
Customer Satisfaction and Millennial Purchase Intention on Fashion Products with Marketing 4.0

Noviawati M W¹, Yong Dirgiatmo¹, Cheery Pur D¹, Soraya Widyadana¹, Meatry K¹

¹Sebelas Maret University
Ir. Sutami 36 Surakarta, Indonesia

doi: 10.51505/IJEBMR.2023.7403

URL: <https://doi.org/10.51505/IJEBMR.2023.7403>

Received: March 28, 2023

Accepted: April 03, 2023

Online Published: April 10, 2023

Abstract

Research was conducted to determine the factors that influence purchase intention and customer satisfaction on fashion products with the 4.0 marketing model. The population was drawn from 25-40 years old (millennial generation) who purchased fashion products in the marketplace. This study used convenience sampling technique for sampling and obtained a sample of 150 respondents. Validity testing using the Confirmatory Factor Analysis (CFA) method, reliability testing using the Cronbach's Alpha method and hypothesis testing using the regression analysis method with SPSS 22 software. The results show that brand image, brand interaction and social media review significantly influences customer satisfaction, while brand identity and brand integration have no effect on customer satisfaction. Brand integrity and brand interaction significantly influences on purchase intention, while brand identity and brand image have no effect on purchase intention. Based on the results obtained, several components of marketing 4.0 can be used as a reference to increase sales, especially in fashion brands.

Keywords: Brand integrity, brand image, brand interaction, brand identity, marketing 4.0, social media reviews, customer satisfaction, purchase intention

1. Introduction

The development of technology has caused people to make social contacts not only through direct communication, but also through long-distance relationships connected by communication media such as the internet. The internet is a fast-growing computer network covering a wide range of business, education and government needs that connects millions of computers and their users (O'Brien and Marakas, 2010). The book Marketing 4.0 discusses humanity in the digital era, combining style with substance and prioritizing brand image, brand identity, brand integrity and brand interaction integrated with digital (Hermawan & Philip Kotler, 2016).

Studies from the Indonesian Internet Service Providers Association (APJII) provide data that the number of internet users in Indonesia continues to grow every year, until the second quarter of 2022. Most internet users are aged 20-34 with the highest presentation compared to other ages, namely 37.8 percent, (APJII) in 2022. It is not surprising because in terms of age, they belong to the Millineals generation. Millennials are a generation of young people between 1981 and 1996 characterized by the use and adaptation of technology in everyday life, life experience, motivation and general purchasing behavior (Dimock, 2019).

With the growth of internet users, changing previous habits such as in conventional markets has been shifted to the currently popular online shopping system or called e-commerce. E-commerce is a buying and selling system using internet technology and exchanging value between individuals (Traver, 2017). Currently, there are many online shopping applications that are in demand, one of which is Shopee. On the official APJII website in Indonesia in 2020, Shopee is the most widely used e-commerce with an amount of 27.4%. Shopee has various product categories, one of which is fashion products, where according to APJII, the product needs that are most often purchased online are Fashion and beauty products by 25% of Internet users in Indonesia.

However, often with this online purchase, some users feel disappointed because the goods are not the same as the information or product description so that some of them are not satisfied with online shopping. Kotler and Keller (2009) define customer satisfaction as a feeling that arises either happy or disappointed after comparing the expected results. To overcome these problems, prospective buyers are more careful about the information provided by the seller or can also be with the reviews on Shopee.

Online customer review / Social Media Review is a review that contains information and evaluation of specific products related to various aspects, and consumers use this information to find desirable qualities based on previous consumer reviews (Mo & Fan, 2015). With the Social Media Review, we can get online products in accordance with expectations about increasing purchase intention, because we see these reviews. Purchase intention is consumer behavior (consumer behavior) consisting of all consumer actions to obtain, use, and dispose of services or goods (Mowen & Minor, 2002). In this study, the variables used are the same as previous research by Ganesh Dash *et al.* (2021) but due to suggestions from previous research to add variables so that the research results are stronger, the variables of this study become brand identity, brand image, brand integrity, brand interaction, social media reviews, customer satisfaction and purchase intention.

2. Literature Review and Hypothesis

Consumer satisfaction is a reflection of a person's assessment of the perceived performance of products and services in relation to expectations. Reviews from peers, promises stated by marketers and consumers' experiences in buying goods and services can make their expectations. If the performance does not meet expectations, consumers feel disappointed, whereas if the performance meets expectations, consumers are happy (Kotler & Keller, 2009). Zeithaml and Bitner (2000) explain that customer satisfaction is an assessment of the characteristics or quality of a product or service that gives consumers a level of pleasure with the intention of meeting consumer consumption needs.

Mowen and Minor (2002) explain the notion of purchase intention as the desire of consumers to behave in a certain way with the aim of owning, disposing of and using goods and services. Purchase intention refers to behavior that occurs as feedback to objects that indicate consumers' desire to buy (Assael, 1995). In understanding purchasing behavior, companies must be smart to analyze intensively about the consumer purchasing decision process, focusing on their experience in learning, choosing, using and even releasing their products (Kotler et al., 2009).

Consumers tend to choose branded products because they are more trustworthy and feel safe. A good product will be more easily recognized if it has a certain brand. Aaker (1997) in Dash, G. et al. (2021) defines brand identity as a set of unique brand associations that are created or maintained, meaning a physical identity about the product so that consumers easily recognize and distinguish between different brands. Customers will buy one of the products when the brand contributes to increasing added value through a good brand identity (Bataneh, 2015; Dash, G. et al., 2021).

H1 (a): Brand identity has a positive effect on customer satisfaction

H2 (a): Brand identity has a positive effect on purchase intention

Dobni and Zinkhan (1990) in Dash, G. et al. (2021) defines brand image as a subjective and perceptual phenomenon formed by consumer interpretations both rationally and emotionally. Brand image has three aspects including strength, uniqueness and excellence, while the indicators used to measure brand image are corporate image, user image and product image (Kotler & Keller, 2016). Research conducted by Mao, Y., et al. (2020) found a relationship that brand image directly has a positive effect on purchase intention.

H1 (b): Brand image has a positive effect on customer satisfaction

H2 (b): Brand image has a positive effect on purchase intention

Brand integrity or brand credibility refers to the delivery of promises that have been made to customers through appropriate positioning and differentiation techniques. Credibility is an important factor for building trust that can strengthen long-term relationships (Aaker, 1996). Credibility can be measured through: (1) sincerity, (2) clarity, (3) perceived quality, (4) perceived risk. Previous research has proven that brand integrity has a high and positive relationship with customer satisfaction (Campelo et al., 2011). Brands with high integrity are trusted by consumers and have a positive correlation with purchase intentions (McKnight et al., 2002).

H1 (c): Brand integrity has a positive effect on customer satisfaction

H2 (c): Brand integrity has a positive effect on purchase intention

Brand interactions are built on the customer experience, and more than ever it's important to engage and collaborate with customers to develop products and services. The increasing number and speed of technological change has much to do with the increasing role of brand interactions in marketing 4.0. Gensler *et al.* (2013) explained that the rise of the Semantic Web and the proliferation of technology have made brand interactions with consumers real-time and continuous. Consumers perform 3 functions when interacting with brands, there are consumption, contribution and creation (Schivinski *et al.*, 2016). An article written by Schivinski et al. (2016) tells us that in today's digital era, brand interaction is the key to reaching customers and increasing customer satisfaction.

H1 (d): Brand interaction has a positive effect on customer satisfaction

H2 (d): Brand interaction has a positive effect on purchase intention

Technological progress is currently very rapid, especially on social media. Social media defined that platform for sharing thoughts, opinions, and information about the world around (Appel, G. *et al.*, 2020). Social media is like Instagram, Twitter, YouTube, and so on. One of the functions of social media is to convey customer reviews or responses to products in organizations and companies. Social media reviews contain product ratings and information that can be used by marketers to analyze potential problems or future benefits and optimize solutions to attract new customers. In addition, social media reviews can also retain customers who have made previous purchases. Therefore, synergistic cooperation between social media reviews, operations and marketing departments can improve customer experience and shopping satisfaction (Usha, R., 2017). Soewandi (2015) asserts that social media has emerged as a powerful platform for interaction between companies and their customers to facilitate exchange. Previous research, social media can affect customer satisfaction, the social media in question can be marketing through social media and customer reviews found on social media Nunan *et al.* (2018).

H1 (e): Social media reviews has a positive effect on customer satisfaction

3. Method

3.1. Research Design

This study uses a quantitative research because it tests the relationship between the variables used on the basis of numerical data through statistical analysis (Creswell, 2012). This study uses a cross sectional research design which means “Research studies are only conducted at one period of time only.” Sekaran (2003). In collecting data, respondents only use questionnaire instruments. Dependent variables in this research are purchase intention and customer satisfaction. Independent variables are brand identity, brand image, brand integrity, brand interaction and social media review. The unirs analyzed in this study are individuals who are millennial consumers in the fashion industry, both domestic brands and foreign brands.

3.2. Population, Sample and Sampling Technique

The population in this research was taken between the ages of 24 – 40 years, which is the millennial generation of all genders who buy fashion products in the marketplace. Furthermore, the sample size is determined using “Hair Formula” because the population in this research is not known with certainty. How to calculate the hair formula is by multiplying the number of indicators by 5 or up to 10 (Hair, JR. *et al.*, 2009). In this study, the sample obtained and can be processed is 150 respondents consisting of millennial generation and generation z consumers in Indonesia, who purchase fashion products in Shopee e-commerce.

This research uses convenience sampling technique in sampling. Sampling is based on the specified criteria. This research uses primary data obtained through questionnaires distributed to millennials aged 25 to 40 in the community. The questionnaire distributed to respondents has two parts, the first part contains personal information data. While the second part contains question items from the variables to be tested. Data collection in this research used a questionnaire for primary data. The analysis tool in this research uses descriptive analysis. Validity testing using the Confirmatory Factor Analysis (CFA) method, reliability testing using

the Cronbach's Alpha method and hypothesis testing using the regression analysis method with SPSS 22 software.

3.3. Variable Measurement

This research questionnaire was developed with 25 questions. The marketing 4.0 model has 4 dimensions that are measured using several questions on each dimension. Brand identity has 3 indicators (signature, sophistication, reputation) (Tsaur et al, 2016); brand image has 3 indicators (strength, advantage, uniqueness) (Kotler & Keller, 2016); brand integrity has 3 indicators (expertise, trust and sincerity) (Erdem et al., 2004) and brand interaction has 4 indicators (creation, consumption, distribution and contribution) (Schivinski et al., 2016). Social media review consists of 4 indicators (friends, product, media, customer) (Parrot U., 2017). Customer satisfaction has 3 indicators (experience, professional competence, service quality) (Mouri, 2005). Purchase intention consists of 5 indicators (desire to buy, ability to buy, intention to buy in the future, repurchase decision, and need to buy) (Shao *et al.*, 2004). Measurement using a 5-point Likert scale was used for all questions where '5' means "strongly agree", '4' means "agree", '3' means "neutral", '2' means "disagree" and '1' means "strongly disagree"

4. Results

4.1. Descriptive Statistical Analysis

This research obtained 170 questionnaire respondents, but there was data that could not be processed, namely 3 respondents, because this research only needed 150 respondents, 17 other respondents were not included in the data analysis. Of 150 questionnaires processed, 21 respondents were male and 129 respondents were female. Based on domicile, the most respondents were in Central Java (45 respondents), West Java (23 respondents), East Java (21 respondents), DKI Jakarta and Banten (21 respondents), and other provinces (40 respondents). Based on their occupation, most respondents were students (66 respondents), followed by private employees (44), other jobs (23 respondents), and unemployed (17 respondents). Based on the last time using Shopee, the most users were less than 1 month which reached 129 respondents, 1-6 months, namely 17 respondents, and 2 respondents each from 7-12 months ago and more than 1 year ago. Based on the brand purchased, the Hijabic brand has most respondents at 54 respondents, and the rest of the brands have few respondents.

Through SPSS 22 software, researchers obtained descriptive statistical analysis results obtained through SPSS 22. The general description of the variables in this study including brand image, brand identity, brand interaction, brand integrity, social media review, purchase intention and customer satisfaction. The descriptive statistical test results are as follows :

Table 1. Descriptive Statistical Analysis

Descriptive Statistic					
Variable	N	Minimum	Maximum	Mean	Std. Deviation
Brand identity	150	4	15	12.23	2.420
Brand image	150	12	25	22.09	2.742
Brand integrity	150	9	15	13.43	1.603
Brand interaction	150	11	30	25.01	4.197
Social media review	150	4	20	15.87	3.081
Customer satisfaction	150	14	25	20.85	3.000
Purchase intention	150	12	20	17.95	2.156
Valid N (listwise)	150				

Source: Data processed using IBM SPSS 22

4.2. Validity and Reliability Test

Validity test in this research uses the Confirmatory Factor Analysis (CFA) model, this model is used to organize the information controlled in the original variables into dimensions or variables (factors). The first stage of validity testing of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) value above 0.5, namely 0.595, indicates that all samples are sufficient for validity testing. These results indicate that the instrument meets validity requirements and testing can proceed.

Table 2. KMO Test

KMO and Bartlett's Test		
Kaiser Meyer Olkin Measure of Sampling Adequacy		.595
Bartlett's Test of Sphericity	Approx. Chi-Square	1051.531
	df	435
	Sig.	.000

Source: Data processed using IBM SPSS 22

The Kmo Test results in Table 2. Of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) value above 0.5, namely 0.595, indicate that all samples are sufficient to conduct validity test. Then, the Bartlett's Test results are worth 1051.531 with a significance of 0.000 which shows that the instrument meets the validity requirements and testing can continue.

The next validity test was carried out with an extraction test with the aim of knowing the extent to which the indicators of question items in the research questionnaire measured precisely the variables used in this study. Table 2 shows the results of the validity test of the items for each research variable. These results show that the items on each variable have factor loading above 0.5 and the items on each variable have clustered according to the variable being measured so that it can be said that it meets the validity requirements and it can be stated that the research instrument is valid.

Table 3. Validity Test and Reliability Test

Factor	Scale Item	Factor Loading	Item Retained	Cronbach's Alpha	Description
Brand identity (M1)	1 M1.2	0.858	3	0.837	Three items retained, M1.1 released
	2 M1.3	0.806			
	3 M1.4	0.825			
Brand image (M2)	1 M2.1	0.833	5	0.826	Five items retained, M2.6 released
	2 M2.2	0.913			
	3 M2.3	0.860			
	4 M2.4	0.832			
	5 M2.5	0.850			
Brand integrity (M3)	1 M3.1	0.720	3	0.797	Three items retained, M3.4 and M3.5 released
	2 M3.2	0.802			
	3 M3.3	0.819			
Brand interaction (M4)	1 M4.1	0.839	6	0.827	All six item are retained
	2 M4.2	0.824			
	3 M4.3	0.702			
	4 M4.4	0.731			
	5 M4.5	0.652			
	6 M4.6	0.745			
Social media review (SM)	1 SM1	0.775	4	0.663	All four items are retained
	2 SM2	0.773			
	3 SM3	0.847			
	4 SM4	0.682			
Customer satisfaction (KP)	1 KP1	0.677	5	0.679	The five items are retained
	2 KP2	0.864			
	3 KP3	0.833			
	4 KP4	0.811			
	5 KP5	0.691			
Purchase intention (NB)	1 NB1	0.898	4	0.757	Four items retained, NB2 released
	2 NB3	0.848			
	3 NB4	0.760			
	4 NB5	0.878			

Source: Data processed using IBM SPSS 22

Reliability testing is used to measure the consistency of a questionnaire which is an indicator of a variable or construct. Reliability is a requirement for achieving the validity of a questionnaire with a specific purpose. Table 3. Shows the Cronbach's Alpha value for each variable is above 0.6, it means that reliability test requirements have been fulfilled and it can be said that the instruments in this research are reliable, so that they can be used for testing at the next stage.

4.3. Determination Coefficient Test

The coefficient of determination (R^2) test is used to measure the ability of the independent variables to explain changes in the dependent variable. If R^2 value is small, it means that the ability of the independent variables to explain the variation in the dependent variable is very limited. If the value is close to 1, it means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Table 4. Adjusted R Square (Customer Satisfaction)

Model Summary		
Model	R Square	Adjusted R Square
1	0.555	0.539

a) Predictors : (Constant), Social Media Review, Brand Integrity, Brand Identity, Brand Interaction, Brand Image
 b) Dependent Variable: Customer Satisfaction

Source: Data processed using IBM SPSS 22

Table 5. Adjusted R Square (Purchase Intention)

Model Summary		
Model	R Square	Adjusted R Square
1	0.464	0.449

a) Predictors : (Constant), Brand Integrity, Brand Identity, Brand Interaction, Brand Image
 b) Dependent Variable: Purchase Intention

Source: Data processed using IBM SPSS 22

The smaller the Adjuster R value, the smaller the ability of the independent variables. In table 4, the Adjusted R Square value for the customer satisfaction variable is 0.539. This shows that this variable can be used to explain the dependent variable by 53.9% and the other 45.1% is explained by other variables outside the study. Table 5, with the purchase intention variable as the dependent variable has an Adjusted R Square value of 0.449 This means that the brand identity, brand integrity, brand interaction and brand image variables can explain the purchase intention variable by 44.9%, the other 51.1% is explained by other variables outside the study.

4.4. Hypothesis Test

Hypothesis testing is carried out to determine whether to reject or accept the truth of the assumption statements that have been made. In this study, the hypothesis test used is multiple linear regression analysis. Multiple linear regression analysis is carried out to determine the relationship between the independent variable and the dependent variable whether it has decreased or increased. In addition, the direction of the relationship between the independent variable and the dependent variable can also be determined through linear regression analysis, whether the effect is positive or negative. The test was used in this study because it used more than one independent variable.

Table 6. Multiple Linear Analysis Hypothesis Test (Customer Satisfaction)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
	Constant	2.409	1.600		1.505
Brand identity	0.029	0.098	0.023	0.298	0.766
Brand image	0.229	0.113	0.209	2.023	0.045
Brand integrity	0.109	0.163	0.058	0.670	0.504
Brand interaction	0.287	0.054	0.402	5.364	0.000
Social media review	0.276	0.057	0.283	4.844	0.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed using IBM SPSS 22

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = 2.409 + 0.029 \text{ Identity} + 0.229 \text{ Image} + 0.109 \text{ Integrity} + 0.287 \text{ Interaction} + 0.276 \text{ SMR} + 1.600$$

Table 7. Multiple Linear Analysis Hypothesis Test (Purchase Intention)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
	Constant	5.270	1.164		4.525
Brand identity	0.038	0.076	0.042	0.495	0.622
Brand image	0.120	0.089	0.153	1.351	0.179
Brand integrity	0.532	0.128	0.396	4.159	0.000
Brand interaction	0.097	0.041	0.188	2.336	0.021

a. Dependent Variable: Purchase Intention

Source: Data processed using IBM SPSS 22

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 5.270 + 0.038 \text{ Identity} + 0.120 \text{ Image} + 0.532 \text{ Integrity} + 0.097 \text{ Interaction} + 1.164$$

Hypothesis testing is divided into the first stage of testing using dependent variable customer satisfaction, the second stage of testing using the dependent variable purchase intention, and the third stage of testing the variable customer satisfaction with the purchase intention. Tables 6 and 7 show the results of hypothesis testing, which will then be interpreted in the discussion section. From table 6 we can know this analysis using multiple linear regression analysis and t test for the dependent variable customer satisfaction. The t test on the customer satisfaction variable can be said to have a positive effect if $t_{count} > t_{table}$, in this study it has a t_{table} value = 1.97612. It can be said to be significant if the significance value of the variable is < 0.05 . This analysis shows that hypotheses H1(a) and H1(c) are rejected because brand identity ($\beta = 0.029$; $t = 0.298$;

significant = 0.766) and brand integrity ($\beta = 0.229$; $t = 2.023$; significant = 0.045) have no effect on customer satisfaction. Hypotheses H1(b), H1(d), and H1(e) are accepted because brand image ($\beta = 0.229$; $t = 2.023$; significant = 0.045) has an effect on customer satisfaction, brand interaction ($\beta = 0.287$; $t = 5.364$; significant = 0.000) and social media reviews ($\beta = 0.276$; $t = 4.844$; significant = 0.000) have a significant effect on customer satisfaction. From table 7 we can know this analysis using multiple linear regression analysis and t test for the dependent variable of purchase intention. Hypotheses H2(a) and H2(b) are rejected because brand identity ($\beta = 0.038$; $t = 0.495$; significant = 0.622) and brand image ($\beta = 0.120$; $t = 1.351$; significant = 0.179) have no effect on purchase intention. Hypotheses H2(c) and H2(d) are acceptable because brand integrity ($\beta = 0.532$; $t = 4.159$; significant = 0.000) has an effect on purchase intention and brand interaction ($\beta = 0.097$; $t = 2.336$; significant = 0.021) has a significant effect on purchase intention.

5. Discussion

The relationship between customers and brands can be built through brand identity. Brand identity is used to gain recognition, differentiate from other brands, develop brand value and develop customer loyalty (Mao. Y., et. al., 2020). Our results explained that brand identity does not have a significant relationship with customer satisfaction and purchase intention. This is not in accordance with previous research conducted by Mao. Y., et. al. (2020) which found that brand identity has an effect on purchase intention. Research conducted by Dash, G. et al. (2021) found that brand identity has a significant positive effect on customer satisfaction. This may be due to factors outside the brand that are unknown to the researcher.

Furthermore, the findings in this study show that there is a relationship between brand image and customer satisfaction, the relationship has a significant effect. Research from Dash, G. et al., (2021) supports this study that a good brand image is the key to increasing customer satisfaction. The results show otherwise in the relationship between brand image and purchase intention, there is no significant relationship between the two. This is likely because the context and sample of the study are very unique so that they can present unique variability in the findings.

The relationship between brand integrity variables with purchase intention and customer satisfaction has different results. According to the results, brand integrity significantly influences purchase intention but not significant with customer satisfaction. Research from Dash, G. et al. (2021) supports this study that the absence of a relationship between brand integrity and customer satisfaction shows that brand integrity also does not have a significant relationship with customer satisfaction. In this study, the relationship between brand integrity and customer satisfaction is low. This can occur due to different purchasing experiences and the complexity of different local cultures.

Another finding in this study is that brand interaction has a significant effect on customer satisfaction and purchase intention. This result is consistent with the research hypothesis, which previously suggested that brand interaction is important in the digital age and a key aspect for marketers to reach customers to increase satisfaction and purchase intention (Gensler et al., 2013; Schivinski et al., 2016). In the research of Bilal M, et al. (2021), which developed a model

using social media in the process of interacting with customers, found that brand interaction has a direct effect on purchase intention.

The analysis conducted shows that there is a significant influence between social media review variables with customer satisfaction, so the initial hypothesis can be accepted. Ramanathan et. al. (2017) support this research that social media reviews provide new insights into social media reviews which have a close relationship with customer satisfaction. This is also in line with research conducted by Nunan et. al. (2018) that social media can affect customer satisfaction, social media in question can be marketing through social media or customer reviews found on social media.

6. Conclusion

This research has developed a theoretical model regarding the use of brand identity, brand image, brand interaction and brand integrity on customer satisfaction and purchase intention. People prefer to purchase goods through e-commerce such as Shoope. This happens because purchasing through e-commerce can save time, energy and of course more convenient. This study found that brand image has an effect on customer satisfaction, brand interaction and social media reviews have a significant effect on customer satisfaction, while brand identity and brand integrity have no effect on customer satisfaction. Brand identity and brand image have no effect on purchase intention, brand interaction has an effect on purchase intention, and brand integrity has a significant effect on purchase intention. From the results obtained, it can be concluded that several components can be used as a reference to increase sales, especially in fashion brands. In selling products, it must determine the components used such as brand integrity, brand image, brand interaction and brand identity, besides that a truly quality product will provide satisfaction to customers and can increase people's purchase intention on the product.

7. Research Limitations and Suggestions

Although our research provides additional new variables from previous studies, this study has limitations. First, we limited the investigation related to this research to only one e-commerce, namely Shoope. Given that the development of this e-commerce is very rapid and offers more sophisticated and up to date features, future research should explore whether our proposed model applies and if not, use other e-commerce platforms. For example, with social media that can now also be used for online shopping, because Millennials and Gen Z are close to social media, this platform can be taken into consideration for future research.

Furthermore, regarding this research because we focused on fashion and the respondents were mostly women. However, it is not impossible for future research to have several product choices so that we can find out more about the characteristics of potential buyers, both female and male buyers and several indicators that influence the purchase, whether paying attention to the brand, or reviews from previous buyers.

Acknowledgments

We would like to thank the fashion customers in Shoope e-commerce, especially the Hijabic brand, for participating as respondents and providing the required information. Furthermore, we

would like to thank the business research methods group of the master of management study program at Sebelas Maret University Surakarta for supporting this research to completion.

References

- Aaker, D. (1996). *Membangun merek yang kuat*. Pers Merdeka, New York.
- Aaker, David A. (1997). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Terjemahan oleh Aris Ananda, Cetakan Pertama, Mitra Utama, Jakarta
- Appel, G. et al. (2020). The Future of Social Media in Marketing, *Journal of the Academy of Marketing Science*, 48:79–95.
- Assael, H. (1995). *Consumer Behaviour and Marketing Action*, Kent Publishing, Boston.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image, *International Journal of Marketing Studies*, 7(1).
- Bilal M, Jianqu Z, Ming J. (2021). “How Consumer Brand Engagement Effect on Purchase Intention? The Role of Social Media Elements,” *Journal of Business Strategy Finance and Management*, 2(1,2).
- Campelo, A., Aitken, R., & Gnoth, J. (2011). Retorika visual dan etika dalam pemasaran tujuan, *Jurnal Penelitian Perjalanan*, 50(1), 3–14.
- Creswell, J. W. (2012). *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta : Pustaka Pelajar.
- Dash, G. et al. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention, *Journal of Business Research* 122 (2021) 608-620
- Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. Retrieved from: <https://www.pewresearch.org/facttank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dobni, D., & Zinkhan, G. M. (1990). In Search of Brand Image: A Foundation Analysis, *Advances in Consumer Research*, 17, 110–119.
- Erdem, T. and Swait, J. (2004). Brand Credibility, brand consideration, and choice, *Journal of Consumer Research*, Vol. 31 No. 1, pp.191-8
- Gensler, S., Volckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4), 242–256.
- Hair JR, Joseph F., William C. Black, Barry J. Babin, and Rolph E. Anderson. (2009). “Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson - *Multivariate Data Analysis (7th Edition)*-Prentice Hall (2009).Pdf.” : 161.
- Kotler, P., & Armstrong, G. (2009). *Principles of Marketig*,. New Jersey, Pearson Prentice Hall.
- Kotler, P., Kartajaya, H., and Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital*, NJ: John Wiley & Sons, Inc.
- Kotler, Philip dan Kevin Lane Keller. (2009). *Manajemen Pemasaran*. Edisi ke 13, Erlangga, Jakarta.

- Mao, Y., et al. (2020). Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand Personality and Purchase Intention of Smartphone, *Jounal Sustainability* 12, 3391.
- McKnight, D.H., Choudhury, V., dan Kacmar, C. (2002). 'The impact of initial consumer trust on intentions to transact with a website: a trust building model', *Journal of Strategic Information Systems*. Vol 11 pp. 297–323.
- Mo,Zan., Yan-Fei Li dan Peng Fan. (2015). Effect of Online Reviews on Consumer Purchase Behavior, *Journal of Service Science and Management* 8, 419-424.
- Mouri, N. (2005). *An Examination of Consumer Value, Satisfaction and Post-Purchase Behavior*. Florida: University Central Florida.
- Mowen, John. C., and Minor, Michael. (2002). *Perilaku Konsumen*. Jakarta : Erlangga.
- Nunan, D., Oliver, S., dan George. C. (2018). Reflections on “social media: Influencing customer satisfaction in B2B sales” and a research agenda, *Industrial Marketing Management* 75 (2018) 31–36.
- O'Brien & Marakas. 2010. *Management Information Systems, Eighth Edition*, New York.
- Ramanathan. U., Nachiappan. S., dan Guy. P. (2017). Role Of Social Media In Retail Network Operations And Marketing To Enhance Customer Satisfaction, *International Journal of Operations & Production Management* Vol. 37 No. 1, 2017 pp.
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Mengukur konsumen keterlibatan dengan konten media sosial terkait merek: Pengembangan dan validasi skala yang mengidentifikasi tingkat keterlibatan media sosial dengan merek, *Jurnal Penelitian Periklanan*, 56(1), 64–80.
- Sekaran, U. (2003). *Research Methods For Business A Skill Building Approach*, Edisi 4, John Wiley & Sons, United States.
- Soewandi, M. (2015). The impact of social media communication forms on brand equity dimensions and consumer purchase intention, *iBuss Management*, 3(2), 204–213.
- Traver, C. G. (2017).. *E-Commerce 2016 business, tecnology, society* (12th ed.). England: Britis Library Cataloguint-in.
- Tsaur, S. H., Yen, C. H., & Yan, Y. T. (2016). Destination brand identity: Scale development and validation, *Asia Pacific Journal of Tourism Research*, 21(12), 1310–1323.
- Usha, R. (2017). Role of Social Media in Retail Network Operations and Marketing to Enhance Customer Satisfaction, *International Journal of Operations & Production Management*, Vol. 37 Iss 1 pp. 105 - 123
- Zeithaml,Valarie A and Bitner. (2000). *Service Marketing 2nd edition: Integrating Customer Focus*, New York.McGraw-Hill Inc.