ANALYSIS OF BRAND IMAGE ON CONSUMER DECISIONS TO BUY FASHION PRODUCT ONLINE IN E-COMMERCE OF GENERATION Z AT BANDAR LAMPUNG CITY

ANALISIS PENGARUH *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION ONLINE DI E-COMMERCE PADA KALANGAN GENERASI Z DI KOTA BANDAR LAMPUNG

Aprilia Tri Asifa [1*], Hendri Rudiawan [2], Jhon Nasyaroeka [3]

[11] Management Study Program, Prasetiya Mandiri Maritime Institute, Email: apriliaasifa88@gmail.com
[2] Lecturers of Management Study Program, Prasetiya Mandiri Maritime Institute, Email :
hendri.rudiawan@gmail.com
[3] Lecturers of Management Study Program, Prasetiya Mandiri Maritime Institute, Email :
jhonnasyaroeka@gmail.com

*email Koresponden: apriliaasifa88@gmail.com

Abstract

This study aims to determine whether there is an influence between product image, user image, brand ambassador, promotion, price and product quality on consumer decisions to buy fashion product online in e-commerce of generation z at Bandar Lampung city. This study uses quantitative methods with multiple linear regression analysis. The number of samples in this study was 500. The method of collecting data is by distributing questionnaires using google forms as a medium. The results of the t test show that the product image variable has significant effect on purchasing decisions for buy fashion product with a tcount value greater than ttable (4,163 > 1,965), the user image variable has significant negative effect on purchasing decisions for buy fashion product with a tcount value greater than ttable (4,356 > 1,965), the brand ambassador variable has significant negative effect on purchasing decisions for buy fashion product with a tcount value greater than ttable (3,664 > 1,965), the promotion variable has significant effect on purchasing decisions for buy fashion product with a tcount value greater than ttable (5,255 > 1,965), the price variable has significant effect on purchasing decisions for buy fashion product with a tcount value greater than ttable (8,966 > 1,965), and product quality variables have a significant effect on purchasing decisions for buy fashion product products with a tcount value greater than ttable (11,077 > 1,965). Product image, user image, brand ambassador, promotion, price and product quality variables simultaneously affect the purchasing decisions for buy fashion product online in e-commerce of generation z at Bandar Lampung city.

Keywords : Brand Image, Decision to Buy, Generation Z, Product Fashion

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalis pengaruh citra poduk, citra pengguna, *brand ambassador,* promosi, harga dan kualitas terhadap keputusan pembelian Fashion Online di E-Commerce pada Kalangan Generasi Z di Bandar Lampung. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi linier berganda. Jumlah sampel dalam penelitian ini sebanyak

500. Metode pengumpulan data dengan menyebarkan kuisioner dengan menggunakan *google form* sebagai media. Hasil uji t menunjukkan variabel citra produk berpengaruh signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (4,163 > 1,965), variabel citra pengguna berpengaruh negatif signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (4,356 > 1,965), variabel *brand ambassador* berpengaruh negatif signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (3,664 > 1,965), variabel promosi berpengaruh signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (5,255 > 1,965), variabel harga berpengaruh negatif signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (8,966 > 1,965), variabel kulitas berpengaruh signifikan terhadap keputusan pembelian produk fashion online dengan nilai thitung lebih besar dari ttabel (11,077 > 1,965). Variabel citra produk, citra pengguna, brand ambassador, promosi, harga dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian produk online di e-commerce pada kalangan generasi z di Kota Bandar Lampung.

Kata Kunci : Brand Image, Generasi Z, Keputusan Pembelian, Produk Fashion Online

1. INTRODUCTION

We can see the progress of the industry with the increasingly rapid development of the business world, marked by the emergence of the goods and services industry. The decision to buy a product is greatly influenced by the assessment of the quality of the product. Brands have distinctive characteristics, and these distinctive characteristics are what distinguish one product from another, even though they are similar. *Brand Image* plays an important role in building consumer trust, thereby gaining consumers who are loyal to a brand.

In marketing research, *brand image* is often a very important variable to analyze because of its great influence on consumer perception and purchasing decisions. To measure and analyze *brand image*, researchers usually use proxies or indicators that can represent the main components of *the brand image* . This proxy serves as a more concrete and measurable measuring tool in describing how the brand image is perceived by consumers. Here are some proxies that are commonly used in research to measure *brand image,* including company image, user image, and product image.

In addition to *Brand Image* , a trend or phenomenon that occurs can also influence consumer purchasing decisions, namely *Brand Ambassador* . *Brand ambassadors* are currently widely found in promoting products or services. Promotion is also one of the determining factors for the success of a marketing program. With promotions, consumers can be interested in finding out about or buying the products offered. Promotion is also an activity carried out by companies to attract customers' attention.

Price is one of the main factors for consumers in considering their purchasing decisions. Quality products made through a process will have a number of features that can increase consumer satisfaction with the use of the product. Because every consumer will generally maximize utility in consuming a product, it is clear that high-quality products at competitive price levels will be chosen by consumers. This will increase sales from the sale of these products which also means increasing market share so that it will ultimately increase the income of the company or organization itself.

One form of technological development in the business sector is the emergence of e-commerce. E-commerce is a way of selling and buying goods and services through electronic networks or called electronic commerce (Rehatalanit, 2021). In addition to the variety of goods marketed at that time— including food, apparel, accessories, and household appliances—there was also Indonesian net commerce, which was the first trading service provider in the country (Arifkha, 2023). The e-commerce industry in Indonesia has room to grow. This is based on the knowledge that Indonesia, the fourth most populous country in the world with a fairly large internet user base, is a global leader in e-commerce (Hermawan, 2017).

One of the generations that actively uses e-commerce is Generation Z (Santoso & Triwijayati, 2018). The generation born between 1997 and 2009 is known as Generation Z (Kotler et al., 2022). Fashion is one of the items that Generation Z usually buys online, accounting for 54% of all purchases (Nurdian, 2020). Generation Z's fast-paced and fashion-forward lifestyle is greatly helped by e-commerce. For Generation Z, fast fashion offers a convenient way to follow the latest clothing styles (Kadek & Diantari, 2021).

The description above is interesting for researchers, so it is necessary to conduct research on the Analysis of the Influence of *Brand Image* on Online Fashion Product Purchase Decisions in E-Commerce among Generation Z in Bandar Lampung.

2. RESEARCH METHOD

The object of this study is fashion products purchased by generation z on e-commerce. The subjects of this study were buyers of fashion products who reside in Bandar Lampung. The research was conducted on February until with Month April 2025.

This study uses primary data collected through a questionnaire. The questionnaire was designed using a Likert scale of 1-5 to measure respondents' perceptions of independent variables including Product Image, User Image, *Brand Ambassador,* Promotion, Price and Quality and dependent variables including Purchase Decisions . The main tool used in this study is a Questionnaire that includes the main indicators of each variable and statistical software such as SPSS for quantitative data analysis.

Data analysis in this study used multiple linear regression, which is an approach method for modeling the relationship between several independent variables and one dependent variable. The data analysis techniques used include instrument feasibility tests including validity and reliability tests, normality tests, and model feasibility tests including simultaneous tests, partial tests and determination coefficient tests.

3. RESULTS AND DISCUSSION

3.1 Research Results
Validity Test

Validity testing is used to measure whether a questionnaire is valid or not. In this case, question items are used that can be directed precisely to reveal the measured variables. The following are the results of the validity test :

Table 1. Validity Test Results

Variables	Item	Corrected Item-total correlation	Condition	Information
Product Image (X1)	X1	0.820	>0.087	Valid
	X2	0.815	> 0.087	Valid
	X3	0.838	>0.087	Valid
	X4	0.838	>0.087	Valid
	X5	0.859	>0.087	Valid
User Image (X2)	X1	0.832	>0.087	Valid
	X2	0.879	>0.087	Valid
	X3	0.750	>0.087	Valid
	X4	0.814	>0.087	Valid
	X5	0.857	>0.087	Valid

Brand	X1	0.888	>0.087	Valid
Ambassador	X2	0.918	>0.087	Valid
(X3)	X3	0.907	>0.087	Valid
	X4	0.886	>0.087	Valid
	X5	0.873	>0.087	Valid
Promotion (X4)	X1	0.849	>0.087	Valid
	X2	0.867	>0.087	Valid
	X3	0.912	>0.087	Valid
	X4	0.866	>0.087	Valid
	X5	0.828	>0.087	Valid
Price (X5)	X1	0.780	>0.087	Valid
	X2	0.911	>0.087	Valid
	X3	0.855	>0.087	Valid
	X4	0.864	>0.087	Valid
	X5	0.824	>0.087	Valid
Quality (X6)	X1	0.842	>0.087	Valid
	X2	0.909	>0.087	Valid
	X3	0.881	>0.087	Valid
	X4	0.822	>0.087	Valid
	X5	0.822	>0.087	Valid
Purchase	X1	0.883	>0.087	Valid
Decision (Y)	X2	0.882	>0.087	Valid
	X3	0.909	>0.087	Valid
	X4	0.943	>0.087	Valid
	X5	0.915	>0.087	Valid

Based on the validity test results table above, it is known that all statement items used in this study to measure the variables of product image, user image, *brand ambassador* , promotion, price, and quality towards purchasing decisions are valid, which is indicated by the value of each statement item based on the *corrected item-total correlation column* has a positive correlation coefficient value and is greater than 0.087.

Reliability Test

The reliability of the questionnaire in this study is using the *Cronbach Alpha coefficient formula* , by comparing the Alpha value with its standard. The reliability of a variable construct is said to be good if it has a *Cronbach's Alpha value* of 0.60. The following are the results of the reliability test :

Table 2. Reliability Test Results

Variables	***Cronbach's Alpha***	**Information**
X1	0.890	Reliable
X2	0.883	Reliable
X3	0.937	Reliable
X4	0.915	Reliable
X5	0.901	Reliable
X6	0.908	Reliable
Y	0.944	Reliable

So it can be concluded that the variables above are reliable because all variables have a Cronbach's Alpha value greater than 0.60 so that they are suitable for use as a measuring tool for the questionnaire instrument in this study.

Normality Test

Data normality is a basic requirement that must be met in parametric analysis. The normality of data is important because normally distributed data can represent a population. The data normality test can be seen from the following histogram graph or PP Plot graph:
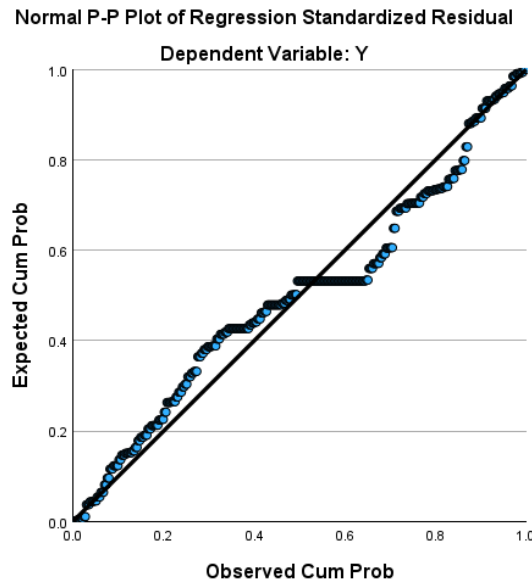

Figure 1. Histogram Graph of Normality Test Results

Based on the image above, it can be seen that the normal probability plot of regression standardized graph shows a normal graph pattern. This can be seen from the points that are spread around the diagonal line and their distribution follows the diagonal line, so it can be concluded that the regression model is feasible to use because it meets the assumption of normality.

Partial Test

Partial tests are also known as individual significance tests, where this test shows how far the independent variable partially influences the dependent variable.

Table 3. Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.976	0.418		2,336	0.020
	X1	0.165	0.040	0.154	4,163	<0.001
	X2	- 0.169	0.039	- 0.163	- 4,356	<0.001
	X3	- 0.127	0.035	- 0.133	- 3,664	<0.001
	X4	0.200	0.038	0.193	5,255	<0.001
	X5	0.436	0.049	0.417	8,966	<0.001
	X6	0.450	0.041	0.455	11,077	<0.001

Based on the table by observing the rows, columns t and sig, it can be explained as follows:
1. The Influence of Product Image Variables on Purchasing Decisions (H1)

Product Image variable (X1) influences purchasing decisions. This can be seen from the calculated t value of 4.163. This means that the calculated t value is greater than the t table (4.163 > 1.965), so H1 is accepted, which means that there is an influence of product image (X1) on purchasing decisions (Y).

2. The Influence of User Image Variables on Purchasing Decisions (H2)
   In table 3 the t-value for X2 is negative, but because the t-value is absolute, it can only be compared on its absolute value. The User Image variable (X2) has a significant effect on purchasing decisions. This can be seen from the t-value of 4.356. This means that the t-value is greater than the t-table (4.356 > 1.965) , so H2 is accepted, which means that there is an influence of user image (X2) on purchasing decisions (Y). A negative value on the coefficient of the user image variable indicates a relationship that tends to be inverse, meaning that when the user image increases, the purchasing decision will decrease.

3. *Brand Ambassador* Variables on Purchasing Decisions (H3)
   In table 3 the t-value for X3 is negative, but because the t-value is absolute, it can only be compared on its absolute value. *The Brand Ambassador* variable (X3) has an effect on purchasing decisions. This can be seen from the t-value of 3.664. This means that the t-value is greater than the t-table (3.664 > 1.965) , so H3 is accepted, which means that there is an influence *of brand ambassadors* (X3) on purchasing decisions (Y). A negative value on the coefficient of *the brand ambassador variable* indicates a relationship that tends to be inverse, meaning that when *brand ambassadors* increase, purchasing decisions will decrease.

4. The Influence of Promotion Variables on Purchasing Decisions (H4)
   Promotion variable (X4) influences purchasing decisions. This can be seen from the t-value of 5.255. This means that the t-value is greater than the t-table (5.255 > 1.965), so H4 is accepted, which means that there is an influence of promotion (X4) on purchasing decisions (Y).

5. The Influence of Price Variables on Purchasing Decisions (H5)
   Price variable (X5) influences purchasing decisions. This can be seen from the calculated t value of 8.966. This means that the calculated t value is greater than the t table (8.966 > 1.965), so H5 is accepted, which means that there is an influence of price (X5) on purchasing decisions (Y).

6. The Influence of Quality Variables on Purchasing Decisions (H6)
   Quality variable (X6) influences purchasing decisions. This can be seen from the t-value of 11.077. This means that the t-value is greater than the t-table (11.077 > 1.965) , so H6 is accepted, which means that there is an influence of quality (X6) on purchasing decisions (Y).

Simultaneous Test

In simultaneous testing, the influence of the six independent variables will be tested simultaneously on the dependent variable. The statistical test used in simultaneous testing is the F Test or commonly called *Analysis of Variance* (ANOVA).

This test is done by comparing the significance of the F count value > F table, then the formulated model is correct. If the F count value > F table, then it can be interpreted that the regression model is correct, meaning the joint influence, by looking at the F table value with an error rate of 5%. The F test that was carried out can be seen in the table below:

Table 4. Simultaneous Test Results (F Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7925,482	6	1320,914	471,483	<0.001 [b]
	Residual	1381,196	493	2,802		
	Total	9306,678	499			

Based on the test results in the table above, it can be seen that the calculated F value is 471.483 with the Ftable value of 2.117 so that the calculated F value> Ftable or 471.483> 2.117 and the significance level is 0.001 <0.05, then the hypothesis is accepted, so it can be concluded that the variables product image (X1), user image (X2), *Brand Ambassador* (X3), Promotion (X4), Price (X5) and Product quality (X6) simultaneously have a significant effect on purchasing decisions (Y).

Determination Coefficient Test

Correlation analysis can be continued by calculating the coefficient of determination, this function is to determine the percentage of the influence of variable X on variable Y. The coefficient of determination (R2) essentially measures how far the model's ability to explain independent variables in explaining the variation of dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable based on the R2 test that was carried out can be seen in the following table:

Table 5. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.923 [a]	0.852	0.850	1,674

Based on the table above, it can be seen that the coefficient of determination value is at the *Adjusted R Square value* of 0.850. This means that the ability of the independent variable to explain the dependent variable is 85%, the remaining 15% is explained by other variables not discussed in this study such as service, geography and others.

3.2 Discussion

The results of the respondents' responses show that Product Image has a very good influence on purchasing decisions. This shows that respondents strongly agree with the research indicators. Meanwhile, based on statistical analysis and the results of hypothesis testing, it also shows that there is a positive and significant influence of product image on purchasing decisions for fashion products on e-commerce. The results of the analysis show a positive direction, which means that product image has an effect on purchasing decisions. This can be interpreted as if consumers have a positive image of a brand, then consumers will purchase the product. So the better and more positive a product image is, the more it will impact the purchasing decision by the consumer.

In the *Brand Image indicator* , in addition to product image, user image often determines the decision to purchase fashion products on e-commerce. The results of respondents' responses show that User Image is quite influential in purchasing decisions. However, user image is different from product image in this study. User image has a negative influence, meaning that the higher the user image in the study, the lower the purchasing decision. Meanwhile, based on statistical analysis and hypothesis test results, it also shows that

there is a significant influence of user image on purchasing decisions for fashion products on e-commerce in Bandar Lampung City. User image can be one indicator of brand image and is often a reference for consumers in making purchasing decisions. User image is considered to have the ability to influence buyers' perceptions of the products offered. This is different from the results of this study that user image has a negative influence. This may be influenced by the use of e-commerce as a technology that companies are starting to use in marketing fashion products. User image is often ignored by buyers, and there have been many marketing techniques that use brand ambassadors in an effort to increase public trust, as a result, buyer confidence will decrease when they believe that the user is someone contracted by the company. In addition, negative product user image can significantly affect a product's purchasing decision when potential consumers have negative perceptions about the type of people who use a particular product.

The results of this user image analysis are reinforced by the results of the analysis of the influence *of brand ambassadors* on purchasing decisions for fashion products on e-commerce in Bandar Lampung City. The results of the analysis show that *the brand ambassador variable* has a significant but negative effect. Many people believe that the marketing techniques used in product marketing use *brand ambassadors* . In this case, *the brand ambassador* will only provide good statements about the products being marketed without looking carefully. This is reinforced by the respondents' answers to the questionnaire that only around 32-38% of people are interested in fashion products if they are promoted by *brand ambassadors* . The negative image of a *brand ambassador* can have a significant and detrimental impact on purchasing decisions for a product. This is because *brand ambassadors* are often public representatives of the brand, and their image is directly associated with the products they promote. So it is necessary to make several decisions to restore consumer trust through several methods, including terminating contracts and replacing *band ambassadors* .

In line with this research, promotion has a positive and significant influence on purchasing decisions for fashion products on e-commerce in Bandar Lampung City. The results of this study show that price has a significant influence on purchasing decisions. The results of this study are also in accordance with the results of research conducted by Kumala and Anwar (2020), revealing that the Price variable (X1) has an effect on the purchasing decision variable (Y). The price variable with several indicators has been in accordance with consumer expectations, the suitability of the price with the product and providing added value will be accepted by consumers so that it affects purchasing decisions. From the results of the analysis, it is stated that the price determined based on the expectations expected by consumers can reach all groups.

Based on the results of the tests that have been carried out, the instrument used to be answered by respondents in measuring product quality variables on purchasing decisions is valid and reliable. And the results of descriptive analysis were carried out to determine the percentage of research variables distributed in determining consumer perceptions. According to Harjadi and Araniri (2021) product quality and product characteristics related to the ability to meet the needs of consumers or prospective buyers implied by the company. The results of the study showed a very good influence between product quality on purchasing decisions, meaning that product quality variables can maintain and increase seller profits to be better. Because the product quality variable in this study has a positive and significant influence on consumer purchasing decisions.

4. CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that:

1. Based on the results of the t-statistic test between the Product Image variable and the Purchase Decision variable, the results show that partially it has a significant influence on the Purchase Decision.
2. Based on the results of the t-statistic test between the User Image variable and the Purchase Decision variable, the results show that partially it has a negative and significant influence on the Purchase Decision.
3. Based on the results of the t-statistic test between *the Brand Ambassador variables* on the Purchasing Decision variable shows results that partially it has a negative and significant influence on the Purchasing Decision.
4. Based on the results of the t-statistic test between the Promotion variable and the Purchase Decision variable, the results show that partially it has a significant influence on the Purchase Decision.
5. Based on the results of the t-statistic test between the Price variable and the Purchase Decision variable, the results show that partially it has a significant influence on the Purchase Decision.
6. Based on the results of the t-statistic test between the Product Quality variable and the Purchase Decision variable, the results show that partially it has a significant influence on the Purchase Decision.
7. Based on the results of the F statistical test simultaneously between the variables Product Image, User Image, Brand Ambassador, Promotion, Price and Product Quality on the Purchasing Decision variable, the results show that simultaneously they have a significant influence on Purchasing Decisions.

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