



Analysis of Consumer Behavior Towards Purchase Decisions with Online Shopping as A Mediation Variable Fashion Products in Medan City

Soufiana Hayati¹, Mesra B^{2*}, Nurafrina Siregar³

¹Master of Management Student, Universitas Pembangunan Panca Budi

^{2,3}Lecturer of Master of Management, Universitas Pembangunan Panca Budi

Email : mesrab@dosen.pancabudi.ac.id*

Abstract

The purpose of this study is to test and analyze the influence of social factors, personal factors and psychological factors on the decision to buy online shopping fashion products in Medan City. Testing and analyzing the influence of social factors, personal factors and psychological factors on the purchase decision of fashion products in Medan City through online Shopping. This type of research is quantitative descriptive, with a research sample of 71 customers. Data analysis uses the SEM (structural equality modeling) method. Overall, from the results and discussions in the study, it is concluded that there is a significant influence between social factors on online shopping for the purchase of fashion products in Medan City. There is a positive and significant influence between personal factors on online shopping for the purchase of fashion products in the city of Medan. There is a positive and significant influence between psychology and online shopping for the purchase of fashion products in the city of Medan. There is a positive and significant influence between online shopping on the decision to buy fashion products in the city of Medan. There is a positive and significant influence between social factors on the purchase of fashion products in Medan City through online shopping. There is a positive and significant influence between personal factors on the decision to buy fashion products in Medan City through online shopping. There is a positive and significant influence between psychology and the decision to buy fashion products in Medan City through online shopping.

Keywords:

Social Factors, Personal Factors, Psychological Factors, Online Shopping, Purchase Decision



Introduction

The rapid development of information and communication technology, both in terms of speed and ease of accessing the internet, has inspired the business world to use it as the main medium in marketing products and services (Dhelza Deswita, 2024) Some of the advantages that the internet has, especially in terms of efficiency, are able to change the way of buying and selling (Kochar & Kaur, 2018). This is what affects consumer purchasing behavior from offline to online, including in Indonesia (Mesra, B, Sri Wahyuni et al., 2020). This shift in buying behavior is also what causes the phenomenon of destructive innovation in shopping centers in several cities in Indonesia, as seen from the lack of buyers and the closure of stores in these shopping centers (Mesra et al., 2021). However, based on a survey conducted by the Indonesian Internet Network Users Association (APJII, 2024), it is reported that of the 262 million population in Indonesia, 200 million of them are internet users (76.33%). Meanwhile, the results of a survey conducted by Globalwebindex (2024) show that 60% of internet users in Indonesia have visited online stores such as: Shopee 60%, to Lazada 40-50%, pedia stores 30-40%, and open stalls 20-30% (APJII, 2024).

Of the most visited and most well-known online stores in Indonesia is online shopee (Al Hamli & Sobaih, 2023). Meanwhile, in a survey one year earlier, information was obtained that the average time spent by Indonesian respondents accessing the internet in one day was 8 hours and 51 minutes, beating other marketing channels. And still according to the same report, Indonesia ranks 4th as the most popular online. This convinces researchers that research on online buying behavior is very important and will be even more important in the future, especially for the Gen Z generation who are always connected to the internet. Along with the development of technology and the increasing use of the internet, online shopping, especially in the fashion sector, is increasingly popular among consumers in big cities, including Medan. However, there are studies that show that consumer behavior in making online purchases is still influenced by various factors, such as trust, convenience, and previous experience. The rapid development of fashion trends and consumer preferences can affect online shopping behavior. Previous research may not have included the latest trend changes happening in the fashion market in Medan. The rapid development of fashion trends and consumer preferences can affect online shopping behavior. Previous research may not have included the latest trend changes happening in the fashion market in Medan. Many studies have examined the influence of social media on consumer behavior, but research that focuses on the influence of



influencers on fashion purchase decisions in Medan is still rare. This is an area that needs further research that is new in this study

Among the advantages that the online shopping business has are access features that can be done anywhere, many product choices, can compare prices easily, many choices of payment methods, many discounts and open 24 hours, consumers do not need to rush because the internet is not closed unless the website is down. So that consumers can still get information and reviews about the type of goods they will buy (Pasha, 2017). Research on consumer behavior in online shopping for the same variable and the same geographical segment (Medan city) has been done little before. So that the topic with the title "Consumer Behavior Analysis on Online Shopping Product Purchase Decisions for Fashion Products in the City of Medan" became interesting to do.

The advantages of the internet, especially in terms of efficiency, are able to change the way of buying and selling This is what affects consumer buying behavior from what used to be offline to online, including in Indonesia. This shift in buying behavior is also what causes the phenomenon of destructive innovation in shopping centers in several cities in Indonesia, as seen from the lack of buyers and store closures in these shopping centers.

From the problems studied, it is clear that this study aims to investigate the influence and significance of the influence of cultural, social, personality and psychological factors in online shopping in the city of Medan, both simultaneously and partially. The next goal is to research which factors are most dominant in influencing consumer behavior to shop online (online shopping). Academically, this research is expected to contribute to the understanding of factors that affect online purchasing behavior, especially in the geographical segment of the city of Medan. Not only academics, practitioners can also take advantage of the development of the results of this research according to their portions.

Literature review

Consumer Behavior

According to Setiadi (2008), to understand consumers and develop the right marketing strategy, we must understand what they think (cognition) and they feel (compassion), what they do (behavior), and also where (surrounding



events) affect and are influenced by what consumers think, feel, and do. The American Marketing Association (1995) in Peter and Olson (2010:5) defines consumer behavior as "The dynamic interaction of influences and cognition, behaviors and environmental events with which humans carry out aspects of their life exchange", which means consumer behavior is defined as a dynamic interaction between affection, cognition, behavior, and its environment in which humans carry out exchange activities in their lives. Meanwhile, according to Engel *et al* (2010:3), consumer behavior is an action that is directly involved in obtaining, consuming, and consuming products and services, including the process that precedes and follows these actions.

According to Kotler and Keller (2009), the factors that influence consumer behavior are as follows:

Social Factors

According to Kotler and Keller (2016), social factors that include reference groups, family, as well as social roles and status affect consumer purchasing behavior. Santoso and Purwanti (2019) explained that there are three indicators, namely following friends, family influence, and following the environment. This class division will certainly affect different behaviors in purchasing behavior. Specifically, consumers interact socially with influential groups, leaders, opinions, and family members to obtain information about products and approval decisions (Rafiz, 2016). Factors that affect Social include

1. A reference group or reference group includes an individual or group that interacts with a person and has an impact either directly (through face-to-face interaction) or indirectly on an individual's attitude or behavior. Some of these include primary groups, such as family, friends, and neighbors, who are continuous and informal in influencing individuals.
2. Families are considered the main consumer purchasing organizations, having great influence as a reference group.
3. Roles and statuses in families, groups, and organizations provide important information in determining an individual's position.
4. Personal factors such as age, life cycle, occupation, economic situation, personality, lifestyle, and values are influenced by personal characteristics.

Personal factors



Personal factors are personal characteristics that influence a buyer's decision including age and stage in the life cycle, occupation, and economic circumstances, personality and self-concept, as well as lifestyle and values. Since some of them have a direct impact on consumer behavior, it is important for marketers to follow them closely. Based on previous research, factors that affect personal factors include: According to Veterinawati (2013) explained that personal factors have five factors, including

1. Age
2. Work
3. Economic situation
4. Lifestyle
5. Personal characteristics

Psychological Factors

Psychological factors play a key role in shaping consumer behavior. Several important factors involve the internal processes of individuals that influence purchasing decisions. Factors that affect psychology include

1. Motivation. The internal desires and drives that drive individuals to achieve certain goals can influence purchasing decisions. Motivation can come from physical or emotional needs.
2. Perception. The way individuals interpret information and describe their environment plays an important role. Perception can affect how a product or brand is perceived by consumers.
3. Learn. The experience and learning process affect consumer knowledge and attitudes towards products or services. Consumers can learn through first-hand experience or information received.
4. Personality and Attitude. Individual unique personality characteristics, along with their attitudes towards a particular brand (Ismail, Masood & Tawab, 2022), or a particular product, can influence consumer decisions.

Online shopping

Online shopping behavior refers to the process of purchasing products and services through the *internet*. So that online purchases have become an alternative to buying goods or services. Online sales are growing both in terms of service, effectiveness, security, and popularity. In this day and age, shopping online is not a



strange thing. Consumers don't need to spend a lot of effort when shopping *online*, just by looking at *the website can* immediately make a purchase transaction. According to Liang & Lai (2002), online purchasing behavior is the process of buying products or services through internet media. The online buying process has different steps such as physical buying behavior. The uniqueness of the purchase process through internet media is when potential consumers use the internet and look for information related to the goods or services they need. Marketers (*producers*) who understand their consumer behavior will be able to estimate how consumers are likely to react to the information they receive, so marketers (*producers*) can develop the right marketing strategy (Sumarwan, 2014). Therefore, online business people must have and carry out the right strategy so that internet users who have not made online purchases are interested in making online purchases and can retain the customers they already have. The right strategy can be made by knowing in advance the online buying behavior of consumers

Factors that affect Online Shopping

There are several factors that affect online shopping according to Kotler & Armstrong, (2022), namely:

1. Convenience: consumers don't have to struggle with traffic, don't need to look for parking spaces and walk to the store.
2. Information Completeness: consumers can interact with the seller's website to find information, products or services that consumers really want, then order or download information on the spot.
3. Time: consumers can check prices and order merchandise for 24 hours a day from anywhere.
4. Consumer trust: the effect of regret and disappointment of purchases on the evaluation of the next election, the events and actions of the consumer that initiated the actual purchase behavior, the security of delivery of the goods, the confidentiality of personal data including the use of credit cards

Purchase Decision

The decision to buy a product, whether goods or services, arises due to emotional impulses from within or influences from outside. The purchase decision process is a basic psychological process that plays an important role in



understanding how consumers actually make their purchase decisions (Kotler 2022). (1) Introduction of needs, the purchase process begins with the introduction of needs that are driven from within the buyer and from the environment; (2) Seeking information, customers and sellers who are interested in looking for more information related to products that will be their needs; (3) Alternative evaluation, customers and sellers conduct assessments of several alternative product categories that suit their needs; (4) Purchase decisions, customers and sellers begin to weigh and decide whether to buy or not; (5) Post-purchase behavior, related to satisfaction or dissatisfaction with the product that has been purchased and received. Some of the factors that affect online purchase decisions through the Shopee application are trust, security, service quality, convenience and benefits of *online* shopping that will help in decision-making for companies in determining company development strategies and to be considered in online purchasing decision-making (Suharman, 2019).

According to (Tobing & Bismala, 2020) The factors that influence the purchase decision are as follows:

1. Preferred products, which are the result of a favorable or unfavorable purchase decision that a person receives through an exchange.
2. The preferred brand, is the most important tool for marketers to differentiate their products from other products.
3. Determination at the time of purchase, is the final decision of the evaluation of the available purchase options.
4. Purchase situation, i.e. the buyer faces many decisions.

The indicator indicators for purchase decisions according to (Kotler 2022) are:

- 1) Personal Factors
- 2) Psychological Factors
- 3) Social Factors
- 4) Social References
- 5) Social Status: Position in society that can influence product choices.
- 6) Promotional Factors

RESEARCH METHODS

Type of Research

According to Sugiyono (2010) quantitative research can be interpreted as a method based on the philosophy of positivism, used to research on a certain population or



sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing a hypothesis that has been determined. This type of quantitative research is carried out to create research that aims to adapt a research. The title of this study is "Analysis of consumer behavior in online shopping for fashion products in the city of Medan".

Research Location and Research Time

The location of the study was conducted for customers who shop online in the city of Medan. For a wide range of products (clothing, shoes, and food). The research time was carried out for 3 months.

1. Population and Sample

Sugiyono (2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be researched and then conclusions are drawn. The population and sample in this study were 250 customers who shopped online and with the slovin formula a sample of 71 customers was obtained

$$n = \frac{N}{1 + N \cdot (0,01)^2}$$
$$n = \frac{250}{1 + 250 (0,01)}$$
$$n = \frac{250}{3,5} = 71 \text{ customer}$$

Information:

n = Required sample size

N = population size (total population members)

e = error margin (the desired error rate, usually in the form of decimal, for example 0.05 to 5%)



Operational Definition of Research Variables

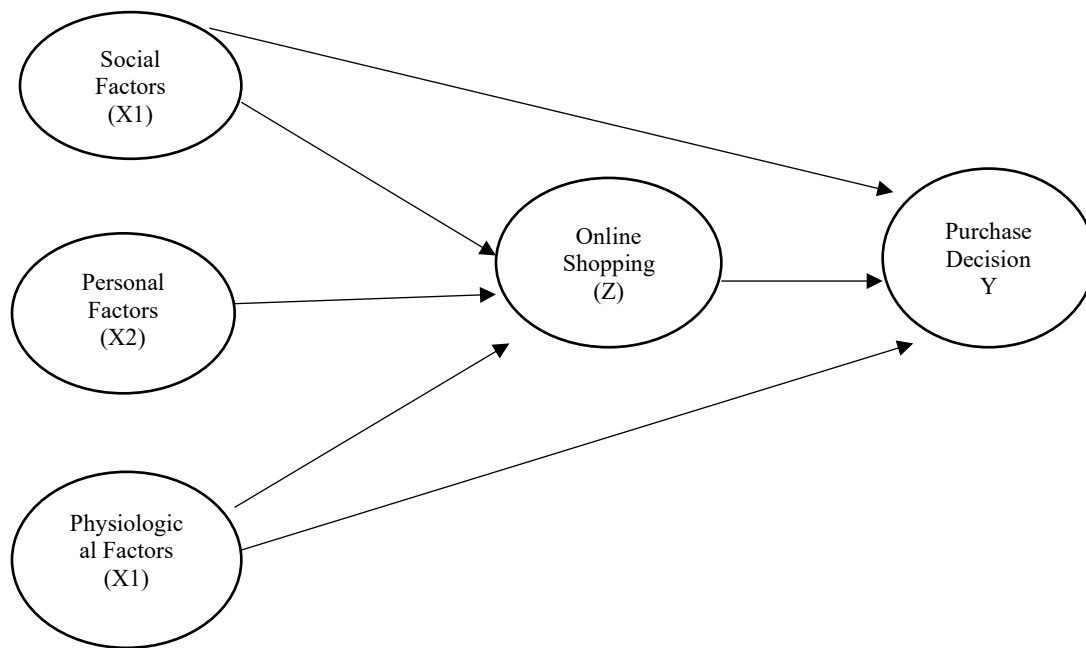
Table 1. Variable Operational Definition

Types of Variables	Definition	Indicator
Social Factors (X1)	Social factors that include reference groups, family, as well as social roles and status affect consumer purchasing behavior (Purwanti, 2019)	1. Friend 2. Family 3. Environment (Purwanti, 2019)
Personal Factors (X2)	Personal characteristics that influence buyer decisions include age and stage in the life cycle, occupation, and economic circumstances, personality and self-concept, and lifestyle and values. Verinawati, 2019	1. Age 2. Employment 3. Economic conditions 4. Lifestyle Verinawati, 2019
Psychological Factors (X3)	Psychological factors play a key role in shaping consumer behavior. Several important factors involve the internal processes of individuals that influence purchasing decisions. (Ismail, Masood & Tawab, 2022)	1. Motivation. 2. Perception. 3. Study. 4. Personality and Attitude (Ismail, Masood & Tawab, 2022)
Online Shopping (Z)	Online shopping behavior refers to the process of purchasing products and services through the <i>internet</i> . Kottler, 2022	1. Comfort 2. Completeness of Information 3. Time 4. Consumer Trust Kottler, 2022

Types of Variables	Definition	Indicator
Purchase decision (Y)	Learning behavior of a person, group and organization to select, buy, use and manage products, services, ideas and experiences to find what is needed and desired Kotler (2022)	1. Stability on the product 2. Habits in buying products 3. Provide recommendations for Other. 4. Make a buyback Kotler (2022)

Source: Researcher, 2024

Conceptual Framework of the Research



Research Hypothesis

- H1 : Social factors have a positive and significant effect on online shopping for fashion products in Medan City
- H2 : Personal factors have a positive and significant effect on online shopping for fashion products in Medan City



- H3 : Physiological factors have a positive and significant effect on online shopping for fashion products in Medan City
- H4 : Online shopping has a positive and significant effect on the purchase decision to buy online shopping for fashion products in Medan City
- H5 : Social factors have a positive and significant effect on the decision to buy fashion products in Medan City
- H6 : Personal factors have a positive and significant effect on the decision to buy fashion products in Medan City
- H7 : Physiological factors have a positive and significant effect on the decision to buy fashion products in Medan City
- H8 : Social factors have a positive and significant effect on the decision to buy fashion products in Medan City through online shopping
- H9 : Personal factors have a positive and significant effect on the decision to buy fashion products in Medan City through online shopping
- H10 : Physiological factors have a positive and significant effect on the decision to buy fashion products in Medan City through online shopping

Data Analysis Techniques

Data analysis in this study uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3 software. According to (Gozali, 2014) Partial Least Square (PLS) is a fairly effective analysis method because it is not based on many assumptions.

Outer Models

The measurement model testing procedure consists of a validity test and a reliability test.

1.1 Validity Test

- a. Convergent Validity
- b. Validity of Discrimination

1.2 Reliability Test

Cronbach's recommended alpha value greater than 0.7 and composite reliability is also recommended greater than 0.7 (Sekaran, 2014).

Inner Model

This test was carried out to determine the relationship between exogenous and endogenous constructions that have been hypothesized in this study (Hair et al.,



2017). To generate the test value of the inner model, the steps in SmartPLS are carried out using the bootstrapping method. The structural model was evaluated using R-square for the dependent variable, the Stone-Geisser Q-square test for the predictive elevation and the t-test as well as the significance of the structural path parameter coefficient.

Results and Discussion

Outer model Analysis

Composite Reliability

The statistics used in the measurement of composite or construction reliability calculations are as follows: a composite reliability value of more than 0.6 implies that the construction is reliable or has high reliability as a measuring tool. A threshold value of 0.6 or higher indicates acceptable, while an acceptable value between 0.8 and 0.9 indicates very satisfactory.

Table 2. Composite Reliability Results

	Composite Reliability
Social Factors (X1)	0,933
Personal Factors (X2)	0,902
Psychological Factors (X3)	0,975
Shooping Online (Z)	0,960
Purchase decision	0,963

Data Source : Data SEM-PLS 2024

The conclusions of composite reliability testing are as follows:

- a. The Social Factor variable is reliable, because the composite reliability value is 0.933
- b. The Personal Factor variable is reliable, because the composite reliability value is 0.902
- c. Psychological Factor Variables are reliable, because the composite reliability value is 0.975



- d. The Online Shopping variable is reliable, as the composite reliability value is 0.960
- e. Purchase Decision Variable is reliable, as the composite reliability value is 0.963

Extracted Average Variance (AVE)

AVE, or the extracted average variance measure balances the variance that an item can account for with the variation resulting from measurement errors. If the AVE score exceeds 0.5, it indicates that the construction has excellent convergent validity. Latent factors can explain almost 50% of the variance of indicators.

Table 3 Average Results of Extracted Variance

Social Factors (X1)	0,822
Personal Factors (X2)	0,708
Faktor Psychological (X3)	0,908
Online Shopping (Z)	0,858
Faktor Psychological (Y)	0,868

Data Source : Data SEM-PLS 2024

The conclusion of the AVE test is as follows:

- a. Social Factor (X1 variable is reliable, because the AVE Test score is 0.822
- b. The Personal Factor variable (X2) is reliable, as the AVE test value is 0.708
- c. The Psychological Factor variable is reliable, because the AVE Test score is 0.908
- d. The online shopping variable is reliable, because the AVE Test value is 0.858
- e. The purchase decision variable is reliable, as the AVE test value is 0.868

Inner Model Analysis

R-Square

R-Square is a measure of the proportion of variation in the value of the variable that is affected (endogenous) and can be explained by the variable that affects it



(exogenous). This is useful for predicting whether the model is good or bad (Juliandi, 2018). Criteria for R-Square

according to Juliandi (2018) are as follows:

- 1) If the value of R2 (adjusted) = 0.75 the → model is substantial (strong).
- 2) If the value of R2 (adjusted) = 0.50 →, the model is moderate.
- 3) If the value of R2 (adjusted) = 0.25 → the model is weak (bad).

Tabel 4 R-Square

	R-Square	R-Square Adapted
Purchase Decision	0,903	0,897
Online Shooping	0,912	0,908

Data Source : Data SEM-PLS 2024

The conclusion of the r-square value test on the purchase decision is that the R-Square Adjusted for the path model using the moderator variable is 0.897. This means that the variables Social Factors, Personal Factors and Psychological Factors by explaining is the purchase decision 89.7%. While 90.8% of online shooping is influenced by social, personal, and physiological factors, the rest is influenced by other factors outside the model.

3. Direct Effects

The purpose of direct effect analysis is to test the hypothesis of the direct influence of the influencing variable (exogenous) on the variable in question influence (endogenous) (Juliandi, 2018). Probability/significance value (P-Value):

- If the P-value < 0.05, then it is significant.
- If the P-value > 0.05, then it is insignificant.

**Table 6
Direct Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z	0,505	0,675	0,465	0,009	0,001



X2 ->Z	0,617	0,647	0,346	0,003	0,000
X3->Z	0,775	0,674	0,546	0,889	0,001
X1->Y	0,879	0,774	0,657	0,000	0,000
X2 -> Y	0,579	0,456	0,663	0,074	0,001
X3 -> Y	0,678	0,662	0,550	0,963	0,000
Z-> Y	0,540	0,531	0,467	0,074	0,001

Data Source : Data SEM-PLS 2024

The conclusion from the direct effect values in the table above is as follows:

- 1) Faktor Sosial on online shooping: Path coefficient = 0,009 < T-Table = 1,672, This means that the influence of X1 on Z is significant.
- 2) Faktor Pribadi on online shooping : Path coefficient = 0.003 < T-Table = 1,672, This means that the influence of X2 on Z is significant.
- 3) Faktor Psikologis on online shooping : Path coefficient = 0.889 < T-Table = 1.672, This means that the influence of X3 on Z is significant.
- 4) Online Shooping On Purchase decision: Path coefficient = 0.000 < T-Table = 1.672, This means that the influence of Z on Y is significant.
- 5) Social Factors on Purchase Decision : Path coefficient = 0.074 < T-Table = 1.672, This means that the influence of X1 on Y is significant
- 6) Personal Factors on keputusan pembelian Path coefficient = 0.963 < T-Table = 1.672, This means that that the influence of X2 on Y is significant
- 7) Physiological factors : Path coefficient = 0.074 < T-Table = 1,672, This means X3 on Y is significant.

Table 7
Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 ->Y -> Z	0,508	0,674	0,464	0,008	0,000
X2 ->Y ->Z	0,619	0,646	0,345	0,006	0,000

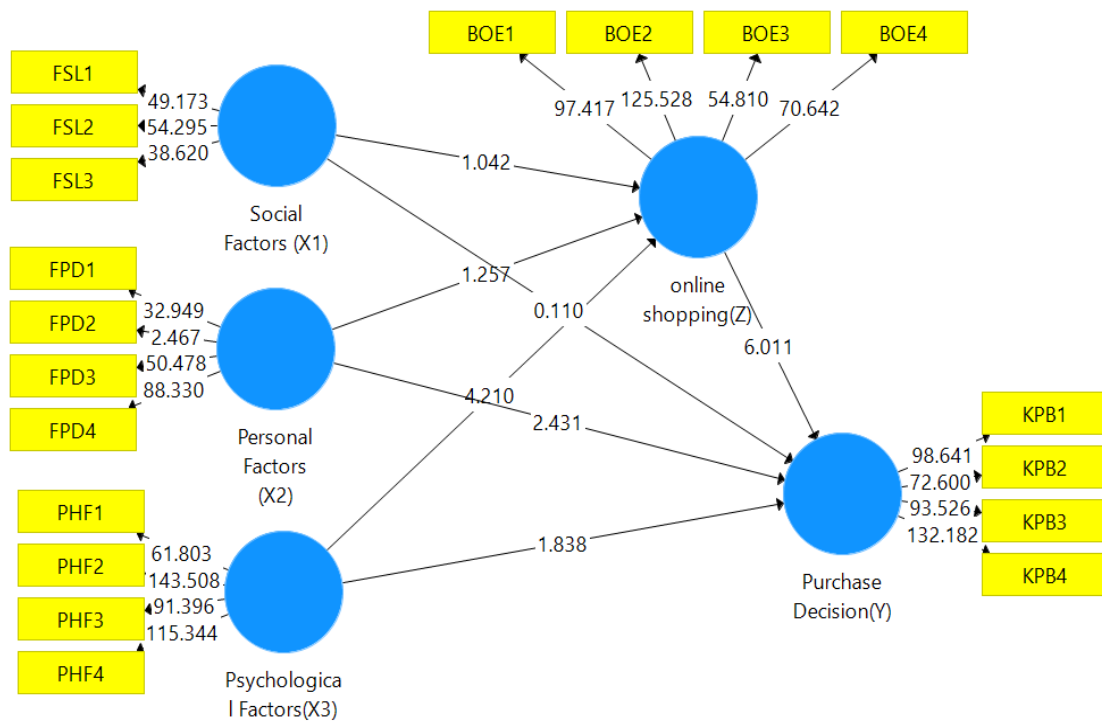


X3-->Y >Z	0,778	0,675	0,547	0,887	0,000
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Data Source : Data SEM-PLS 2024

The conclusion of the direct effect values in the table above is as follows:

- 1) Social Factors on online shooping purchase decisions: Path coefficient = 0.008 < T-Table = 1.672, This means that the influence of X1 on Y through Z is significant.
- 2) Personal Factors for Online Shopping Purchase Decisions : Path coefficient = 0.006 < T-Table = 1,672, This means that the influence of X2 on Y through Z is significant.
- 3) Psychological Factors for Purchase Decisions through Online Shooping : Path coefficient = 0.887 < T-Table = 1.672, This means that the influence of X3 on Z is significant.



Full Image of Research Model

Discussion

1. The Influence of Social Factors on Online Shopping for Fashion Product Purchases in Medan City



From the results of the statistical test, the social factor (X1) has a significant influence on online shopping (Z). This is clearly seen from the results of the calculation $(0.009) < t_{table} (1,672)$ with P-Values $(0.000) < 0.05$, then H_a is accepted, showing that there has been a positive and significant influence of social factors on online shopping in the purchase of fashion products in the city of Medan. Because by understanding the influence of these social factors, companies can create more effective marketing strategies, target audiences in a more relevant way, and improve the online shopping experience for consumers (Rahayu et al., 2023).

2. The Influence of Personal Factors on Online Shopping for Fashion Products in Medan City

From the results of the statistical test, the personal factor (X2) has a significant influence on online shopping (Z). This is clearly seen from the results of the calculation of $(0.03) < t_{table} (1,672)$ with P-Values $(0.000) < 0.05$, then H_a is accepted, showing that there is indeed a positive and significant influence of personal factors on online shopping for the purchase of fashion products in the city of Medan. For example, the age of a consumer can affect the type of product they buy. For example, the younger generation may be more interested in the latest fashion products or technologies, while the older generation may be looking for more practical products. Gender can influence product preferences, with men and women often having different interests in certain product categories, such as fashion, electronics, or personal care. As well as Payment Methods where there are differences in payment methods that are more often used by each gender (Feng & Ivanov, 2023).

3. The Influence of Psychological Factors on Online Shopping for Fashion Products in Medan City

From the results of statistical tests, psychological factors (X3) have a significant effect on online Shopping (Z). This can be clearly seen from the results of the calculation $(0.889) < t_{table} (1.672)$ with P-Values $(0.000) < 0.05$ so that H_a is accepted which shows that there is a positive and significant influence of psychological factors on online shopping for the purchase of fashion products in Medan City.



Where Motivation Needs and Wants: The motivations underlying purchasing decisions, such as basic needs (food, clothing) or a desire to meet lifestyle and social status, can influence the type of product purchased. Emotional Experience: Consumers may be forced to shop online for emotional satisfaction, such as happiness or an escape from stress. In addition, the perception of product quality can influence purchasing decisions. For example, attractive packaging or clear product descriptions can increase positive perceptions. Brand Image: A good brand image can influence consumers' decision to choose a particular product. Beliefs and Attitudes where consumers who believe in the reputation of the seller or e-commerce platform are more likely to make a purchase. Distrust can hinder purchase decisions.

4. The Influence of Personal Factors on Online Shopping for Fashion Products in Medan City

From the results of the statistical test, the personal factor (X2) has a significant influence on online shopping (Z). This is clearly seen from the results of the calculation of $(0.03) < t_{table} (1,672)$ with P-Values $(0.000) < 0.05$, then H_a is accepted, showing that there is indeed a positive and significant influence of personal factors on online shopping for the purchase of fashion products in the city of Medan. For example, the age of a consumer can affect the type of product they buy. For example, the younger generation may be more interested in the latest fashion products or technologies, while the older generation may be looking for more practical products. Gender can influence product preferences, with men and women often having different interests in certain product categories, such as fashion, electronics, or personal care. As well as Payment Methods where there are differences in payment methods that are more often used by each gender (Feng & Ivanov, 2023).

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in Medan
City

From the results of the statistical test, social factors (X1) have a significant influence on purchase decisions (Y). This can be clearly seen from the results of $t_{count} (0.074) < t_{table} (1.672)$ with P-Values $(0.000) < 0.05$, so that H_a is accepted, which shows that there is a positive and significant influence of social factors on the decision to buy online shopping fashion products in Medan City. Recommendations from friends, family, or influencers can influence purchasing decisions. If someone close to you recommends a particular fashion product, consumers are likely to follow the advice. In addition, social norms where fashion trends are popular in certain social groups can encourage individuals to buy products that are considered "in" in order to be accepted in that group (Enam et al., 2024).

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7. Pengaruh faktor psikologis terhadap keputusan membeli produk fashion di Medan

Kota

Dari hasil uji statistik, Psikologis memiliki pengaruh yang signifikan terhadap keputusan pembelian (Y). Hal ini dapat dilihat dengan jelas dari hasil tabel ($0,074 < (1.672)$ dengan P-Values ($0,000 < 0,05$), sehingga H_a diterima yang menunjukkan bahwa terdapat pengaruh positif dan signifikan dari faktor psikologis terhadap keputusan untuk membeli produk shopping fashion online di Kota Medan. Motivasi: Kebutuhan untuk tampil bagus dan mengikuti tren dapat memotivasi konsumen untuk membeli produk fashion. Keinginan untuk meningkatkan citra diri juga bisa menjadi pendorong. Selain itu, Persepsi dan Sikap terhadap merek dan produk dapat mempengaruhi keputusan. Jika konsumen melihat merek tertentu sebagai merek berkualitas tinggi, mereka lebih cenderung membelinya. Pengalaman Sebelumnya Apakah pengalaman positif atau negatif saat berbelanja di masa lalu dapat memengaruhi keputusan pembelian di masa depan. Pengalaman baik dapat meningkatkan loyalitas, sementara pengalaman buruk dapat menghalangi. Selain itu, emosi belanja online sering dipengaruhi oleh emosi. Konsumen mungkin berbelanja untuk mengatasi stres atau mencari kebahagiaan, yang dapat mendorong pembelian impulsif (Unique, 2016).

8. The influence of social factors on the purchase decision of fashion products in Medan

Cities through online shopping

From the results of the statistical test, social factors (X1) have a significant effect on purchase decisions (Y) through online shopping (Z). This can be clearly seen from the results of tcount ($0.008 < t_{table} (1.672)$ with P-Values ($0.000 < 0.05$), so that H_a is accepted which shows that there is a positive and significant influence of social factors on the decision to buy online shopping fashion products in Medan City. Recommendations from friends, family, or influencers can influence purchasing decisions. If someone close to you recommends a particular fashion product, consumers are likely to follow the advice. In addition, social norms in which fashion trends are popular in certain social groups can encourage individuals to buy products that are considered "deep" in order to be accepted in that group (Sidharta & Suzanto, 2015).



9. The influence of personal factors on the decision to buy fashion products in Medan City through online shopping

From the results of the statistical test, personal factors (X2) have a significant effect on purchase decisions (Y) through online shopping (Z). This can be clearly seen from the results of tcount (0.006) < ttable (1.672) with P-Values (0.000) < 0.05, so that Ha is accepted which shows that there is a positive and significant influence of personal facts on purchase decisions. Where Age affects the type of fashion product that is in demand. The younger generation may be more interested in the latest trends, while the older generation may prefer products that are classic and practical in addition to gender: Fashion preferences often differ between men and women, which influences purchasing decisions. For example, women may focus more on accessories, while men may prefer formal wear. Income is also in the spotlight where the level of income affects the ability to buy fashion products. Consumers with higher incomes are likely to buy premium brands, while those with lower incomes may be looking for discounts or more affordable products. In addition, an active or relaxed lifestyle can affect the choice of fashion products. Active individuals may prefer sportswear, while those who are more relaxed may opt for casual wear(Six et al., 2024)

10. The influence of psychological factors on the decision to buy fashion products in Medan City through online shopping

From the results of statistical tests, Psychological has a significant influence on purchase decisions (Y) through online shopping (Z). This can be clearly seen from the results of the table (0.887) < (1.672) with P-Values (0.000) < 0.05, so that Ha is accepted which shows that there is a positive and significant influence of psychological factors on the decision to buy online shopping fashion products in Medan City. Motivation: The need to look good and follow trends can motivate consumers to buy fashion products. The desire to improve self-image can also be a driver. In addition, Perception and Attitude towards brands and products can influence decisions. If consumers see a particular brand as a high-quality brand, they are more likely to buy it. Previous Experience: Whether a positive or negative experience while shopping in the past can influence future purchase decisions. Good experiences can increase loyalty, while bad experiences can get in the way. In addition, the emotions of online shopping are often influenced by emotions. Consumers can shop to cope with stress or seek happiness, which can encourage impulse purchases (Li et al., 2024).

Conclusion

From the results and discussions in the study, it was concluded that there was a positive and significant influence between social factors on the decision to buy online shopping paroduk fashion in Medan City, there was a positive and significant influence between personal factors on the decision to buy online shopping paroduk fashion in Medan City, there was a positive and significant influence between psychological factors on the decision to buy online paroduk fashion in Medan City, There is a positive and significant influence of online shooping on the purchase decision of fashion products in Medan City. That there is a positive and significant influence between social factors on the decision to buy fashion products in Medan City through online shooping. That there is a positive and significant influence between personal factors on the decision to buy fashion products in Medan City through online shooping. That there is a positive and significant influence between psychological factors on the decision to buy fashion products in Medan City through online shooping.

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