

The Influence Of Influencer Marketing And Brand Image On The Tiktok App On Fast Fashion Product Purchase Decisions

Pengaruh Influencer Marketing Dan Citra Merek Pada Aplikasi Tiktok Terhadap Keputusan Pembelian Produk Fast Fashion

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ABSTRACT

The emergence of social media, especially TikTok, changed the fashion industry. With this platform, influencer marketing and brand image have new opportunities to influence consumers' decisions to buy fast fashion items. The study investigated how influencer marketing and brand image on the TikTok app influence consumers' decisions to buy fast fashion products. The data was collected through an online survey conducted on 200 TikTok users in Bandung. Research shows that the influence of influencer marketing and brand image significantly influences consumers' decision to buy something. In addition, there is a positive interaction between the two factors. This suggests that influencer marketing has a greater influence on purchasing decisions when brand image is positive. This research was conducted at Maranatha Christian University. The sample technique used in this study is non-probability sampling. The purpose of this study was to find out how the influence of Influencer marketing and Brand image on purchasing decisions in Fast Fashion at Maranatha Christian University. The data analysis techniques used are classical assumption test and multiple linear regression analysis. Data obtained from the questionnaire will be tested using IBM SPSS. The tests carried out are classical assumption tests (normality, heterokedasticity and multicollinearity) and multiple linear regression (t test, f test, and coefficient of determination). Based on the results of multiple linear regression tests on the T test, it can be concluded that Influencer marketing has an influence on the purchase decisions of fast fashion products because the value of t is calculated > t table. Based on the results of the multiple linear regression test on the T test, it can be concluded that brand image has an influence on purchasing decisions because the t value is calculated > t table. This means that the better the brand image built by a company, the higher the level of purchasing decisions for fast fashion products.

Keywords: *Influencer Marketing, Brand Image, Purchase Decision, Fast Fashion, TikTok*

ABSTRAK

Kemunculan media sosial, khususnya TikTok, mengubah industri fesyen. Dengan adanya platform ini, influencer marketing dan citra merek memiliki peluang baru untuk mempengaruhi keputusan konsumen dalam membeli produk fast fashion. Penelitian ini menyelidiki bagaimana influencer marketing dan citra merek pada aplikasi TikTok mempengaruhi keputusan konsumen untuk membeli produk fast fashion. Data dikumpulkan melalui survei online yang dilakukan terhadap 200 pengguna TikTok di Bandung. Hasil penelitian menunjukkan bahwa pengaruh influencer marketing dan citra merek secara signifikan mempengaruhi keputusan konsumen untuk membeli sesuatu. Selain itu, terdapat interaksi positif antara kedua faktor tersebut. Hal ini menunjukkan bahwa influencer marketing memiliki pengaruh yang lebih besar terhadap keputusan pembelian ketika citra merek positif. Penelitian ini dilakukan di Universitas Kristen Maranatha. Teknik sampel yang digunakan dalam penelitian ini adalah non-probability sampling. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh Influencer marketing dan Citra merek terhadap keputusan pembelian pada Fast Fashion di Universitas Kristen Maranatha. Teknik analisis data yang digunakan adalah uji asumsi klasik dan analisis regresi linier berganda. Data yang diperoleh dari kuesioner akan diuji dengan menggunakan IBM SPSS. Pengujian yang dilakukan adalah uji asumsi klasik (normalitas, heterokedastisitas, dan multikolonieritas) dan regresi linier berganda (uji t, uji f, dan koefisien determinasi). Berdasarkan hasil uji regresi linier berganda pada uji T, dapat disimpulkan bahwa Influencer marketing memiliki pengaruh terhadap keputusan pembelian produk fast fashion karena nilai t hitung > t

tabel. Berdasarkan hasil uji regresi linier berganda pada uji T, dapat disimpulkan bahwa citra merek memiliki pengaruh terhadap keputusan pembelian karena nilai t hitung $>$ t tabel. Hal ini berarti semakin baik citra merek yang dibangun oleh sebuah perusahaan maka semakin tinggi pula tingkat keputusan pembelian produk fast fashion.

Kata Kunci: Influencer Marketing, Citra Merek, Keputusan Pembelian, Fast Fashion, Tiktok

1. Introduction

The fashion industry continues to grow rapidly, driven by changing trends and people's lifestyles. In the digital era, social media is an important platform for consumers to find information and inspiration about fashion products. One of the rising platforms is TikTok, a short video app popular among the younger generation. According to the results of the Data Box survey in 2022 <https://databoks.katadata.co.id/infografik/2022/09/08/banyak-consumer-lebih-pilih-ecommerce-untuk-shopping-fashion>, the fashion industry ranked first as the most sought after item by consumers in online stores compared to physical stores at 58% and then ranked second on electronic products by 47%.



Figure 1. Online Product Purchase Ranking by Product type

According to <https://data.goodstats.id/> data as of July 2023, Indonesia ranks second in the number of TikTok users, this shows high popularity.

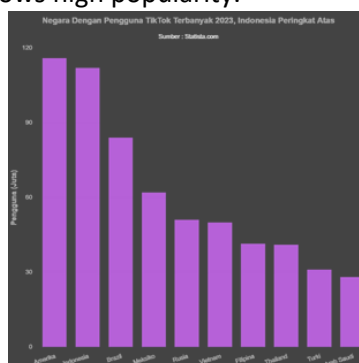


Figure 2. Ranking of the most Tiktok Users 2023

This is because the purpose of using TikTok is very much, you can see tutorial videos, challenge videos, even educational and marketing videos of a product. The phenomenon that occurs a lot in this digital era is promoting products or services through people who are already known by the public or commonly called influencer marketing. TikTok's presence opens up new opportunities for influencer marketing, a marketing strategy that utilizes influential individuals on social media to promote products to their followers. Influencers on TikTok usually have an interesting and relatable lifestyle to the target audience, so they can build trust and encourage their followers to buy the promoted product. Users with this large number of followers generally have a strong influence on their audience, which is why they are referred to as influencers. Influencer Marketing focuses on utilizing someone on social media who has a large number of

followers to influence his followers, in this case providing information about a product to his followers because they have a close relationship. One proof of the success of marketing through social media is to use influencer marketing (2. Imam maulana et al). In addition to influencer marketing, brand image also plays an important role in consumer purchasing decisions. Brand image is a consumer's perception of a brand, which is shaped by various factors such as product quality, brand reputation, and consumer experience. A positive brand image can increase consumer trust and encourage them to buy products. Kotler and Keller (2012) define brand image as interpretations and beliefs formed in the minds of consumers, which are reflected in associations that are remembered by consumers. Brand image can be constructed through consistent and sustainable positive perceptions. By focusing on sustainable practices and communicating them effectively to consumers through social media marketing, companies can improve their brand image and foster loyalty among their target audience

Fast fashion is a quick creation of ready-made clothes in bulk. However, some industries use standard quality raw materials and sell their products at low prices. As a result, People from all walks of life can buy fashion. Of course, people today are competing to follow fashion trends that are *up to date*, and these demands are what make the concept of fast fashion today very rapidly developing. According to zerowaste.id <https://zerowaste.id/zero-waste-lifestyle/mengenai-fast-fashion-dan-dampak-yang-ditimbulkan/> one of the characteristics of fast fashion is that fast fashion products have many models and always follow the latest trends and always change in a very short time. Fast fashion brands in Indonesia are *H&M, Zara, Forever 21, Primark, Uniqlo, Topshop, Cotton On, Pull & Bear, Berrybenka*.

According to Kotler and Keller (2020) Purchasing decisions play a very important role in today's fast fashion industry, which results in very fast purchase turnover. According to pdf Fashion product purchase decisions are strongly influenced by the availability of information to the public obtained from various sources, both through advertisements, magazines, influencers, friends, family, and bloggers. Of course, to create purchasing decisions in the minds of consumers, fast fashion product companies must implement the right marketing strategy, so that purchasing decisions will arise if consumers need, are interested and the quality of the desired fast fashion products is in accordance with what is desired.

This research is also in line with research conducted by Faiza Zulfa Moumtaza (2023), namely *the Influence of Social Media Marketing, Influencer Marketing and Brand Image on the TikTok Application on Purchasing Decisions on Muslim Fashion Products*, the results of data analysis are known that social media marketing affects the purchase decision of Muslim fashion products, influencer marketing variables also have a positive effect on fashion product purchase decisions Muslims and brand image variables have a positive and significant influence on the purchase decision of Muslim fashion products in students of Universitas Islam Indonesia. Furthermore, research conducted by Imam Maulana Hidayatullah (2022) entitled *The Influence of Social Media Marketing, Influencer Marketing, and Brand Image on purchasing decisions on the Tik-Tok Application*, The results of the study show that the results of the t test (partial) social media marketing affect the purchase decisions shown and the brand image involvement affects purchase decisions indicated by a t value of 2.916 while the F test results show an F count of 0.000 which is smaller than 0.05. This means that social media marketing, influencer marketing and brand image together influence purchase decisions on the TikTok application.

While a lot of research has been done on influencer marketing and brand image in the fashion industry, including fast fashion, little research has specifically explored the role of the TikTok app in this context. Therefore, there is a gap in research on how TikTok affects consumer behavior regarding the purchase of fast fashion products. Students are a sample of respondents selected by researchers, arguing that students are quite active targets in using fast fashion products and have a significant influence in making purchasing decisions for fast fashion products. The purpose of this study is to find out how the influence of Influencer marketing and

Brand image on the purchase decision of Fast Fashion products at Maranatha Christian University Bandung.

30.7% of social media users are between the ages of 18 and 24, and many of them also work as students, according to Reportal Data. According to sociologist Mannheim's essay, "The Problem of Generation", adolescents between the ages of 18 and 24 are known as generation Z, with birth years ranging from 1995 to 2010. Gen Z is a digital generation that views social media and the internet as a way of life and finds it impossible to live without them. Therefore, Gen Z students who usually use social media in their daily lives were chosen as research subjects, especially those who study at Maranatha Christian University Bandung. Before conducting the study, researchers had made observations, where quite a lot of Maranatha Christian University Bandung students owned and used the Tiktok application. Even some of them are Tiktok Influencers whose videos are widely viewed and liked by other Tiktok application users. They also create a lot of video content that can influence someone's decision to buy a product. Maranatha Christian University is one of the Private Universities in Bandung where every day all students are always dressed neatly on campus, therefore sewn clothes are needed by students to improve appearance. Based on the background above, the researcher took the topic **"The Influence of Influencer Marketing and Brand Image on the purchase decision of Fast Fashion products at Maranatha Christian University in Bandung."**

2. Literature Review

Influencer marketing has become an increasingly popular strategy in reaching target audiences in the age of social media. According to Gluckman (2017), influencer marketing is a new strategy about the process of identifying, establishing relationships, and supporting individuals (influencers) as third parties who create conversations about a brand or product with consumers. According to research from Kresnawidiansyah Agustian et al shows that influencer marketing has great potential to provide significant benefits to SMEs in their efforts to reach target markets, expand brand awareness, and increase sales. In an ever-changing digital world, influencers have a unique appeal as a source of influence that can connect brands with relevant and engaged audiences. There are several factors used to evaluate the indicators of influencers used according to Rossister and Percy (Rama Kertamukti 2015), namely:

1. Visibility (popularity) is how popular a figure is who features a product or how many fans the influencer has.
2. Credibility is a kind of perception of expertise and objectivity: expertise refers to the influencer's knowledge of the advertised product, while objectivity refers to how the influencer convinces customers about the advertised product.
3. Attraction, attractiveness has two characteristics: likability, which is the physical appearance of the advertised product, and similiarity which is an emotional image in advertising the product.
4. Power, how much influence the influencer has and how well they can convince customers to buy the advertised item or product.

Brand image is an important key in understanding consumer preferences. According to Keller (2016), brand image includes consumer perceptions of the values, image, and characteristics of a brand. In the context of social media, brand image can Mujid & Andrian (2021) describe this brand image indicator consisting of:

1. User impression of the company that produces goods or services.
2. The user's impression of the user of the product includes that user, outlook on life and social position.
3. The user's impression of the goods includes attributes, uses, consumers and guarantees provided by the goods or products.
4. User impact on celebrity supporters of advertising the item or product

According to Gupta and Kim (2019), purchasing decisions can be influenced by the presence and recommendations of influencers on social media. TikTok users, tend to give high marks to the opinions and experiences shared by influencers. According to (Kotler & Armstrong, 2012) consumer purchasing decisions are influenced by four factors, including the following: 1) Cultural Factors (Cultural), 2) Social Factors (Social), 3) Personal Factors (Personal) and 4) Psychological Factors (Psychological). The purchasing decision process according to Kotler and Armstrong (2016) has 5 stages, namely:



Figure 3. Purchase decision process

1. Problem recognition, the buying process begins when the buyer becomes aware of a problem or need triggered by internal or external stimuli.
2. Information search, it turns out that consumers often look for a limited amount of information. We can distinguish between two levels of engagement with search.
3. Evaluation alternatives, some basic concepts that will help us understand the evaluation process, first the consumer seeks to satisfy a need. Second, consumers seek certain benefits from product solutions. Third, consumers see each product as a group of attributes with varying capabilities in delivering the benefits necessary to satisfy these needs.
4. Purchase Decision, in the evaluation stage, consumers form preferences between brands and in a collection of options. Consumers may also form an intent to buy the most preferred brand. In carrying out the purchase intent, consumers can form five sub-decisions including, brand, dealer, quantity, time and payment method. Problem Recognition: Information Search, Alternative Evaluation, Purchasing Decision, Post-Purchase Behavior
5. Post-purchase behavior: After a purchase, consumers may experience conflict due to seeing certain worrying features or hearing pleasant things about other brands and being wary of information that supports their decision.

There are six indicators of purchasing decisions Kotler, P., & Keller, K. L. (2016), namely:

1. Product selection
2. Brand selection
3. Reseller selection
4. Number of purchases
5. Time of purchase
6. Payment methods

Good collaboration between influencers and brands can strengthen brand image, create more personal relationships with consumers, and increase appeal. The level of trust in influencers and brand image can shape the level of consumer engagement in determining purchase decisions. In the context of TikTok, good interactions between influencers, brands, and users can strengthen emotional bonds, support purchase decisions, and create opportunities for long-term customer retention.

Conceptual framework

The relationship between Influencer Marketing and Brand image on purchasing decisions is Influencer marketing is one of a company's marketing strategies by inviting an influencer to work together in order to increase brand awareness as well as sales tailored to a

specific target market, while a positive Brand image can build strong customer loyalty so that customers tend to remain loyal to brands they know and trust. A unique and positive brand image helps differentiate a company from competitors in a competitive market. So that Influencer Marketing and Brand image work together and perform their functions so that there is such a thing as a purchase decision by consumers so that producers get maximum profits. Based on the study of the theory described above, the framework of thought in this study can be concluded as follows:

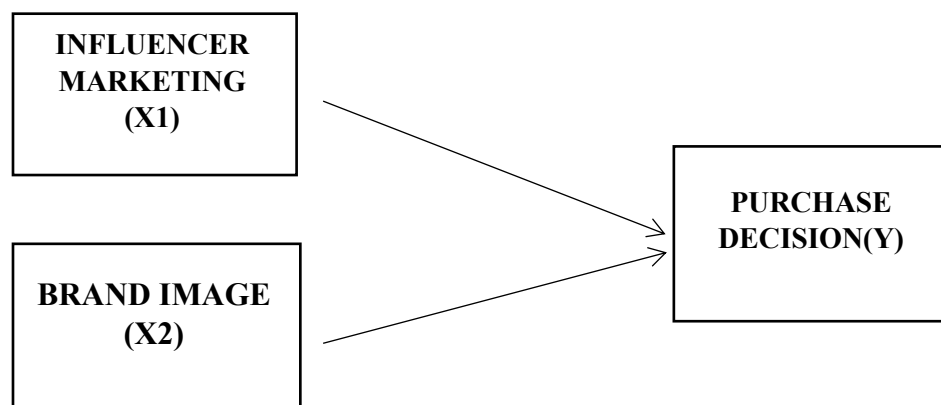


Figure 4. Mindset

Based on the framework in the picture above, there are three hypotheses in this study, namely:

H1 : Influencer marketing has a significant influence on purchasing decisions

H2 : Brand image significantly influences purchasing decisions

H3 : Influencer marketing and brand image together influence decisions purchase

3. Research Methods

A. Research Design

This research is included in the type of quantitative research that uses survey methods. A survey method is a type of research that collects a sample from a population and uses questionnaires as a data collection tool. Questions and written statements are given to respondents to provide information needed to solve problems (Sugiyono, 2017). The data used in this study is numerical or numeric data, the data analysis techniques used are classical assumption tests and multiple linear regression analysis. Data obtained from the questionnaire will be tested using IBM SPSS. The tests carried out are classical assumption tests (normality, heterokedasticity and multicollinearity) and multiple linear regression (t test, f test, and coefficient of determination).

B. Research Location

This research will be conducted at Maranatha Christian University, Jl. Surya Sumantri - Bandung

C. Research Implementation Time

The study was conducted for 2 months from February 2024 to March 2024.

D. Object of Research

The object of this research is several students of Maranatha Christian University Bandung who use the Tik-Tok Application at Maranatha Christian University.

E. Sample

In research, the sample is interpreted as part of the number or characteristics possessed by the population, the sample taken must really represent what you want to research, (Sugiyono, 2018). The sample technique used in this study is *non-probability sampling* (not the entire population is taken), included in the purposive category, using several criteria. The number of samples taken in this study was calculated using the slovin formula. The

total number of students of Maranatha Christian University Bandung according to PDDIKTI is 7,034 people

n = Information:

n = Number of samples

N = Total population

e = Fault tolerance limit

Based on the results of sample calculations with the slovin formula:

$$n = 98.6$$

The result of the calculation using the slovin formula is 98.6, the value is rounded to 100. So, the number of samples taken in this study was 100 students by determining criteria that were in accordance with the research objectives. The criteria for respondents for this study are:

- a. Active students of Maranatha Christian University Bandung
- b. Owning and actively using Tiktok

4. Results And Discussion

A. Data Analysis

1. Validity Test

Validity tests are carried out to measure whether the research instrument used is valid or not. The validity test in this study used the correlation of moment products processed using the SPSS application. In testing the validity of this study using the basis of decision making, namely by comparing the value of r -count with r -table. The basis for decision making is:

1. If the value of r is calculated $> r$ of the table, then the instrument is said to be valid.
2. If the value of R is calculated $< R$ of the table, then the instrument is said to be invalid.

The validity test in this study uses 30 preliminary data that have been collected with the results of the data test as follows:

Table 1. Variable Validity Test

<i>Influencer Marketing (X1)</i>				
1.	0.693	0.374	0.000	Valid
2.	0.884	0.374	0.000	Valid
3.	0.876	0.374	0.000	Valid
4.	0.740	0.374	0.000	Valid
5.	0.869	0.374	0.000	Valid
6.	0.927	0.374	0.000	Valid
<i>Brand Image (X2)</i>				
1.	0.850	0.374	0.000	Valid
2.	0.862	0.374	0.000	Valid
3.	0.889	0.374	0.000	Valid
4.	0.817	0.374	0.000	Valid
<i>Purchase Decision (Y)</i>				
1.	0.715	0.374	0.000	Valid
2.	0.919	0.374	0.000	Valid
3.	0.907	0.374	0.000	Valid
4.	0.813	0.374	0.000	Valid

Source: Processed primary data

The r value of the table is obtained from the formula, namely $df = N - 2$, N is taken from the initial amount of data that has been collected, which is as many as 30. Thus, $df = 30 - 2 = 28$, the r value of the table of 28 is 0.374. It can be seen in the table above that all question

indicators or instruments are declared valid. Overall the question indicator or instrument has a calculated r value greater than the table r , so all instruments are declared valid.

2. Reliability Test

Reliability tests are performed to test the consistency or stability of the instrument over time. In this study, the instrument was declared reliable if the *Cronbach Alpha value* was greater than or equal to 0.70. The results of the initial data testing of 30 samples are as follows:

Table 2. Variable Reliability Test

Variable	Cronbach's Alpha	Information
<i>Influencers Marketing (X1)</i>	0.906	Reliable
<i>Brand Image (X2)</i>	0.876	Reliable
Decision Purchase (Y)	0.868	Reliable

Source: Processed primary data

The results of reliability tests that have been carried out on all variables show that the Cronbach Alpha value of each variable is greater than 0.07, which means that all variables used are reliable.

3. Descriptive Analysis of Respondents

In the descriptive analysis of respondents, researchers will explain how the characteristics of respondents. Explain thoroughly descriptively about respondents, in this descriptive includes gender, age, whether respondents use the Tiktok application and the intensity of respondents using the Tiktok application. Based on the answers from the questionnaire distributed to 100 respondents, it can be known and explained descriptively as follows:

Table 3. Gender

Gender	Frequency	Percentage
Man	23	23%
Woman	77	77%
Total	100%	100%

Source: Processed primary data

Based on Table 3 above, it can be seen that there are 23 respondents with male gender and 77 female respondents, which means that Tiktok application users are dominated by users with female gender. Application users are dominated by female users because fast fashion products for women are more diverse, consisting of clothing, such as skirts, dresses, tops, shirts, pants and others. there are a variety of choices on the Tiktok application than men's fast fashion products. Then, women also tend to be more active in social media than men.

Table 4. Age of Respondents

Age	Frequency	Percentage
18	1	1%
19	10	10%

20	13	13%
21	21	21%
22	38	38%
23	15	15%
24	1	1%%
25	1	1%
Total	100	100%

Source: Processed primary data

Based on Table 4 above, it can be seen that respondents who use the Tiktok application consist of vulnerable ages 18-25 years, which are dominated by 22 years old with a total of 38 people, then 21 years old as many as 21 people, 23 years old as many as 15 people, 20 years old as many as 13 people, 19 years old as many as 10 people and 18 years old, 24 and 25 years old 1 person each.

Table 5. Faculty Respondents

Faculty	Frequency	Percentage
Faculty of Engineering	47	47%
School of Business	9	9%
Faculty of Psychology	10	10%
Faculty of IT	9	9%
Faculty of Literature and Culture	2	2%
Faculty of Law	14	14%
Faculty of Medicine	9	9%
Total	100	100%

Source: Processed primary data

Table 6. Tiktok App Owners

Application Owner	Frequency	Percentage
Yes	93	93%
Not	7	7%
Total	100	100%

Source: Processed primary data

Based on Table 6 above, it can be seen that respondents who have the Tiktok application are 93 people out of a total of 100 respondents who filled out the questionnaire, which means that almost all respondents have the Tiktok application. Because this study requires respondents who have the Tiktok application, the data to be used in this study is 93 samples.

Table 7. Intensity of Using the Tiktok App

Intensity	Frequency	Percentage
Les than a month	14	14%
More than 3	25	25%

months		
More than 1 year	61	61%
Total	100	100%

Source: Processed primary data

Based on Table 7 above, it can be seen that the intensity of respondents who use the Tiktok application for more than 1 year is 61 people, more than 3 months as many as 25 people and less than a month as many as 14 people. That is, many Tiktok application users have long downloaded and used the Tiktok application as one of their social media.

4. Descriptive Statistics of Variables

In this study, there are independent variables, namely *influencer marketing* and *brand image*, and dependent variables, namely fast fashion product purchase decisions. Descriptive statistics of variables aims to explain data in variables by looking at the mean, maximum value, minimum value and standard deviation. The following are the results of descriptive analysis processed with the help of the SPSS application.

Table 8. Descriptive Statistical Variables

Variable	N	MIN	MAX	AVERAGE	Strandar Deviation
<i>Influencer Marketing</i>	93	6	30	23.26	5.011
<i>Brand Image</i>	93	8	20	16.54	2.598
Purchasing Decision	93	4	20	13.33	4.129

Source: Processed primary data

Based on Table 8 above, it can be seen that the Influencer marketing variable (X1), from 93 samples tested, it is known that the minimum value is 6 and the maximum value is 30. Then, the mean value in this variable is 23.26 and the standard deviation (SD) value is 5.011. In the *brand image* variable (X2), from 93 samples tested, it is known that the minimum value is 8 and the maximum value is 20. Then, the mean value of this variable is 16.54 and the standard deviation (SD) value is 2.598. Finally, on the purchase decision variable (Y), from 93 samples tested, it is known that the minimum value is 4 and the maximum value is 20. Then, the mean value of this variable is 13.33 and the standard deviation value is 4.129. Next, it will determine the category of the score of each variable. In determining this category, the author uses 3 categories, namely high, medium and low. This category is viewed based on the mean (mean) and standard deviation (SD) values with the following formula:

1. For the low category, it has the formula $X < M - 1SD$
2. For the medium category, it has the formula $M - 1SD \leq X < M + 1SD$
3. For the height category, it has the formula $M + 1SD \leq X$

So for the calculation of the categories of each variable, as follows:

Table 9. Variable Categories

Variable	Formula	Category
<i>Influencer Marketing (X1)</i>	$X < M - 1SD$	Low
	$X < 23.26 - 5.011 = 18.249$	
	$X < 18$	

	$M - 1SD \leq X < M + 1SD$ $23.26 - 5.011 \leq X < 23.26 + 5.011$ $18,249 \leq X < 28,271$ $18 \leq X < 28$	Keep
	$M + 1SD \leq X$ $23.26 + 5,011 \leq X$ $28,271 \leq X$ $28 \leq X$	Tall
Brand Image (X2)	$X < M - 1SD$ $X < 16.54 - 2.598 = 13.942$ $X < 13$	Low
	$M - 1SD \leq X < M + 1SD$ $16.54 - 2.598 \leq X < 16.54 + 2.598$ $13,942 \leq X < 19,138$ $13 \leq X < 19$	Keep
Purchase Decision (Y)	$X < M - 1SD$ $X < 13.33 - 4.129 = 9.201$ $X < 9$	
	$M - 1SD \leq X < M + 1SD$ $13.33 - 4.129 \leq X < 13.33 + 4.129$ $9,201 \leq X < 17,459$ $9 \leq X < 17$ $M + 1SD \leq X$ $13.33 + 4.129 \leq X$ $17,459 \leq X$ $17 \leq X$	

B. Classical Assumption Test

1. Normality Test

The normality test is used on research data that has the aim of knowing whether population data is normally distributed or not. In this study, the author uses the Kolmogroff-Smirnov test assuming if the Kolmogroff-Smirnov value is more than 0.05 then the population data is considered normal, on the other hand if the Kolmogroff-Smirnov value is less than 0.05 then the population data is considered abnormal. Here are the normality results:

Table 10. Normality Test Results

Unstandardized Residual		
Differences	Positive	0.49
	Negative	-0.080

Test Statistics	0.080
Asymp. Sig. (-2tailed)	0.185c

Source: Processed primary data

Based on table 10 above, the output results of the normality test with Asymp. Sig. is 0.185 which means that the value is greater than 0.05. Then the residual data is normally distributed and the classical assumption test for the normality test is satisfied.

2. Multicollinearity Test

In the classical assumption test, there is a multicollinearity test where this test is carried out to test whether the regression model has a relationship or correlation between independent variables or not. If the regression model has a correlation, it will produce a good regression model. A good regression model is that there is no correlation between independent variables. The multicollinearity test can be assessed through tolerance values and Variance inflation factor (VIF) values. If the tolerance value is less than 0.10, multicollinearity occurs. Conversely, if the tolerance value is more than 10, multicollinearity will not occur. If the multicollinearity test is seen from the VIF value then, if the value is less than 10 then multicollinearity does not occur and vice versa if the VIF value is more than 10 then multicollinearity occurs. Here are the results of the multicollinearity test:

Table 11. Multicollinearity Test Results

Variable	Collinierity Statistics	
	Tolerance	VIF
<i>Influencers Marketing</i>	0,477	2,097
<i>Brand Image</i>	0,764	1,309

Source: Processed primary data

Based on table 11 above, it can be seen that the output of the multicollinearity test results on the *Influencer Marketing* variable (X1) has a tolerance value of 0.545, meaning it has a tolerance value greater than 0.10 and a VIF value of 1.834, which means it has a VIF value of less than 10. So, *the Influencer Marketing* variable does not occur multicollinearity. The brand image variable has a tolerance value of 0.477, which means that the value is more than 0.10 and has a VIF value of 2.097, which means that the value is less than 10. Then the variable does not occur multicollinearity. Finally, the brand image variable has a tolerance value of 0.764, which means that the value is more than 0.10 and a VIF value of 1.309, which means that the value is more than 10. So the brand image variable does not occur multicollinearity.

3. Heteroscedasticity Test

The heteroscedacity test is performed to test whether in the regression model there is a similarity in variance of residual values. If the variance value from one observation to another is fixed then it is called homoscedasticity and vice versa, if there is a difference then it is called heteroscedasticity. A good regression model is one that does not occur heterokedasticity. Thus, the assumption for the heteroscedasticity test is that if the signification value (Sig) between the independent variable and the residual absolute is more than 0.05, heteroscedasticity does not occur. This heteroscedasticity test uses the spearman test in the SPSS application, then the results are as follows:

Table 12. Heteroscedasticity Test Results

Variable	Sig
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Influencer Marketing	0,362
Brand Image	0,990

Source: Processed primary data

It can be seen in table 12 above, that the Sig value of the influencer marketing variable has a Sig value of 0.362, which means that the value is greater than 0.05. So the influencer marketing variable (X1) does not experience heteroscedasticity. Finally, the brand image variable (X2) has a Sig value of 0.990, meaning that the value is more than 0.05. Then the variable brand image (X2) does not occur heteroscedasticity.

4. Multiple Linear Regression Analysis

In this study, the author uses multiple linear regression analysis which aims to measure and determine the influence and also know the direction of the relationship between the independent variable consisting of influencer marketing (X1), and brand image (X2) to the dependent variable, namely purchase decisions (Y) fast fashion. The author conducted this analysis assisted by the SPSS application, the results of data processing are as follows:

Table 13. Results of Linear Regression Analysis

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
(Constant)	1,065	2,529		0,421	0,675
<i>Influencers Marketing</i>	0,348	0,104	0,422	3,331	0,001
<i>Brand Image</i>	0,057	0,159	0,036	0,361	0,719

Source: Processed primary data

Based on table 13 above, it can be seen that the output result of multiple linear regression, then coefficient B will be generated from a linear regression equation formula, as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.065 + 0.171 + 0.348 + 0.057 + e$$

Based on the regression equation above, the interpretation can be explained, as follows:

a. Konstanta coefficient

The value (a) or constant in the table above is 1.065, the value is the state value when the purchase decision variable (Y) or dependent variable has not been influenced by independent variables, namely influencer marketing (X1) and brand image (X2). If the independent variable (X) does not exist, then the variable (Y) does not change.

b. Regression Coefficient of Influencer Marketing Variables

The value of the regression coefficient of the influencer marketing variable (X1) is 0.384, this value shows that this variable has a positive influence on the fast fashion (Y) purchase decision variable. This means that every increase in the influencer marketing variable unit will affect the fast fashion purchase decision variable by 0.384.

c. Brand Image Variable Regression Coefficient

The value of the regression coefficient of the brand image variable (X2) is 0.057, this value shows that this variable has a positive influence on the fat fashion (Y) purchase decision variable. This means that every increase in the unit of brand image variable will affect the muslim fashion purchase decision variable of 0.057.

5. Hypothesis Testing Results

a. Partial Test (t test)

Partial tests or commonly called t tests in a study usually aim to determine or test the influence of each independent variable on the dependent variable. The hypotheses used in this study are:

1. H0 = Influencer marketing does not affect purchasing decisions on Muslim fashion products
2. H1 = Influencers Marketing Influential positive Towards purchasing decisions on Muslim fashion products
3. H0 = Brand Image does not affect purchasing decisions on Muslim fashion products
4. H2 = Brand Image has a positive influence on purchasing decisions on Muslim fashion products

From the hypothesis above, it can be known that the basic value of decision making on the t test is as follows:

1. If the significant value (Sig) is more than 0.05 then H0 is accepted.
2. If the significant value (Sig) is less than 0.05, then H1, H2 and H3 are accepted.

Here are the output results of the t-test presented in tabular form:

Table 14. Test Results t

Variable	Sig
Influencer Marketing	0,000
Brand Image	0,004

Based on table 14 above, it can be seen that the output results of the test for influencer marketing variables (X1), and brand image (X2) on Fast Fashion (Y) purchase decisions, can be explained as follows:

1. The influencer marketing variable (X1) has a significant value (Sig) of 0.000, which means that the value is smaller than 0.05 which is the basis for decision making. So this shows that H0 is rejected and H2 is accepted. So it can be concluded that the influencer marketing variable (X1) has a significant effect on the purchase decision of Fast Fashion (Y).
2. The brand image variable (X2) has a significant value (Sig) of 0.004, which means that the value is smaller than 0.05 which is the basis for decision making. So this shows that H0 is rejected and H2 is accepted. So it can be concluded that the brand image variable (X2) has a significant effect on the purchase decision of Fast Fashion (Y).

3. Simultaneous Effect Test (F)

The simultaneous effect test or F test on a study has the aim of knowing whether independent variables consisting of influencer marketing (X1) and brand image (X2) simultaneously or together related to the dependent variable namely the purchase decision of Fast Fashion (Y), here is a hypothesis:

1. H0 = influencer marketing (X1) and brand image (X1) have no significant effect on purchasing decisions for Fast Fashion products (Y)
2. Ha = influencer marketing (X1) and brand image (X2) have a significant influence on Fast Fashion (Y) purchase decisions.

From the hypothesis above, it can be known that the basic value of decision making in the F test is as follows:

1. If the significant value is more than 0.05 then H0 is accepted
2. If the significant value is less than 0.05 then Ha is accepted Here are the output results of the F test presented in table form:

Table 15. F Test Results

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	498.432	3	166.144	13.816	0.000b
	Residuals	1070.235	89	12.025		
	Total	1568.667	92			

Source: Processed primary data

Based on table 15 above, it can be seen that the output result of the F test result has a significant value (Sig) of 0.000, which means that the value is smaller than 0.05. Then it can be concluded that H₀ is rejected and H_a is accepted. Thus, the independent variable consisting of influencer marketing (X₁) and brand image (X₂) simultaneously or together affects the dependent variable, namely the purchase decision of Fast Fashion (Y).

4. Coefficient of Determination

The coefficient of determination aims to measure the ability of the independent variable (X) to determine the response of the dependent variable (Y) in a regression model. Here is the result of the coefficient of determination:

Table 16. Results of the Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.564a	0.318	0.295	3.468

Based on the table above, it can be seen that the output result of the coefficient of determination has an R value of 0.564, which means that the relationship between influencer marketing (X₁) and brand image (X₂) on the purchase decision of Fast Fashion products (Y) is strong. Meanwhile, the R Square value in the output coefficient of determination has a value of 0.318, which means that the influence of influencer marketing (X₁) and brand image (X₂) on Fast Fashion (Y) purchase decisions is 31.8% and the remaining 68.2% is influenced by other factors.

5. Conclusion

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

- Based on the results of multiple linear regression tests on the T test, it can be concluded that Influencer marketing has an influence on the purchase decisions of fast fashion products because the value of t is calculated > t table. This means that companies can do *influencer marketing* by collaborating with *influencers* who have *the same audience* or criteria of potential customers as the company, so that they can influence the purchase decision of fast fashion products by paying attention to several factors or indicators of *influencer marketing*, namely, *expertise, trustworthiness, credibility, sponsorship disclosure, parasocial relations, congruence*. This variable has a greater influence on purchasing decisions than other variables.
- Based on the results of the multiple linear regression test on the T test, it can be concluded that brand image has an influence on purchasing decisions because the t value is calculated > t table. This means that the better the brand image built by a company, the higher the level of purchasing decisions for fast fashion products.

Suggestion

Further research can add other variables to provide more detailed, broad and specific research results, because in this study several other factors were found that can influence such as *brand equality*, *content marketing* and buying interest.

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