 163 completed questionnaires were received from diverse respondents comprise gender (35% male and 65% female), age (8% below 18; 84% within 18-24; 7% within 25-44), nationality (3% African; 1% Arab; 26% Bangladeshi; 1% British; 6% Indian; 12% Indonesian; .6% Korean; 44% Malaysian; 1% Maldivian; 1% Nepalese; 4% Pakistani; .6% Tanzanian), education (20% high school and below; 74% Bachelor; 4% Master and above), employment (89% students; 10% non-students), income (80% less than RM2000; 20% more than RM2000) (see Table 1). It is useful to collect information about a sample's socio-demographic profile because this helps to generate an understanding of the characteristics of the sample (Pallant, 2010).

Table 1. Sample Profile (n=163)

Descriptions (n=163)	Frequency	Percentage (%)
Gender		
Male	57	35
Female	106	65
Age		
18 and below	14	8.6
18-24 years old	137	84
25-44 years old	12	7.4
Nationality		
African	5	3.1
Arab	2	1.2
Bangladeshi	43	26.4
British	2	1.2
Indian	9	5.5
Indonesian	19	11.7
Korean	1	.6
Malaysian	71	43.6
Maldivian	2	1.2
Nepalese	2	1.2
Pakistani	6	3.7
Tanzania	1	.6
Highest Education		
Less than high school	2	1.2
High School	32	19.6
Bachelor's Degree	121	74.2
Master's Degree	5	3.1
Doctorate Degree	3	1.8
Employment		
Unemployed	1	.6
Student	146	89.6
Self-employed	6	3.7
Part-time employed	7	4.3
Full-time employed	3	1.8
Income		
Below RM1000	79	48.5
RM1000 – RM2000	51	31.3
RM2000 – RM3000	16	9.8
RM3000 – RM4000	6	3.7
Above RM4000	11	6.7

In this research, we devise the measurement items in relative to the constructs in the conceptual model. All constructs are adopted and conceptualized from established literature. Participants were brief to answer all the question items in the context of fashion apparel during pandemic. First, we adopted seven items to assess the construct of online consumer review with reference to Park and Lee (2009). Second, we utilize five items to exhibit social media advertisement from Park and Lee (2009). Next, we recognize four items to evaluate construct of influencer endorsement from present research (Wang, Kao, and Ngamsiriudom, 2017). Finally, we adopted four items to determine the construct of online purchase intention in accordance with scholar such as Alalwan (2018). All constructs and items appear in Table 3.

4.2 Measurement evaluation, reliability, and validity

In this study, the authors perform exploratory factor analysis (EFA) to guarantee the factor structure using maximum likelihood analysis and promax rotation to refine the measurement items for all constructs. All the reflective latent factors were included in the EFA. A factor is maintained as a construct if its eigenvalue is greater than 1.0 (Hair et al., 2010).

The results converged in four iterations. The four-factor model explained 65.673% of the variance, which met the criteria, as results above 60% are ideal. The next step was to determine the appropriateness of data (adequacy) by examining the Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and the communalities results. The results of the KMO and Bartlett's Test were ideal and acceptable (0.848) with a significant p-value (see Table 2). The KMO result is above the required cut-off level in accordance to suggestion by Hair et al. (2010). These results indicate the suitability of the factor analysis technique for all the items in the present study. The communalities extraction loadings were also above 0.50 (ranging from 0.514 to 0.831).

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.848
Barlett's Test of Sphericity	Approx. Chi-square	2313.101
	df	190
	Sig.	.000

We also use EFA to assess construct validity specifically the convergent validity and discriminant validity. As indicated in Table 3, all the factor loadings of the measurement items are significantly greater than 0.50, which is above the threshold needed for convergent validity, thus validate the convergent validity of the four constructs in the conceptual model (Anderson and Gerbing, 1988; Bagozzi et al., 1991).

In addition, the average variance extracted (AVE) for each variable vary between 0.61 to 0.94, surpassing the acceptable level (Hair et al., 2010). In addition, all constructs accomplish discriminant validity, as the variance extracted by the factors is greater than the squared correlation between them and there are no major cross-loadings or strong correlations between constructs (Fornell and Larcker, 1981). The findings indicate that variables of a similar nature load together on the same factor.

The Cronbach's alpha (α) value of a construct is employed to evaluate construct reliability. As indicated in Table 3, the alpha values are larger than 0.70 as suggested by Hair et al. (2010), indicating excellent consistency in the responses. The Cronbach's alpha of each construct is ranged between 0.8 to 0.9. The closer the coefficient is to 1.0, the greater is the internal consistency of the construct in the scale. Therefore, the reliability of each variable is established. Table 3 displays the constructs, items, and the results of EFA including factor loading, Cronbach's alpha (α), composite reliability (CR) and average variance explained (AVE).

Table 3. Construct, measurement items, reliability, and validity estimates

Construct	Item	Description	Factor loading	Corrected item-total correlation	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Online consumer review (OCR)	OCR 1	Online consumer reviews are beneficial to me	.693	.679	.894	0.914	0.604
	OCR 2	I read online consumer reviews frequently	.738	.698			
	OCR 3	I often search consumer reviews on the Internet	.757	.695			
	OCR 4	I refer to online consumer reviews whenever I need information on companies or goods	.805	.699			
	OCR 5	I am influenced by online consumer reviews when I choose a product	.819	.771			
	OCR 6	I rely on online consumer reviews when I purchase products	.679	.653			
	OCR 7	Online consumer reviews crucially affect my choice of product	.730	.711			
Social media advertisement (SMA)	SMA 1	Social media advertising is relevant to me	.717	.684	.919	.919	.695
	SMA 2	Social media advertising is important to me	.895	.796			
	SMA 3	Social media advertising means a lot to me	.897	.839			
	SMA 4	I think social media advertising fits to my interests	.801	.802			
	SMA 5	I think social media advertising fits with my preferences	.853	.839			
Influencer endorsement (IE)	IE 1	I bought a product online under the influence of an influencer	.533	.682	.834	.848	.585
	IE 2	I would continue buying some product online from the market irrespective of the act of advertisement the	.411	.511			

		same product through any specific influencer					
	IE 3	I will buy a product online if the influencer I like started endorsing it	.883	.757			
	IE 4	Influencers help me to remember a brand	.959	.713			
Online Purchase Intention (OPI)	OPI 1	I will buy high street clothing via online platform	.872	.843	.932	.925	.755
	OPI 2	I am likely to buy high street clothing via online platform	.913	.860			
	OPI 3	I have the desire to buy high street clothing via online platform	.836	.816			
	OPI 4	I plan to purchase high street clothing via online platform	.897	.843			

Tests were also conducted to examine the common method bias. Common method bias can be avoided or reduced in several ways, for example by ensuring appropriate levels of discriminant validity and taking measure to avoid issues such as socially desirable responses (Straub et al., 1995; Podsakoff et al., 2003; Williams et al., 2003). To lessen the common method bias, firstly, data were gathered from diverse participants' backgrounds and regions. Next, the appropriate levels of discriminant validity were examined in EFA. The questionnaire was also carefully designed in a manner that minimised the risk of socially desirable responses, for example, by reassuring respondents that there were no right or wrong answers, ensuring anonymity and confidentiality, and stating that the completion of the questionnaire was voluntary. Questions were solely based on the participants' own experiences and the researcher avoided any hypothetical questions. In addition, to deal with the issue of common method bias, the research employed procedures suggested by Podsakoff et al. (2012) and Mackenzie and Podsakoff (2012) such as proximal separation of independent and dependent variables and ensuring that the questions were worded concisely and that they were specific and straightforward. Statistical methods were also used to reduce common method bias. The commonly used technique is Harman's single factor test technique (Podsakoff, et al. 2012). This test was conducted in SPSS to statistically determine whether common method bias exists, as suggested by Podsakoff et al. (2012). As a result, 25% of the variance was reported in the extraction sums of squared loadings, concluding that although there was considerable variance explained by a single factor, it was not a major cause of common method bias. Variance loaded on one factor was satisfactory with a result of less than 50% (Podsakoff et al., 2012).

4.3 Hypotheses Testing

As shown in Table 4, the findings from this study indicates that online customer review ($r = .27$) have a positive and significant correlation with online purchase intention of fashion apparel during pandemic. Similarly, social media advertisement' ($r = .35$) have a positive and significant correlation with online purchase intention of fashion apparel during pandemic. Whereas influencer endorsement ($r = .47$) has the highest positive and significant correlation with online purchase intention of fashion apparel during pandemic as compared to online customer review and social media advertisement.

Table 4. Correlations between constructs

		Online Consumer Reviews	Social Media Advertisement	Influencer Endorsement	Online Purchase Intention
Online Consumer Reviews	Pearson Correlation	1	.278**	.114	.250**
	Sig. (2-tailed)		.000	.148	.001
Social Media Advertisement	Pearson Correlation	.278**	1	.460**	.347**
	Sig. (2-tailed)	.000		.000	.000
Influencer Endorsement	Pearson Correlation	.114	.460**	1	.474**
	Sig. (2-tailed)	.148	.000		.000
Online Purchase Intention	Pearson Correlation	.250**	.347**	.474**	1
	Sig. (2-tailed)	.001	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed)

Table 5 summarise the findings of the path coefficients analysis. Firstly, the researcher examined the hypotheses relating to the relationships between online consumer review and online purchase intention (Hypotheses 1). As hypothesised in H1, online consumer review is significantly and positively related to online purchase intention ($\beta = .172$; $p < .01$). Surprisingly, rather than as hypothesised in H2, social media advertisement does not relate with online purchase intention ($\beta = -.115$; $p = .146$). Therefore, Hypothesis 1 is accepted, while Hypothesis 2 is rejected. On the other hand, as hypothesised in H3, influencer endorsement is strongly significantly and positively related to online purchase intention ($\beta = .401$; $p < .001$). Hence, Hypothesis 3 is accepted.

5.0 Discussion and implication

The results from this research suggest that 'Online Consumer Review', 'Social Media Advertisement', and 'Influencer Endorsement' have a positive and significant correlation with online purchase intention of fashion apparel during pandemic ($r = .25$; $r = .35$; $r = .48$, respectively). However, based on the path coefficient (direct effects) analysis, the findings reveal that there is a positive and significant relationship between online consumer review and online purchase intention, as well as influencer endorsement and online purchase intention. Nevertheless, the influence of social media advertisement on online purchase intention could not be verify in this study.

Firstly, the positive and significant relationship between online consumer review

Table 5 Path Coefficients (Direct effects)

Hypotheses	Path Description	Standardized Coefficient (β)	Critical Ratio (T-value)	Results
H1	Online Consumer Review → Online Purchase Intention	.172	2.439**	Supported
H2	Social Media Advertisement → Online Purchase Intention	.115	1.462 (ns)	Rejected
H3	Influencer Endorsement → Online Purchase Intention	.401	5.270***	Supported

R-squared values of endogenous variables (statistical power): Dependent Variable (Online Purchase Intention): .273. *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$, ns=not significant

and online purchase intention of fashion apparel during pandemic is found due to the vital role of online consumer review as the highly influential communication tools in 21st century. Subsequently, online consumer reviews should be managed in an correct way and should be integrated in communication marketing strategy of all businesses. As a result, the current research confirmed the link between online customer reviews and online purchase intention during pandemic as suggested by researcher's findings prior to pandemic (e.g., Chen et al., 2011). Marketers and managers are given empirical help to determine how they may first influence favourable online customer reviews and then effectively utilize them to meet their sales objectives. The findings are useful owing to consumers' purchasing power and the spread of mobile electronic computer devices as major marketing and information consumption devices. Marketing team should assess the online consumer reviews frequently to acquire a clearer understanding of the consumer needs that the customers have, however, they should further utilise the online consumer review to favour their business profitability by monitoring and ensure that the reviews are genuine and address negative reviews to avoid the negative fire to escalate. This is because online customer reviews are accessible to anybody who visits the website, and any visitor can see the reviews of other consumers for a certain products or services. Alalwan (2018) indicated that due to shifting customer preferences, many firms have been obliged to embrace the practice of offering an outlet for consumer evaluation after the purchase. Businesses should therefore alter their settings to guarantee that only genuine individuals who have completed and confirmed their purchases are able to share their experiences and reviews (Chu et al., 2013).

Secondly, the findings reveal that influencer endorsement have a significant and positive impact on the online purchase intention of fashion apparel during pandemic. The study revealed that customers often buy online products under the influence of an influencer. As the internet is becoming more widely used, influencer marketing may not only survive but also thrive as a viable alternative to traditional commercials. The current study reported that among the three constructs, influencer

endorsement has the highest standardised coefficient ($\beta=.401$), which signify the relevant of this variable in influencing online purchase intention of non-necessity items such as fashion apparel during the emergency lockdown and global pandemic. These findings are concurrent with authors suggestion such as Dwidienawati et al. (2020), as well as Awobamise and Jarrar (2018) who noted that influencer endorsement is a significant marketing strategy for changing public opinion especially the online consumers as the endorsement aid in the maintenance and upkeep of a favourable image for a brand. It is also apparent from the current findings that consumer still buy non-essential items such as fashion apparel despite the economic downturn and recession cause by the global crisis in which individuals lose their jobs, half-cut salary, downsizing their spending in the midst of the uncertain pandemic. Businesses should therefore further employ this marketing tool specially to target the younger population who are highly prone to be social media centric as they would have favourable behaviour towards the brand that their role model is endorsing (Khamis et al., 2017). Awobamise and Jarrar (2018) noted that even though social media influencers have an impact on customer purchasing decisions, their inventiveness and ability to communicate brand messaging is also a key factor. Therefore, the company's selection of the influencer is crucial as they should possess role-model attributes that congruence with the company's brand image.

Finally, the most surprising findings indicate that social media advertisement have non-significant influence on the online purchase intention of fashion apparel during pandemic. The current study indicates that social media advertising is insignificant and irrelevant influencing the consumer intention to purchase. Despite the positive influence of this construct on consumer behaviour suggested by past studies (e.g., Kamboj et al., 2018; Shareef et al., 2019; Ge et al., 2021), the current study could not confirm the positive effect influence of social media advertisement. Perhaps it might be applicable in the pre-pandemic era or in different research context and settings. Nevertheless, marketers should explore other marketing strategy that could further influence consumer behaviour which is useful for the company's profitability and

growth such as the role of affiliate marketing, lifestyle marketing or search engine marketing (Suryanarayana et al., 2021; Dwivedi et al., 2017; Devi, 2016; Sathish and Rajamohan, 2012; Dou et al., 2010; Nyagadza, 2020; Angeloni and Rossi, 2021).

5.1 Conclusion and limitation

This study acknowledges several limitations. First and foremost, the proposed conceptual model stems from extant research without the assistance of the qualitative exploration. By adopting in-depth interviews or focus group with online consumers and managers may perhaps offer further insights that existing literature did not capture (Song et al., 2008). Next, the current study concentrates solely on the social media marketing facets such as online customer review, social media advertisement and influencer endorsement as independent variables in social media marketing-outcome relationship. The propensity of other constructs not mentioned in the model could significantly affect online purchase intention of fashion apparel during pandemic. The results might also vary during post-pandemic which may possibly lead to contradicting findings. Future scholars should therefore continue to take into consideration these crucial matters.

It is vital for businesses to examining their marketing strategy related to online consumer reviews, social media advertisement and influencer endorsements on how it can influence online purchase intention which then allow marketers to plan their recovery strategy from the effects of the pandemic on fashion industry more effectively. Over the last decade, high street fashion shops have been closing due to a loss of consumer interest (Hubbard, 2017). The pandemic has accelerated this trend with many shops closing during the pandemic (Brydges et al., 2020). For the fashion apparel to survive in this economy downturn, marketers need to understand current consumer preferences and adapt to these demands through effective marketing strategy. Hence, by examining the effects of these social media marketing approaches on online purchase intention, the findings from this study will serve as an important contributor to the body of knowledge and managerial implications.

In particular, this study will provide avenue for the fashion industry to re-adjust their marketing strategy towards online approaches in order to continue to survive and prosper. It will also help businesses to understand how the online marketplace has been transformed by the prevailing Covid-19 pandemic. Other businesses can also benefit in this regard by encouraging online consumer reviews and adopting influencer endorsement as demonstrate by the findings of this study on the substantial impact towards the likelihood of purchasing the product.

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