

The Influence of Content Marketing, Influencer Marketing, and Service Quality on Purchasing Decisions for Fashion Products on Shopee

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ABSTRACT

This study aims to analyze the influence of content marketing, influencer marketing, and service quality on purchasing decisions for fashion products on Shopee among the people of Pacitan Regency. This research used a quantitative approach with a descriptive research type. The population in this study consisted of people in Pacitan Regency who had purchased fashion products on Shopee. The sample consisted of 150 respondents determined using the Lemeshow formula with a simple random sampling technique. Data were collected through questionnaires using a Likert scale. Data analysis was conducted using IBM SPSS Statistics through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results showed that content marketing had a positive and significant effect on purchasing decisions, influencer marketing had a significant negative effect on purchasing decisions, and service quality had a positive and significant effect on purchasing decisions. Simultaneously, content marketing, influencer marketing, and service quality significantly affected purchasing decisions for fashion products on Shopee. The R Square value of 0.790 indicates that 79% of purchasing decisions can be explained by the three independent variables, while the remaining 21% is influenced by other variables outside this study.

Keywords: Content Marketing, Influencer Marketing, Service Quality, Purchasing Decisions.

I. Introduction

The rapid development of information technology and the internet in today's digital era has brought significant changes to various aspects of life, including economic and commercial activities. People are now increasingly facilitated in fulfilling their needs through online shopping systems that are practical, fast, and efficient. These changes in consumption patterns have encouraged the rapid growth of e-commerce in Indonesia, especially among younger generations who actively use the internet and social media (Nihayah & Komarudin, 2025). Competition in online business has also intensified, requiring business actors to create effective marketing strategies to attract consumers and increase product sales. Online shopping activities are no longer limited to fulfilling primary needs but have also become part of the modern lifestyle. Easy internet access enables consumers to compare various products and prices simply through their smartphones. This condition has driven e-commerce platforms to continuously improve their service quality and marketing strategies to retain consumers. One of the rapidly growing e-commerce platforms in Indonesia is Shopee. Shopee has become one of the most widely used marketplaces because it offers various conveniences, such as free shipping features, discount promotions, easy payment methods, and a wide range of products (Damiri



& Azizah, 2026). In addition, Shopee actively provides various promotional programs and interactive features that attract users' attention. These conveniences enable Shopee to compete successfully with other marketplaces in Indonesia.

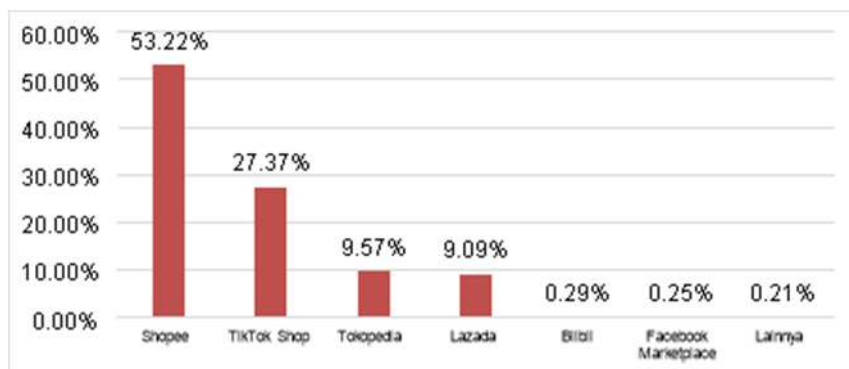


Figure 1. Most Frequently Accessed E-Commerce Platforms in Indonesia in 2025

Based on the figure above, Shopee is the most widely used marketplace with a percentage of 53.22%. The second position is occupied by TikTok Shop at 27.37%, while Tokopedia and Lazada account for 9.57% and 9.09%, respectively. Meanwhile, other marketplaces such as Bilibili and Facebook Marketplace have very small percentages (Yonatan, 2025). This data indicates that Shopee has a higher level of user interest compared to other marketplaces. The large number of Shopee users demonstrates that this platform can meet consumers' needs in online shopping. Fashion products are among the categories most favored by consumers on Shopee due to the high public demand for clothing styles and continuously evolving fashion trends (Nurchayani et al., 2025). Fashion products have a broad market because they are used by various groups, ranging from teenagers to adults. The large number of fashion product sellers on Shopee has intensified business competition, requiring sellers to implement marketing strategies that can influence consumers' purchasing decisions.

Purchasing decisions are the process through which consumers determine which products or services they will buy to fulfill their needs or desires (Harjadi & Fatmasari, 2025). In online transactions, purchasing decisions are influenced by various factors, including promotions, product information, and the services provided by sellers. Consumers tend to consider the quality of information, the level of trust, and service experience before deciding to purchase fashion products on a marketplace (Andro et al., 2026). Purchasing decisions are also influenced by how sellers build effective communication with consumers through digital media. Clear and accurate product information can increase consumers' confidence in the products offered. In addition, a comfortable shopping experience can encourage consumers to make repeat purchases. Business actors need to understand the factors influencing consumer purchasing decisions in order to improve their business competitiveness. Understanding consumer behavior is essential for sellers in determining appropriate marketing strategies.

One marketing strategy widely used in online businesses is content marketing. Content marketing is a form of marketing through the creation of attractive, informative, and relevant content to capture consumers' attention (Faizah et al., 2026). In selling fashion products on Shopee, content marketing may include attractive product photos, promotional videos, clear product descriptions, and creative social media content. Interesting content can increase consumers' interest in products, thereby encouraging purchasing decisions. High-quality content is also able to provide consumers with more detailed information about products. The use of appealing visuals in fashion products often becomes a major attraction in online marketing. Research conducted by (Malik & Nuryani, 2026) proves that content marketing influences purchasing decisions for fashion products. The results of the study indicate that effective content delivery strategies can increase consumer interest in a product.

In addition to content marketing, influencer marketing has also become a rapidly growing marketing strategy in the digital era. Influencer marketing is carried out by utilizing public figures or social media users with a large number of followers to promote products (A. R. Wardana et al., 2026). Influencers are considered capable of shaping opinions and influencing consumer behavior through the recommendations they provide. In the fashion business, influencers are often used to increase consumer trust and build product image so that products become more widely recognized by the public. Recommendations given by influencers are generally more easily accepted by their followers because they are considered more convincing. The use of influencers can also expand the marketing reach of fashion products on social media. Research conducted by (Naufal & Zahrah, 2026) shows that influencer marketing has a positive and significant effect on purchasing decisions for fashion products. These findings indicate that influencers play an important role in building consumer interest and trust in products.

Another factor that influences purchasing decisions is service quality. Service quality is a measure of how well services provided by service providers meet consumer expectations (Nurhusna & Ernawati, 2026). In online transactions, service quality is highly important because consumers cannot directly see the products. Fast, responsive, friendly service and timely product delivery can increase consumer satisfaction and trust in sellers. Conversely, poor service may cause consumers to feel disappointed and unwilling to make repeat purchases. Service quality also reflects the professionalism of sellers in managing their businesses within a marketplace. Consumers tend to choose online stores that provide good service and respond quickly to customer needs. Research conducted by (Sabarulloh & Kurniawaty, 2026) indicates that service quality influences purchasing decisions for fashion products.

Based on the explanation above, it can be understood that content marketing, influencer marketing, and service quality are factors that are presumed to influence purchasing decisions for fashion products on Shopee. These three variables are interconnected in creating consumer interest and trust in products marketed online. Competition in the fashion business within marketplaces also requires business actors to understand effective digital marketing strategies. Research on the factors influencing purchasing decisions is important in order to help business actors improve product sales. Besides providing benefits for business actors, this research can also contribute as an additional reference in the fields of digital marketing and consumer behavior. This study focuses on Shopee users who purchase fashion products through the marketplace. The results of this study are expected to provide an overview of the influence of content marketing, influencer marketing, and service quality on consumer purchasing decisions. Furthermore, this research is expected to serve as a consideration for business actors in determining more effective marketing strategies in the digital era.

II. Literature Review

3.1 Purchasing Decision

Purchasing decision is the process undertaken by consumers in determining their choice of a product or service to fulfill their needs and desires (Harjadi & Fatmasari, 2025). Purchasing decisions are closely related to consumer behavior in selecting, buying, using, and evaluating a product to satisfy their needs and expectations (Kotler & Keller, 2022). The purchasing process usually begins with the emergence of a perceived need, followed by the search for information regarding products considered capable of fulfilling that need. After obtaining information, consumers compare several product alternatives based on quality, price, benefits, and brand image before making a final decision. Purchasing decisions are influenced not only by personal needs but also by environmental factors, promotions, and recommendations from others. Purchasing decisions are an important part of consumer behavior because they determine consumers' final actions in buying a product. The better consumers' perceptions of a product, the greater the likelihood of a purchasing decision occurring.

According to (Tjiptono & Diana, 2022), a purchasing decision is a mental process experienced by consumers starting from problem recognition, information searching, evaluation of alternatives, and finally making the decision to purchase products or services to satisfy their needs and desires. Purchasing decision is also defined as a selection among two or more alternative choices, meaning that consumers must have several options before determining their final choice (Schiffman & Kanuk, 2019). In this process, consumers usually consider various aspects such as product quality, price, service, and previous experiences with a brand. Consumers who are satisfied with purchased products tend to make repeat purchases and recommend them to others. Conversely, if products do not meet expectations, consumers may switch to other products considered better. In this study, the indicators of purchasing decision refer to Kotler & Armstrong (2023), namely need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These five indicators are used to measure how consumers go through the stages of decision-making before and after making a purchase.

3.2 Content Marketing

Content marketing is a form of marketing through the creation of attractive, informative, and relevant content to capture consumers' attention (Faizah et al., 2026). Content marketing has become a widely used marketing strategy because it is able to deliver product information in a more creative and easily understandable way for consumers. The content created may include images, videos, articles, reviews, and educational content distributed through various digital platforms. Content marketing is a strategy used to disseminate messages electronically through digital channels, where product information can be communicated to the wider public in a way that spreads and develops rapidly (O. P. Wardana et al., 2025). Through content marketing, companies can build closer communication with consumers, thereby creating stronger relationships between brands and customers.

Content marketing is a marketing strategy that involves creating and distributing relevant, consistent, and valuable content to attract the attention of target consumers and actively encourage their engagement (Mahfud & Manalu, 2025). This strategy is not merely intended to deliver information but also aims to build strong and sustainable relationships between brands and customers. High-quality content can increase consumer trust because it provides added value and positive experiences. Furthermore, the dissemination of content through social media allows product information to become widely recognized more quickly. In addition to functioning as a promotional medium, content marketing also serves to increase brand awareness and build a positive corporate image in the eyes of consumers. Attractive and useful content can increase consumers' interest in seeking further information about the products offered. In this study, the indicators of content marketing refer to Septian & Nurtjahjani (2025), namely content creation, content sharing, connecting, and community building. These four indicators are used to determine the extent to which content marketing influences consumer purchasing decisions.

H1: Content Marketing has an effect on Purchasing Decisions.

3.3 Influencer Marketing

Influencer marketing is carried out by utilizing public figures or social media users who have a large number of followers to promote products (A. R. Wardana et al., 2026). This strategy has become one of the modern forms of marketing widely used by companies to increase product attractiveness on social media. Influencers are considered capable of influencing consumer opinions and behavior because they maintain close relationships with their followers. An influencer is someone whose words can influence others and therefore does not necessarily have to come from celebrity circles but may also come from ordinary individuals who have many followers on social media (Septian & Nurtjahjani, 2025). Consumers tend to trust product recommendations given by influencers more than conventional advertisements because they are perceived as more realistic and based on actual experience. In addition, influencers are able to explain product

benefits in a more attractive and understandable manner to audiences. The appropriate use of influencers can increase consumer trust in a brand, thereby encouraging purchasing decisions.

Influencer marketing is one form of modern marketing strategy that utilizes individuals with strong influence on social media to affect consumers' decisions in choosing products or services (Aman et al., 2025). The success of influencer marketing is influenced by the level of audience trust toward the influencer promoting the product. The higher the influencer's credibility, the greater the likelihood that consumers will be interested in purchasing the promoted product. Conversely, when the influencer's credibility is questioned, consumer purchasing decisions may decline. In addition, the influencer's ability to communicate and convey product information can also increase consumer interest in a brand. Influencer marketing has become one of the important strategies in today's digital marketing practices. In this study, the indicators of influencer marketing refer to Amelia et al. (2025), namely relatability, knowledge, helpfulness, confidence, and articulation. These five indicators are used to measure the influence of influencer marketing on consumer purchasing decisions.

H2: Influencer Marketing has an effect on Purchasing Decisions.

3.4 Service Quality

Service quality refers to all forms of actions or activities offered by one party to another that are essentially intangible and do not result in ownership of anything, so their quality is assessed based on customer experience (Kotler & Keller, 2022). Service quality is one of the important factors in creating consumer satisfaction because it is directly related to the experiences felt by customers when using products or services. Good service provides consumers with a sense of comfort, security, and trust, thereby increasing customer loyalty toward the company. Conversely, poor service can cause disappointment and lead consumers to switch to other companies. Service quality is the effort to fulfill customer needs and desires as well as the accuracy of its delivery in balancing customer expectations (Tjiptono & Diana, 2022). In increasingly intense business competition, companies are required to provide services that are fast, accurate, and in accordance with customer expectations.

Service is an action or activity carried out by individuals or organizations to provide satisfaction to customers, fellow employees, or management (Kasmir, 2019). Service quality is generally measured based on the suitability between customer expectations and the actual services received by consumers. If the services provided meet or exceed customer expectations, consumers will feel satisfied and tend to make repeat purchases. On the other hand, if the services provided do not meet expectations, consumers may feel disappointed and lose interest in the products or services offered. In this study, service quality is measured using the five SERVQUAL dimensions proposed by Parasuraman, namely tangibles, reliability, responsiveness, assurance, and empathy (Setiono & Putra, 2025). These five dimensions are used to determine the extent to which service quality influences consumer purchasing decisions.

H3: Service Quality has an effect on Purchasing Decisions.

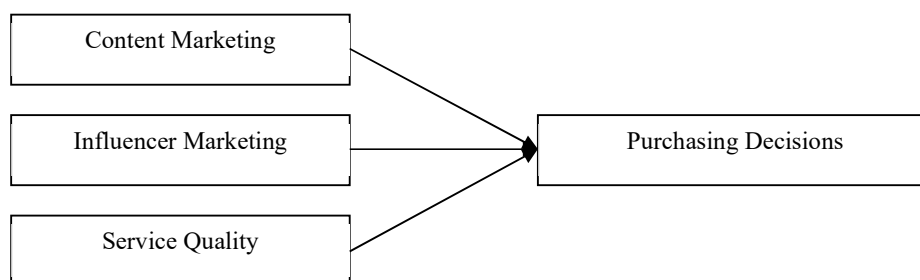


Figure 2. Conceptual Framework

III. Research Method

This study employed a quantitative approach with a descriptive research design. The research was conducted in Pacitan with the aim of analyzing the influence of content marketing, influencer marketing, and service quality on purchasing decisions. The research data were collected through the distribution of questionnaires to respondents who met the research criteria. A quantitative approach was used because this study aimed to examine the relationships among variables through numerical data analyzed statistically. Descriptive research was utilized to describe the conditions of the research variables based on data obtained from the respondents. The population in this study consisted of people in Pacitan who had purchased fashion products on Shopee. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in 150 respondents. The sampling technique used was simple random sampling, in which every member of the population had an equal opportunity to become part of the research sample. The respondent criteria in this study included teenagers residing in Pacitan Regency, aged at least 17 years, having purchased fashion products on Shopee at least once, and being willing to complete the research questionnaire. The use of simple random sampling was intended to ensure that the collected data were more representative and capable of describing the population conditions in general.

The dependent variable in this study was purchasing decision. Purchasing decision was measured using the indicators of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2023). The first independent variable, content marketing, was measured using the indicators of content creation, content sharing, connecting, and community building (Septian & Nurtjahjani, 2025). The second independent variable, influencer marketing, was measured using the indicators of relatability, knowledge, helpfulness, confidence, and articulation (Amelia et al., 2025). The third independent variable, service quality, was measured using the indicators of tangibles, reliability, responsiveness, assurance, and empathy (Setiono & Putra, 2025). All indicators were measured using a Likert scale. The type of data used in this study was primary data obtained through questionnaire distribution. Data analysis was conducted using IBM SPSS Statistics software. The analysis stages included validity and reliability tests to determine the feasibility of the research instrument. Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model met the analysis requirements. Finally, multiple linear regression analysis was performed to determine the influence of content marketing, influencer marketing, and service quality on purchasing decisions, both partially and simultaneously.

IV. Results and Discussion

4.1. Results

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Total	Percentage
Gender	Male	58	38.7%
	Female	92	61.3%
	Total	150	100%
Age	17–20 Years	54	36%
	21–25 Years	63	42%
	26–30 Years	21	14%
	>30 Years	12	8%
	Total	150	100%
Last Education	Senior High School/Equivalent	67	44.7%
	Diploma	22	14.7%
	Bachelor's Degree	52	34.6%
	Postgraduate	9	6%
	Total	150	100%

Respondent Characteristics	Category	Total	Percentage
Occupation	Student/College Student	61	40.7%
	Civil Servant	16	10.7%
	Private Employee	38	25.3%
	Entrepreneur	21	14%
	Others	14	9.3%
	Total	150	100%
Fashion Products Purchased on Shopee	T-shirts/Hoodies	42	28%
	Pants	31	20.7%
	Shoes	29	19.3%
	Bags/Accessories	24	16%
	Dresses/Shirts	24	16%
Total		150	100%

Based on the respondent characteristics table, most respondents were female, totaling 92 people or 61.3%, while male respondents amounted to 58 people or 38.7%. In terms of age, respondents were dominated by those aged 21–25 years at 42%, followed by respondents aged 17–20 years at 36%. This indicates that consumers of fashion products on Shopee are predominantly young people who actively use online marketplaces. Based on educational background, most respondents had completed senior high school or equivalent education at 44.7%, followed by bachelor’s degree holders at 34.6%. In terms of occupation, most respondents were students or college students at 40.7%. Meanwhile, based on the types of fashion products purchased, T-shirts/hoodies were the most purchased category at 28%, followed by pants at 20.7% and shoes at 19.3%. This indicates that casual fashion products are more preferred by consumers in online shopping.

Table 2. Validity and Reliability Test Results

Variable	Item	r Count	r Table	Sig.	Cronbach’s Alpha
Content Marketing (X1)	X1.1	0.641	0.196	0.000	0.912
	X1.2	0.791	0.196	0.000	
	X1.3	0.765	0.196	0.000	
	X1.4	0.855	0.159	0.000	
Influencer Marketing (X2)	X2.1	0.720	0.159	0.000	0.868
	X2.2	0.858	0.159	0.000	
	X2.3	0.894	0.159	0.000	
	X2.4	0.759	0.159	0.000	
	X2.5	0.865	0.159	0.000	
Service Quality (X3)	X3.1	0.817	0.159	0.000	0.908
	X3.2	0.781	0.159	0.000	
	X3.3	0.915	0.159	0.000	
	X3.4	0.876	0.159	0.000	
	X3.5	0.890	0.159	0.000	
Purchasing Decision (Y)	Y.1	0.910	0.159	0.000	0.915
	Y.2	0.856	0.159	0.000	
	Y.3	0.857	0.159	0.000	
	Y.4	0.899	0.159	0.000	
	Y.5	0.843	0.159	0.000	

Based on the validity test results, all statement items on the variables of content marketing, influencer marketing, service quality, and purchasing decision had r-count values greater than the r-table value of 0.159, with significance values of $0.000 < 0.05$. This indicates that all statement items in this study were valid and capable of measuring the research variables properly. The highest r-count value was found in the service quality variable item X3.3 at 0.915, while the lowest value was found in the influencer marketing variable item X2.1 at 0.720. Nevertheless, all items met the validity criteria because the r-count values exceeded the r-table

values. The reliability test results showed that all research variables had Cronbach's Alpha values greater than 0.60 and were therefore considered reliable. The content marketing variable obtained a Cronbach's Alpha value of 0.912, influencer marketing 0.868, service quality 0.908, and purchasing decision 0.915. These results indicate that the research instruments had very good consistency and were suitable for use as data collection tools in the study.

Table 3. Classical Assumption Test Results

Variable	Normality Test (Sig.)	Multicollinearity Test (Tolerance)	VIF	Heteroscedasticity Test (Sig.)
X1 (Content Marketing)	0.000	0.242	4.138	0.175
X2 (Influencer Marketing)		0.183	5.452	0.089
X3 (Service Quality)		0.172	5.799	0.482

Based on the results of the normality test using the One Sample Kolmogorov-Smirnov Test, the significance obtained was 0.000. This value indicates that the data were not normally distributed because the significance value was less than 0.05. However, this study used a sample size of 150 respondents, so based on the Central Limit Theorem, data with a large sample size ($n > 30$) can be assumed to approach a normal distribution and are therefore appropriate for regression analysis. Based on the multicollinearity test results, all variables had tolerance values greater than 0.10 and VIF values less than 10. Content marketing had a tolerance value of 0.242 and VIF of 4.138, influencer marketing had a tolerance value of 0.183 and VIF of 5.452, while service quality had a tolerance value of 0.172 and VIF of 5.799. Therefore, the regression model was declared free from multicollinearity. Based on the heteroscedasticity test results, all variables had significance values greater than 0.05, namely content marketing at 0.175, influencer marketing at 0.089, and service quality at 0.482. Therefore, the regression model was declared free from heteroscedasticity.

Table 4. Multiple Linear Regression Analysis Results

Variable	B	t Count	Sig.
Constant	1.689	1.856	0.066
X1 (Content Marketing)	0.967	9.820	0.000
X2 (Influencer Marketing)	-0.386	-4.167	0.000
X3 (Service Quality)	0.518	5.348	0.000

Based on the results of the multiple linear regression analysis, the regression equation obtained was:

$$Y = 1.689 + 0.967X_1 - 0.386X_2 + 0.518X_3$$

The equation shows that content marketing and service quality positively influence purchasing decisions, while influencer marketing negatively influences purchasing decisions. Based on the t-test results, the content marketing variable had a significance value of $0.000 < 0.05$, indicating a positive and significant effect on purchasing decisions. The influencer marketing variable had a significance value of $0.000 < 0.05$, indicating a significant negative effect on purchasing decisions. Meanwhile, the service quality variable had a significance value of $0.000 < 0.05$, indicating a positive and significant effect on purchasing decisions. Based on the F-test results, the significance value obtained was $0.000 < 0.05$, indicating that content marketing, influencer marketing, and service quality simultaneously had a significant effect on purchasing decisions for fashion products on Shopee. The R Square value of 0.790 indicates that 79% of purchasing decisions could be explained by the three independent variables, while the remaining 21% was influenced by other variables outside the scope of this study.

4.2. Discussion

a. The Influence of Content Marketing on Purchasing Decisions

The results of this study indicate that content marketing has a positive and significant effect on purchasing decisions for fashion products on Shopee. This is evidenced by the significance value of $0.000 < 0.05$ and a positive regression coefficient of 0.967. This means that the better the content marketing implemented by sellers, the higher the consumers' purchasing decisions will be. Attractive, informative, and creative content can increase consumers' interest in purchasing fashion products online. Clear product photos, promotional videos, and complete product descriptions help consumers obtain information before making purchases. In addition, content marketing can also build consumer trust in the products offered. The findings of this study are consistent with the research conducted by Malik & Nuryani (2026), which stated that content marketing positively affects purchasing decisions. This indicates that engaging and relevant marketing content can increase consumers' interest and confidence in fashion products marketed online. Consumers tend to be more interested in stores that provide clear product information and attractive visuals because these elements help them understand the quality and benefits of the products before purchasing. Therefore, content marketing becomes one of the important strategies in increasing consumer purchasing decisions in online marketplaces.

b. The Influence of Influencer Marketing on Purchasing Decisions

The results of this study indicate that influencer marketing has a significant effect on purchasing decisions with a negative direction of influence. This is evidenced by the significance value of $0.000 < 0.05$ and a regression coefficient of -0.386. These results indicate that the use of inappropriate influencers may reduce consumers' interest in purchasing fashion products on Shopee. Consumers tend to be more critical of promotions carried out by influencers, especially when the promotions are perceived as excessive or inconsistent with the actual condition of the products. In addition, consumer trust in influencers may decline if the recommendations provided are considered less objective. This condition shows that not all influencers can create a positive impact on consumers' purchasing decisions. Selecting the right influencers with high credibility is therefore an important factor in digital marketing strategies. The findings of this study differ from those of Thei et al. (2024), which stated that influencer marketing positively affects purchasing decisions. The impact of influencer marketing may vary depending on the quality of the content delivered, the credibility of the influencers, and the suitability of the influencers to the promoted fashion products. Furthermore, some influencers were considered less connected to the characteristics and preferences of consumers in certain regions, causing their recommendations to be less effective in increasing consumer trust. As a result, higher levels of influencer marketing may actually reduce consumers' purchasing decisions for fashion products on Shopee.

c. The Influence of Service Quality on Purchasing Decisions

The results of this study indicate that service quality has a positive and significant effect on purchasing decisions for fashion products on Shopee. This is evidenced by the significance value of $0.000 < 0.05$ and a regression coefficient of 0.518. This means that the better the service quality provided by sellers, the higher the consumers' purchasing decisions will be. Fast, friendly, responsive service, as well as timely product delivery, can increase consumer satisfaction and trust in online shopping. Consumers tend to choose stores that can provide good service in accordance with their expectations. Service quality also becomes an important factor in creating a comfortable shopping experience for consumers. The findings of this study are consistent with the research conducted by Sabarulloh & Kurniawaty (2026), which showed that service quality positively affects purchasing decisions. This indicates that good service can increase consumer trust and satisfaction, thereby encouraging purchasing decisions for online fashion products. In online transactions, consumers cannot directly inspect the products, making service quality one of the main considerations before making purchases. Sellers who are able to provide responsive and professional service are more likely to gain consumer trust compared to stores with poor service quality.

V. Conclusion

Based on the results of the study, it can be concluded that content marketing and service quality have a positive and significant effect on purchasing decisions for fashion products on Shopee, while influencer marketing has a significant negative effect on purchasing decisions. These findings indicate that attractive, informative, and creative marketing content, along with fast, responsive, and friendly service, can increase consumers' interest and trust in purchasing fashion products online. On the other hand, the use of influencers who are not aligned with consumers' characteristics and preferences may reduce consumers' purchasing interest. Simultaneously, content marketing, influencer marketing, and service quality significantly affect purchasing decisions for fashion products on Shopee, with an R Square value of 0.790, indicating that 79% of purchasing decisions can be explained by these three variables. Based on the findings of this study, fashion product sellers on Shopee are advised to improve the quality of their content marketing through the use of attractive, informative, and creative product photos, videos, and descriptions in order to increase consumer interest in purchasing. In addition, sellers should be more selective in choosing influencers for product promotion by considering their credibility, communication style, and compatibility with the target market so that promotional activities become more effective and capable of increasing consumer trust. Service quality should also be continuously improved through fast, responsive, and friendly service as well as timely product delivery so that consumers feel satisfied and comfortable when shopping online. For future researchers, it is recommended to include other variables such as price, brand image, consumer trust, or electronic word of mouth to obtain broader and more comprehensive research results.

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