

The influence of Product Quality, Discounts, and Online Customer Reviews on Purchasing Decisions for Jiniso Brand Fashion Products

Sintya Fitrialin Putri^{1*}, Subagyo²

^{1,2}University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kediri City, East Java, 64112, Indonesia

Sintyafirtialinputri29@gmail.com ^{1*}, subagyo@unpkediri.ac.id ²

* Corresponding author

Article Information

Submission Date	December 31 st 2024
Revision Date	February 8 th 2025
Accepted Date	March 5 th 2025

Abstract

Research objectives: The focus of this study is on the Jiniso fashion brand, specifically looking at how factors like product quality, discounts, and online consumer reviews on the purchasing decisions related to Jiniso fashion brand products, either partially or simultaneously.

Design / Method / Approach: This research employs a quantitative methodology utilizing causal techniques. The study's population comprises students from the Faculty of Economics and Business at University Nusantara PGRI Kediri, with a sample consisting of 40 respondents. A non-probability sampling method was applied, specifically a purposeful sampling approach targeting students who had previously purchased products from the Jiniso fashion brand. Data were gathered through an online survey, and the analysis was conducted using multiple linear regression techniques facilitated by IBM SPSS Statistics 27 software.

Research findings: Out of the three independent variables studied, online customer reviews (X3) had the most influence on consumers' decisions to buy products from the Jiniso fashion brand, according to the research. The other two variables were discount (X2) and price (X1). On the other hand, there is no evidence that product quality (X1), an independent variable, influences these purchases.

Theoretical contribution / Originality: The results of this research could provide a useful reference for future research examining how product quality, promotional discounts, and online customer reviews influence purchasing decisions for Jiniso brand fashion items.

Practitioner Implications/ Policy : This research offers general overview in creating of marketing strategies while also clarifying consumer needs and expectations that drive repeat purchases.

Research limitations: This research is limitation is on the influence of product quality, discounts, and online customer reviews on the purchasing decisions related to Jiniso Brand fashion products among students. The participants in this research were exclusively drawn from the Faculty of Economics and Business at Nusantara University PGRI Kediri.

Keywords: Product quality, discounts, online customer reviews, purchasing decisions

1.Introduction

The rapid evolution of the internet has profoundly changed how people, especially the younger generation, meet their needs and aspirations. The significance of appearance has grown, with clothing choices now reflecting personality and social status [1]. More individuals are becoming increasingly aware of modern fashion and trends in their quest for attractiveness, a trend that has been amplified by social media platforms like Instagram and TikTok, which showcase a variety of fashion styles [2]. This shift has led to a heightened demand for stylish and high-quality clothing. The fashion industry is currently facing intense competition from both local and international brands. One prominent local brand is Jiniso, which focuses on jeans and casual wear. Jiniso effectively leverages social media for marketing and offers quality products at competitive prices [3].

Ensuring product quality is essential for maintaining business continuity, necessitating that entrepreneurs engage in creative and innovative thinking regarding their offerings to capture consumer interest. Additionally, it is crucial for companies to analyze consumer behavior through direct engagement, fostering confidence in their products and influencing purchasing decisions [4]. In order to choose the best option, consumers must first establish their needs, gather relevant information, and then evaluate available alternatives [5]. This focus on sustainability drives managers to enhance product quality, offer discounts, and leverage online customer reviews, ultimately providing consumers with appealing service and encouraging them to purchase products available in the store.

One of main factors consumers often prioritize when making purchasing decisions is product quality. The decision-making process is a change in purchasing behavior based on the formation of the attitude of a prospective consumer to a consumer because of the existence of certain information on a product that will be purchased by the consumer [6]. High-quality products are associated with greater satisfaction, as they fulfill consumer expectations and desires [7]. The assessment of product quality encompasses various factors, including performance, durability, functionality, and aesthetics, which collectively enhance a product's perceived value [8]. A positive consumer experience, driven by quality, not only influences the initial purchase decision but also encourages repeat purchases and recommendations [9]. Ultimately, a product's ability to satisfy customer needs is a critical determinant of its market success and the cultivation of customer loyalty in purchasing the products [10]. High product quality creates a sense of satisfaction, trust, and a perception of value in consumers, which ultimately encourages them to make a purchase.

In addition to product quality, Purchasing decisions are influenced not only by product quality but also by the presence of discounts. Companies must also pay attention to the price factor, because the size of the price greatly affects the competitiveness of a company and can influence consumers to buy its products [11]. These discounts serve as a potent marketing tactic to capture consumer attention, ultimately aimed at boosting sales and maintaining a steady cash flow for the company [12]. By creating a perception of greater value, discounts motivate consumers to make purchases, including those that were not initially planned [13]. Such strategies are particularly effective in encouraging price-sensitive consumers to engage in more economical shopping, leading to an increase in purchase volume within a brief period. Discounts can be directly applied to product prices and often work in conjunction with other promotional efforts, thereby enhancing a company's ability to

attract a larger customer base [14]. Discounts affect price perceptions and provide additional incentives for consumers to buy, even when purchases are not planned in advance.

Online customer reviews play a crucial role in shaping the purchasing decisions of prospective buyers in the digital marketplace. These reviews are deemed reliable as they stem from the firsthand experiences of consumers who have utilized the products [8]. Online customer reviews are a feature provided in e-commerce where buyers can provide real assessments and comments regarding the products they have purchased after making a transaction [15]. Given that individual preferences and requirements vary, such reviews provide valuable insights for others seeking comparable information [16]. They assist potential buyers in making informed choices and fostering trust in products. While the convenience of online shopping contributes to its growing popularity, consumers still seek comprehensive information to mitigate perceived risks. Furthermore, positive shopping experiences can enhance product visibility, as satisfied customers often share their endorsements through social media or reviews [17]. Online customer reviews play the role of a source of information that helps consumers evaluate products based on the real experiences of other users, thereby reducing uncertainty and strengthening purchase intent.

Numerous studies into purchasing decisions have yielded diverse findings among researchers. A study by [18] Research on the factors influencing the purchase decisions of Sensi Mask Duckbill masks on Shopee, including product quality, online user reviews, and convenience, found no significant impact on product quality. In contrast, another study by [16] a different study indicated that product quality did influence buying decisions on Tokopedia when controlling for price and online user reviews. Consumers' ultimate purchase decisions are influenced by online customer evaluations and discounts, according to prior research. For example, one study found that discounts and reviews had a significantly larger impact on shoppers' final decisions than free shipping or cash on delivery or other discounts measured on Shopee [19].

Previous research examining the variables of product quality, discounts, and online consumer behavior has yielded varied results, with limited focus on the student demographic. Students exhibit distinct consumer traits, characterized by significant purchasing power and a keen interest in contemporary fashion trends, particularly in apparel. The rise of social media and e-commerce has led to increased engagement among students on platforms like Instagram, TikTok, and various online marketplaces for product insights. Survey findings indicate that the Jiniso fashion brand enjoys considerable popularity among students, particularly those from the Faculty of Economics and Business at UNP Kediri, serving both academic and leisure needs. According to the official Jiniso Indonesia website, the brand emphasizes quality in its jeans and casual wear while continuously innovating to align with consumer preferences [3].

According to what has been said, the researcher is keen on study is determined with the “influence of product quality, discounts, and online customer reviews on purchasing decisions for jiniso brand fashion products”.

1.1. Problem Statement

In the highly competitive fashion industry, businesses encounter multiple elements that affect consumer buying behavior. Key considerations include evaluating the impact of product quality, promotional discounts, and online customer feedback. Nevertheless, the precise degree to which each of these elements sways consumer choices remains unclear. Considering these aspects is essential when making a purchase, particularly in an environment characterized by intense rivalry with established brands.

1.2. Research Objective

This research aims to investigate the elements that affect consumer purchasing decisions. It specifically analyzes the impact of product quality, discounts, and online customer reviews, both individually and collectively, on the purchasing choices related to Jiniso fashion brand products. The findings of this study are anticipated to offer valuable insights for consumers in making informed decisions regarding their purchases of Jiniso fashion brand items.

2. Method

A quantitative methodology based on a causal framework is utilized in this investigation. Students of the Faculty of Economics and Business, Universitas Nusantara PGRI Kediri are the target of the research population, based on the observation of the fashion brand Jiniso which is very popular with students, especially students of the Faculty of Economics and Business UNP Kediri, both in terms of college needs and for hobbies. Students have consumer characteristics with high purchasing power and follow the latest trends, especially in terms of fashion. Based on Roscoe's idea, we calculated the sample size [20]. It implies that in order to do multivariate studies such as multiple regression or correlation, at least ten times the number of variables being analyzed is necessary. Multiplying product quality, discount, online customer reviews, and purchasing decisions yields a $10 \times 4 = 40$ samples. Sample collection technique using sampling purposeve where the respondent criteria are students of the on Economics and Business faculty members who have bought Jiniso Brand clothing in the past. After making sure the survey is valid and reliable, we will administer it online to gather data. Using IBM SPSS Statistics 27, we will conduct multiple linear regression analyses on the collected data.

Validity and Reliability Test Results

a. Validity Test

This research presents an analysis of the outcomes related to various research variables derived from a cohort of respondents. The validity assessment involves item numbers specifically created to evaluate the appropriateness of the findings. The computed r value is subsequently compared to the r table to determine the instrument's validity. An instrument is deemed valid if the calculated correlation coefficient (r Calculate) surpasses the r table value [21].

Table 1 Validity test results

Variable	Statement	r count	r table	Information
	X1.1	0,925	0,361	Valid
	X1.2	0,876	0,361	Valid
	X1.3	0,877	0,361	Valid

Product Quality (X1)	X1.4	0,856	0,361	Valid
	X1.5	0,870	0,361	Valid
	X1.6	0,849	0,361	Valid
	X1.7	0,887	0,361	Valid
	X1.8	0,842	0,361	Valid
	X1.9	0,759	0,361	Valid
Discount (X2)	X2.1	0,860	0,361	Valid
	X2.2	0,856	0,361	Valid
	X2.3	0,841	0,361	Valid
	X2.4	0,811	0,361	Valid
	X2.5	0,770	0,361	Valid
	X2.6	0,825	0,361	Valid
	X2.7	0,754	0,361	Valid
	X2.8	0,756	0,361	Valid
	X2.9	0,876	0,361	Valid
Online Customer Review (X3)	X3.1	0,699	0,361	Valid
	X3.2	0,647	0,361	Valid
	X3.3	0,890	0,361	Valid
	X3.4	0,710	0,361	Valid
	X3.5	0,778	0,361	Valid
	X3.6	0,643	0,361	Valid
	X3.7	0,761	0,361	Valid
	X3.8	0,832	0,361	Valid
	X3.9	0,759	0,361	Valid
Purchasing Decisions (Y)	Y1	0,868	0,361	Valid
	Y2	0,788	0,361	Valid
	Y3	0,763	0,361	Valid
	Y4	0,743	0,361	Valid
	Y5	0,713	0,361	Valid
	Y6	0,589	0,361	Valid
	Y7	0,881	0,361	Valid
	Y8	0,850	0,361	Valid

Source: SPSS 27 Data Processed by researchers

The data presented in the table of data prior demonstrate that all evaluated statement components meet the established validity criteria, as their computed r values exceed the corresponding r table values. they be inferred that each statement components in the instrument valid for its designated indicator. Consequently, it can be inferred that each statement component within the instrument valid for its respective indicator.

b. Reliability Test

Based on the statement [21], reliability test assesses the degree to which repeated measurements on the same subject yield consistent results. According to the criteria associated with Cronbach's alpha, a value below 0.7% indicates the questionnaire lacks reliability, whereas a value exceeding 0.7% signifies that questionnaire deemed reliable.

Table 2 Reliability Data

Variable	Crobach Alpha	Coefficient Cronbach Alpha	Information
Product Quality	0,955	0,70	<i>Reliable</i>
Discount	0,937	0,70	<i>Reliable</i>
Online Customer Review	0,902	0,70	<i>Reliable</i>
Purchasing Decisions	0,907	0,70	<i>Reliable</i>

Source: SPSS 27 Data Processed by researchers

The data presented in the table of data prior demonstrate that all evaluated statement components meet the established the Cronbach alpha coefficient exceeds value of 0.70. The findings from the reliability test indicate that every individual statement item assessed has surpassed this threshold, confirming that all variables are deemed reliable. Consequently, it can be inferred that all components within the questionnaire are trustworthy.

3. Results and Discussion

3.1 Response Description

The respondents in this study are students of the Faculty of Economics and Business, Universitas Nusantara PGRI Kediri. In this study, the number of samples has been determined as many as 40 respondents. The sampling technique uses purposive sampling. The determination of respondent characteristics was researched based on students of the Faculty of Economics and Business, University of Nusantara PGRI Kediri who had purchased Jiniso fashion brand products at least once. Based on a data questionnaire from 40 respondents who purchased fashion brand products, the list of statements in the respondents' condition was obtained about gender, generation, and study program. The classification carried out on respondents in this study aims to find out clearly the description of the respondents as the object of research.

3.2 Classical Assumptions Testing

a. Normality

They purpose in normality test determine if there exists a correlation among the nuisance errors or residuals in a linear regression model, specifically assessing whether these errors follow a normal distribution [21].

Table 3. Normality Test Results of One-Sample Kolmogorov-Smirnov Test

<i>Unstandardized Residual</i>	
<i>Asymp. Sig. (2-tailed)</i>	.200c.d

Source: SPSS 27 Data Processing Results

The The findings presented in the table above indicate they data can be classified as normally distributed significance value exceeds 0.05. They Asymp Sig (2-tailed)

value of 0.200 serves as evidence for this assertion, as it exceeds the critical threshold of 0.05, thus fulfilling the criteria for normal distribution.

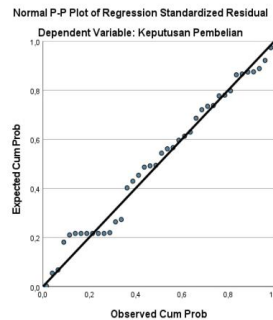


Figure 1. P-P Plot Normality Test Results

Source: SPSS 27 Data Processing Results

The P-P Plot normality test depicted in figure 1 illustrates that the data distribution aligns closely with the diagonal line, suggesting a normal distribution of the data. Consequently, it can be inferred that all variables examined in this study exhibit normal distribution characteristics.

b. Multicollinearity Test

One way to tell if your regression model's independent variables are correlated is to run a multicollinearity test. The independence variables in a good regression model shouldn't be correlated with one another. A model is considered to be devoid of multicollinearity when the VIF less than 10, and tolerance value more than 0.10 [21].

Table 4. Multicollinearity Test Results

Variable	Tolerance Value	VIF Value	Information
Product Quality (X1)	0,537	1,861	Multicollinearity Free
Discount (X2)	0,423	2,367	Multicollinearity Free
Online Customer Review (X3)	0,505	1,979	Multicollinearity Free

Source: SPSS 27 Data Processing Results

Based on table 4. obtained tolerance value > 0.1 , namely product quality (X1) = $0.537 > 0.1$, discount (X2) = $0.423 > 0.1$, and online customer review (X3) = $0.505 > 0.1$ and VIF value < 10.00 , namely product quality (X1) = $1.861 < 10.00$, discount (X2) = $2.367 < 10.00$, and online customer review (X3) = $1.979 < 10.00$. This means that there is no symptom of multicollinearity because all variables tested obtained VIF values < 10.00 (values below 10.00.).

c. Heteroscedasticity Test

They objective heteroscedasticity test evaluate whether a regression model demonstrates fluctuations in the variance of residuals among various observations. A robust regression model is defined by the lack of heteroscedasticity. This study can evaluate the presence of heteroscedasticity through two methods the graphical scatterplot, as illustrated below :

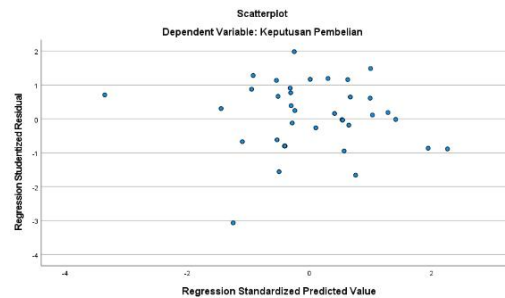


Figure 2. Heteroscedasticity Test Results

Source: SPSS 27 Data Processing Results

There is no clear pattern in the scatterplot, according to the study of the Heteroscedasticity Test (see figure 2). Consistent with a normal distribution, data points are evenly distributed above and below the zero line, this finding results in the absence of any signs of heteroscedasticity in the used dataset.

3.3 Multiple Linear Regression Analysis

There influence one or two independent variables on the dependent variable was examined using multiple linear regression analysis [21]. One way to compute multiple linear regression is by following these steps: The equation $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

Tabel 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1.961	5.1019
Product Quality	-.215	.175
Discount	.558	.155
Online Customer Review	.543	.143

Source: SPSS 27 Data Processing Results

From the calculation above, the regression equation obtained is as follows:

$$Y = 1,961 + (-215 (X_1)) + 0,558 (X_2) + (-0,543 (X_3)) + e$$

Means:

- 1) Constant value = 1,961

The constant value is 1.961 which means that if there is a change in the product quality variable (X_1), discount (X_2), online customer review (X_3) it is assumed that it has no effect at all = (0) then the variable for purchasing decisions for Jiniso Brand fashion products is 1.961.

- 2) Coefficient $X_1 = -0.215$

This has meaning that product quality has a negative value on purchasing choices. So if there is a one-unit increase in product quality, purchases will decrease by 0.215.

- 3) Coefficient $X_2 = 0.558$

This means that discounts have a positive value on purchasing decisions, so if there is an increase of one unit in discount, purchases will increase by 0.558.

4) Coefficient $X_3 = 0.543$

They means online customer reviews has positive value on purchasing decisions, so if there is an increase of one unit from online customer reviews, then purchases will increase by 0.543.

3.4 Determination Coefficient Analysis

The determination test (R^2) assesses the extent to which a model can account for the variance in dependent variable. They coefficient determination ranges from 0 to 1, where lower R^2 indicates a limited capacity independent variable to elucidate the dependent variable's behavior [21].

Table 6. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.689	.663	2,37464

a. Predictors: (Constant), Online Customer Review, Discount, Product Quality
Source: SPSS 27 Data Processing Results

In light data shown in the table, we can deduce that product quality, discount, online customer review account for 66,3% of the variance in purchase decisions (with other variables accounting for the remaining 33,7%). They Adjusted R Square value is 0,663.

3.5 Hypothesis Testing

a. Test Partial (T-test)

Hypothesis testing serves to evaluate the proposed hypothesis. It is considered influential and significant when the computed t value exceeds critical t value from the table and the significance level is below 0.05 [21]. The subsequent section presents the findings derived from the hypothesis in this research:

Table 7. T-Test Results

Model	T	Sig.
(Constant)	.391	.698
Product Quality	-1.229	.227
Discount	3.591	.001
Online Customer Review	3.704	.001

Source: SPSS 27 Data Processing Results

1) First Hypothesis Testing (H_1)

In this study, variable X_1 partially does not have a significant effect on the purchase decision variable (Y), as shown in table 7, where the results show that the product quality variable sig. $0.227 > 0.05$. Consequently, H_0 is approved and H_1 is rejected.

2) Second Hypothesis Testing (H_2)

Table 7 shows that the discount variable's results have a significant value (0.001), which is less than the significance level (0.05). Therefore, we can reject H0 and accept H2, indicating that variable X2 partially influences the purchasing decision variable (Y) in this study.

3) Third Hypothesis Testing (H3)

A significant value of 0.001, which is less than 0.05, is shown by the online customer review variable in the results of table 7. Therefore, we can reject H0 and accept H3. This implies that variable X3 partially influences the purchasing choice variable (Y) in this study.

b. Simultaneous Test (F-test)

The F test assesses the collective impact of independent variables on the dependent variable. It is conducted at a significance level of 5% (0.05). The results of the test are presented below [21].

Tabel 8. F-test Results

Model	F	Sig.
Regression	115.130	.000b
Residual		
Total		

Source: SPSS 27 Data Processing Results

At the 0.05 (0.000) level of significance, the results are less than what is shown in table 8, accept the alternative hypothesis (Ha) and reject they hypothesis (H0). Therefore, can conclude that in this study, the variables Y, which stands for the purchase decisions, is affected by three independent which stand for product quality, discount, and online customer reviews.

Discussion

The Influence of Product Quality Variable on Purchasing Decisions

The findings of the hypothesis testing that was mentioned previously support the conclusion that product quality (X1) has a slightly irrelevant impact toward purchasing decisions (Y), given that the significant value of X1 is bigger than 0.05. Based on the results of this investigation, we can reject Ha and accept H0. The results of this study are in line with the research conducted by [18] which states that product quality does not have a significant influence on the purchase decision partially. These findings show that product quality is not the main factor in consumers' purchasing decisions. On the other hand, other factors such as bid discount and online customer review more influential. This may be due to the large number of options in the market that make consumers prefer products based on factors such as more attractive prices or recommendations. Jiniso needed to adjust its marketing strategy by focusing on increasing promotions, leveraging positive reviews, and creating an engaging shopping experience. Although product quality has not been a significant factor, Jiniso must still maintain and improve product quality to build customer loyalty and competitiveness.

The Influence of Discount Variable on Purchasing Decisions

Since the significant value of the variable discount (X2) is less than 0.05, After reviewing the findings of the hypothesis testing, it is clear that the study's hypothesis (H0)

was rejected and the acceptable hypothesis (H_a) is supported. It appears that there partial and statistically significant relationship between the discount variable (X_2) and purchasing decisions (Y). They research is in line with the research conducted by [22] which states discount have a partially significant influence on purchase decisions. Factors that encourage this include discounts that attract the attention of consumers and provide a direct incentive to buy products fashion Brand Jiniso at a more affordable price. Moreover discount can also improve value perception (value perception) products, where consumers feel they are getting quality products at more affordable prices. Based on these findings, fashion Brand Jiniso can strengthen its marketing strategy by offering discounts or special promotions more often to attract consumer interest. This can increase sales volume in the short term and help introduce products to new consumers, while also building loyalty among existing customers.

The Influence of Online Customer Review Variable on Purchasing Decisions

they results of the hypothesis test that has been discussed earlier, We reject the hypothesis (H_0) and accept the alternative hypothesis (H_a) it is clear online customer review (X_3) partially has a significant influence on the purchase decision has a significant value greater than 0.05. The results of this study are in line with the research conducted by [16] which states online customer review partially significant influence on purchase decisions. These findings show that consumers pay attention to other buyers' reviews before buying, as online reviews provide transparent and trustworthy information about they quality of the product. Positive reviews increase consumer's confidence, while negative reviews can be a warning. Consumers consider other people's experiences as a reference for evaluating products, so online reviews are important for their perception of the brand.Brand fashion Jiniso needs to showcase positive consumer experiences and encourage satisfied people to share experiences to increase trust and marketing.

The Influence of Product Quality, Discount, and Online Customer Review Variables on Purchasing Decisions

According on the results of the hypothesis test that has been discussed earlier, it shows that the fourth hypothesis H_0 was rejected and H_a was accepted. This is because they substantial relationship between the independent variables of product quality (X_1), discount (X_2), and online customer review (X_3) and purchasing decision (Y) less than 0.05. Can be concluded three independent variables simultaneously have a significant influence purchase decision (Y), this shows that these three variables play an important role in encourage consumers purchasing decisions. Consumers tend to consider various aspects simultaneously, such as the perceived benefits of product quality, lower price attractiveness through discounts, and trust gained from online customer reviews on other consumers. However, partially product quality (X_1) does not have a significant influence, this can happen because product quality is often considered a factor that has met the minimum standards by consumers, so they are more influenced by other, more striking factors, such as discounts that provide immediate financial benefits and easily accessible online reviews as additional sources of information.

4. Conclusion

They research seeks to analyze the impact of Jiniso brand and how factors like product quality, discounts, and online consumer reviews final decisions to buy. Among the three independent variables tested, product quality (X1) was found to have no bearing on consumers' decisions to buy fashion items from the Jiniso brand. X2 sales and X3 customer reviews on the web, however, do. This study theoretically enhances the comprehension of consumer behavior by demonstrating that discounts significantly capture consumer attention and drive purchasing decisions, particularly among price-sensitive segments. Furthermore, Prospective purchasers can rely on internet customer evaluations as an authoritative source of information, thereby fostering trust in the products available. These insights underscore the critical role of promotion-oriented marketing strategies and the management of customer reviews in bolstering brand competitiveness within the marketplace.

The findings of this research present avenues for future exploration in related fields, particularly concerning product quality, pricing strategies, and online consumer feedback. It is hoped that further research can give rise to factors that expand the variable, to increase the level of accuracy. By detailing and expanding the variables of future research, it can make an important contribution to understanding consumer behavior, thus supporting the development of the fashion industry, especially in jeans and casual clothing products. This study's results provide new directions for research in related areas, particularly concerning product quality, pricing strategies, and online consumer feedback. Future research is expected to uncover new challenges and expand the range of variables to improve accuracy. Exploring additional factors like geographic location and lifestyle could be advantageous, as these aspects likely influence consumer purchasing behavior. By elaborating on and diversifying these variables, future studies can greatly enhance our understanding of consumer behavior, ultimately assisting the fashion industry especially in the areas of jeans and casual wear in developing more effective marketing strategies.

References

- [1] Bhinneka. Gaya Berpakaian Sebagai Bentuk Ekspresi dan Identitas Diri 2023. <https://www.bhinneka.com/blog/gaya-berpakaian-sebagai-bentuk-ekspresi-diri/> (accessed November 8, 2024).
- [2] Sutriyanto E. Ada Kontribusi Kuat Anak Muda di Balik Kisah Sukses Jiniso 2021. <https://www.tribunnews.com/bisnis/2021/02/03/ada-kontribusi-kuat-anak-muda-di-balik-kisah-sukses-jiniso> (accessed November 8, 2024).
- [3] Jiniso. jiniso id 2024. <https://jiniso.id/> (accessed November 8, 2024).
- [4] Hayati FN, Subagyo S, Hakimah EH. Strategi Pengembangan Industri Kecil Lovyna Konveksi Kediri. *Semin Nas Manajemen, Ekon Dan Akuntansi Fak Ekon Dan Bisnis* 2021;6:749–56.
- [5] Kotler P, Keller kevin lane. *Management & Marketing*. vol. 58. 6th ed. Pearson

-
- education; 2016.
- [6] Putri AR, Leksono PY. Strategi Personal Selling, Review Customer Dan Sales Promotion Terhadap Keputusan Pembelian 2024;3:844–54.
 - [7] Rahmawati AY. Pengaruh Kualitas Produk, Harga dan Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian Produk Pada Tiktok Live Shopping (Studi pada Generasi Z di Wilayah Madiun). Simba Semin Inov Manaj Bisnis Dan Akunt 5 2020:1–23.
 - [8] Kemalasari P, Suzy Widyasari. Pengaruh Kualitas Produk, Persepsi Harga, Social Media Marketing, Online Customer Review Terhadap Keputusan Pembelian. Kaji Bisnis Sekol Tinggi Ilmu Ekon Widya Wiwaha 2024;32:133–45. <https://doi.org/10.32477/jkb.v32i2.944>.
 - [9] Hendy H, Robin R, Aranggoh H. Analisis Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Kesetiaan Pelanggan pada Merek Erigo di Medan. Akad J Mhs Humanis 2024;4:1191–203. <https://doi.org/10.37481/jmh.v4i3.1065>.
 - [10] Nurlaili. Pengaruh Kualitas produk, Kualitas Pelayanan dan Promosi terhadap keputusan Pembelian Konsumen Pada Tokopedia. Manag Stud Entrep J 2023;4:2455–60.
 - [11] Pratiwi AB, Wihara DS, Djoko E. Analisis Penggunaan Media Sosial, Potongan Harga, Dan Pelayanan Prima Terhadap Keputusan Pembelian Toko RCK. Semin Nas Manajemen, Ekon Dan Akunt 2022 2022;7:469–73.
 - [12] Artamevia S, Setyariningsih E, Utami B. Pengaruh Price Discount Dan Electronic Word of Mouth Terhadap Keputusan Pembelian Pada E-Commerce (Studi Kasus Pada Konsumen Shopee Di Wilayah Mojokerto). J Cakrawala Ilm 2022;1:2887–900. <https://doi.org/10.53625/jcijurnalcakrawalailmiah.v1i11.2876>.
 - [13] Nahera F, Evelina TY. Pengaruh Online Consumer Review dan Kepercayaan Konsumen terhadap Keputusan Pembelian Konsumen Marketplace Shopee di Kota Malang. J Apl Bisnis 2023;9:14–9.
 - [14] Azam MC, Sukandani HY. Pengaruh Kualitas Produk , Price discount dan Promosi Terhadap Keputusan Pembelian Produk Handphone Oppo di Terminal Phone Plaza Marina Surabaya This study aims to see the effect of product quality , price discounts and promotions on purc. J Sustain Bus Res 2020;1:506–15.
 - [15] Dewi Arnanda W, Yudho Leksono P. Analisis Program Flashsale, Cashback Promotion, Dan Online Customer Review Terhadap Keputusan Pembelian E-Commere Shopee 2050;3:2024.
 - [16] Faradita PA, Widjajanti K. Pengaruh Online Customer Review, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Tokopedia. Solusi 2023;21:130. <https://doi.org/10.26623/slsi.v21i2.6333>.
 - [17] Fauziah Y, Sumantyo FDS, Ali H. Pengaruh Online Consumer Review, Kualitas

-
- Produk dan Persepsi Harga terhadap Keputusan Pembelian. *J Komun Dan Ilmu Sos* 2023;1:48–64. <https://doi.org/10.38035/jkis.v1i1.118>.
- [18] Zed EZ, Ratnaningsih YR, Ningsih MS. Pengaruh Kualitas Produk, Online Customer Review dan Kenyamanan terhadap Keputusan Pembelian Masker Sensi Mask Duckbill di Shopee. *J Pendidik Tambusai* 2023;7:5334–48.
- [19] Damayanti AA, Damayanti D. Pengaruh Diskon, Gratis Ongkos Kirim, Cash on Delivery dan Online Customer Review Terhadap Keputusan Pembelian Online Shopee. *J Trends Econ Account Res* 2024;4:660–9. <https://doi.org/10.47065/jtear.v4i3.1132>.
- [20] Sugiyono. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: alfabeta; 2023.
- [21] Ghozali I. *Aplikasi analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponogoro; 2018.
- [22] Dewi JS, Fariza M. Pengaruh Kualitas Produk Fashion Dan Diskon Terhadap Keputusan Pembelian Merek Nevada Di Matahari Grage Mall Cirebon. *J Witana* 2023;1:38–44.