

Investigating the Determinants of Online Fashion Purchases: Insights into Consumer Intention in the E-Commerce Marketplace

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Abstract

This research aims to analyze the factors influencing consumers' intentions to make online purchases on fashion e-commerce marketplaces in West Sumatra. The study employs quantitative methods, utilizing SEM-PLS. It adopts an explanatory research approach, focusing on causal study. The time horizon used in this study is one-shot (cross-sectional, 2023). Data collected for this study was through primary data and distributed questionnaires, using a non-probability sampling method. The population comprises all consumers in the fashion e-commerce marketplace in West Sumatra, with a total sample size of 225 respondents residing in the region. To increase consumer purchase intention in the online system, there needs to be innovation in the marketing strategy used, one of which is a strategy through social media. The research results revealed that internet self-efficacy, perceived aesthetics, and perceived benefits had a positive and significant effect on online purchase intentions, while perceived risk did not significantly influence online purchase intentions. Additionally, self-efficacy on the internet and perceived aesthetics had a positive and significant effect on perceived benefits. Pricing also positively influenced purchase intentions.

Keywords: Aesthetics, Benefits, E-Commerce, Price, Purchase Intention, Risk

INTRODUCTION

The growth of the cosmetic industry in Indonesia is considered robust, with cosmetic sales increasing by 14% from Rp 8.5 trillion to Rp 9.76 trillion in 2012. The advancement of technology is increasingly being embraced by every individual. Internet users can access all circulating information wherever they are. From the data, it can be seen that internet users in Indonesia have continued to experience a drastic increase over the last 5 years, with approximately 202 million internet users recorded in 2021, rising to around 204 million in 2022. Thus, it can be concluded that consumers are interested in using the internet, reflecting a shift in Indonesian society's lifestyle from traditional to modern.

With the increasing number of internet users, various online shopping applications or e-commerce platforms have emerged, making it convenient to shop without the need to visit physical stores. Indonesia has as many as 88.1% of internet users who are reported to have used or are currently using

e-commerce platforms (Sirclo, 2021). As technology becomes more advanced, using e-commerce has become a necessity due to its time-saving benefits. In the business landscape of the digital era, targeting consumers collectively follows the changing trends, marking a significant part of digitalization and meeting consumer needs. According to Husna et al. (2022), societal habits gradually adapt to the increasing number of digital-based marketplaces or e-commerce platforms that have sprung up. Pohan (2022) suggests that increasing consumer purchase intent in online systems involves innovative strategies, which is by leveraging captivating marketing techniques such as social media utilization. E-commerce platforms serve as essential sources of information and provide consumers with the means to fulfill their needs properly, thereby allowing online buyers to enjoy the benefits and advantages offered, such as obtaining reliable information from websites and meeting consumer expectations when the site is dependable.

Therefore, there are several aspects to consider when analyzing indicators that can influence consumer purchase intent. Other indicators, such as facilitating consumers in acquiring needed goods or services and ensuring competitive pricing, are also important aspects to consider. The use of collaborative methods can significantly affect consumer purchase intentions. Business owners will become market leaders when their service mechanisms are straightforward to implement, and their system services are easy to use.

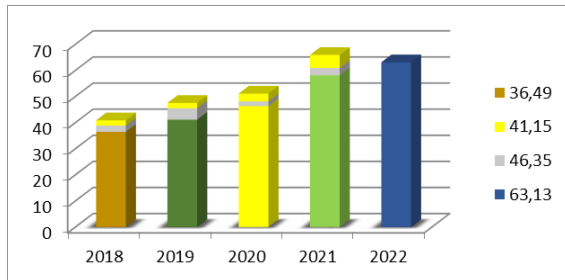


Figure 1. Graph of the Percentage of West Sumatra Population Accessing the Internet in 2018-2022
Source: Central Bureau of Statistics (2022).

West Sumatra had a population of 5,640,629 people in 2022 based on data from the Central Statistics Agency (*Badan Pusat Statistik*), and as many as 63.13% of these people have accessed the internet. According to Hadyan (2020), various systems in life have changed along with the rapid advancement of information technology, one of which is lifestyle, especially in the field of fashion. Fashion is an important part of lifestyle and needs in today's era. The advancement of information and communication technology has driven the fashion industry to keep up with developments to reach its consumers in various regions. According to Putri (2019), this progress has also led to various digital purchasing offers that have increased the trend of online shopping.

The purpose of this study is to determine the extent to which the people of West Sumatra use online shopping sites via marketplace media. Additionally, this study aims to examine the modern human habit that is inseparable from social media, including online shopping, focusing on online fashion purchases using e-commerce. The research includes what applications or systems are used in purchases, perceived risks and benefits, reasons for deciding to buy products, self-efficacy on the internet, perceived aesthetics, and price considerations.

LITERATURE REVIEW

Fashion E-Commerce

According to Widiati (2020) that e-commerce makes it easier for consumers to purchase clothing without the need to visit physical stores and enables them to buy online. The fashion industry has integrated technology into its development, from production processes to marketing and sales. One of the most frequently used buying and selling transactions in the fashion industry in the current technological era is e-commerce (Mustikarani & Irwansyah, 2019). Fashion is a product of constantly changing cultural trends in preferences and tastes (O'Cass & Frost, 2022). The fashion cycle is driven by upper-class differentiation efforts to distinguish themselves from the general public and adopt new styles, which are then the public imitates and follows the style (Simmel, 1957). A clear example is the blue and white patterned coat from Zara (Biddlecombe, 2016). Priced at \$80, the coat went viral due to excessive exposure on the streets. The popularity of this coat also signifies the end of its life cycle because fast fashion items are generally produced in limited quantities. Consequently, due to their limited availability, fashion consumers can express their uniqueness by avoiding similarity and unpopular choice conformity (Shen et al., 2014). In the global fashion e-commerce market report in 2022, the fashion e-commerce market consists of the sale of fashion goods and related services through online shopping channels. Marketed products include clothing, shoes, bags, jewelry, cosmetics, fashion accessories, and branded items.

The success of an e-commerce business depends on effective e-commerce strategies. Developing these strategies can be likened to following a complex recipe, with different ingredients contributing to various evolving pathways. Meanwhile, digitization of sales activities is a must in today's competitive landscape.

Fashion E-Commerce Website or Application System

Shareef et al. (2019) define social media as the utilization of the internet and electronic tools that benefit in generating information and experiences with other individuals in a more effective and efficient way. Kelly et al. (2010) found that social media plays an active role in business marketing activities, serving as a step to establish a relationship with consumers and provide smooth access for companies to their consumers (Balakrishnan et al., 2014). Social media marketing is the latest system in marketing that encompasses product marketing, services, information, and ideas using online social media platforms. Technological innovation is the latest trend in the fashion e-commerce industry. Companies manage the market by adopting new technologies such as artificial intelligence (AI), barcode scanners, virtual reality clothing, and e-commerce automation tools, offering personalized and relevant experiences to consumers

(Newswire, 2022). E-commerce is a process where electronic information exchanges support and participate in commercial activities, including organizational management, business management, negotiation, trade contracts, legality, and regulations. An e-commerce transaction begins when a seller advertises a product on a website, and the customer shows acceptance, evaluates the product's features, price, and delivery options, purchases the product of interest, and then checks out. In line with Mofokeng (2021), when visiting a website, online customers look at the instructions displayed on the web page to then search for relevant product information before generating an intention to purchase or committing to buy.

Online Purchase Intention

Online purchase intention is a decision-making process before purchasing a product, taking into account several factors. The intention to buy also means that consumers choose to purchase a product or service because they are considering making a purchase. Online purchase intention is a shopping activity through applications or websites. According to Mainardes et al. (2019), online purchase intention is defined as a factor that can be predicted through consumer behavior in negotiating purchases using the Internet. Online purchase intentions are also a manifestation of various motivational indicators experienced by consumers. Online purchase intentions describe the confidence of consumers to buy a product or service they need. Increased confidence leads to a stronger desire to shop. Consumers will decide to purchase a product and then seek information about the product to meet their needs. Purchase intention is often used as a tool to predict purchasing decisions; this purchase intention is related to consumer behavior, perceptions, and interests. Throughout the process, there is always a possibility that consumers may not proceed with the purchase. Several factors that can influence purchase intention are price, product quality, and value. Additionally, during the process, consumer purchase intentions are also influenced by various internal and external factors (Mirabi et al., 2015).

Self-Efficacy on the Internet

Self-efficacy refers to the perception of individuals who have the confidence to succeed in performing certain actions with their existing skills (Zheng et al., 2020). For individuals with low levels of self-efficacy, they may feel uncomfortable and insecure when making online transactions (Keshavarz, 2020). Correspondingly, if an individual has a high level of self-efficacy on the internet, it gives rise to the belief that they are capable of engaging in various online shopping activities and can develop positive reviews about online shopping. This means that consumers with

high levels of self-efficacy tend to have good purchase control and strong purchase intentions (Li et al., 2018).

Perceived Aesthetics

Aesthetics is a concept that serves as a primary determinant in web design, and various studies have been conducted to examine its impact on consumer behavioral and psychological responses to e-commerce websites. Consumer responses to the influence of website aesthetics in the online shopping environment can be viewed from various perspectives, such as comfort in the purchasing process, including access, product search, ownership, and transactions. Companies tend to be interested in using aesthetics with the core objectives of gaining competitive advantage, attracting customer attention, ensuring customer satisfaction, and better communication with users (Stone et al., 2018). The role of aesthetics will also influence intention because an aesthetically pleasing website will enhance a positive experience for online consumers. Previous research has discussed the aesthetics of a website, focusing on appearance, aesthetic design, visual appeal, and perceived aesthetics. An online shopping site with clear objectives, logos, and user-friendly page design can support online shopping activities effectively, and from this perspective, the relationship between perceived aesthetics and purchase intention is evident (Andini, 2023).

Perceived Benefits

Perceived benefit is a feeling that describes an individual's perception of seeking pleasure from the activities they engage in. It can be interpreted that web and application consumers seek information through product comparisons (Loh & Hassan, 2022). Andini (2023) also argues that the existence of perceived benefits has a positive impact on consumer intention to purchase a product online. Using the internet has both positive and negative implications for users. Perceived benefits entail the trust and satisfaction of consumers in online negotiations, which implies that online shopping is convenient and comfortable, offers a greater variety of products, and involves fewer risks compared to shopping offline (Bhatti & Ur Rehman, 2020).

Perceived Risks

Perceived risk is considered a factor that can hinder the development of e-commerce. In purchasing a product, consumers weigh various aspects, including risk. Risk can be defined as the doubts that are held when buying and using a product, due to the possibility of negative impacts or losses that may be received (Cui et al., 2019). Perceived risk is the consumer's perception of experiencing negative outcomes and uncertainties due to online purchases (Pelaez et al., 2019). This

risk arises from the possibility of obtaining products that do not match the expectations and do not function properly. Perceived risk also represents consumers' beliefs regarding the potential losses and uncertain outcomes when purchasing products online (Park & Tussyadiah, 2017). From the perspective of manufacturers or retailers, perceived risk can be overcome by doing several things, including setting a return policy in the event of damaged or defective products. This is accomplished by providing comprehensive and precise information to consumers, thereby minimizing doubts or risks. By using an online system, products are more easily accessible to consumers, thus increasing consumer knowledge that the company has released new products.

Price

The price of a product can attract consumer purchasing intent. Price also correlates with the quality offered. The better the quality of a product, the higher the price it commands. Price represents the value that will buy the limited quantity, weight, or other measure of a product or service. It plays a crucial role in consumers' complex evaluations of products and is perceived as a sign of quality by consumers. Price is consistently accepted as an indicator of product quality and value, interpreted in terms of what is given to obtain a product.

The decision on which price to set is one of the most important choices made by retailers (Han et al., 2014). Determining pricing decisions can result in competitive advantages and can influence consumer demand for products. A pricing strategy is a reasonable choice from several alternative prices (price set) aimed at maximizing profits.

The Influence of Self-Efficacy on the Internet on Online Purchase Intention

Self-efficacy is the ability to assess the actions that need to be taken to achieve a desired goal (Thakur, 2018). Self-efficacy is an individual's perception that he believes he can carry out specific actions. Consumers with high self-efficacy experiences tend to have reasonable purchase control and strong intentions (Yahong, 2019).

Previous research conducted by Shukla et al. (2022), and Li et al. (2018) stated that internet self-efficacy significantly affects online purchase intentions. However, research conducted by Andini (2023) showed different results, namely that self-efficacy on the Internet had no significant effect on online purchase intentions.

When carrying out online transactions, individuals with low self-efficacy will feel uncomfortable and insecure (Keshavarz, 2020). In line with this, if an individual has a high level of self-efficacy on the Internet, this will give rise to the belief that he or she can carry out various online

shopping activities and develop positive reviews about online shopping (Gültekin et al., 2020).

Customers who have solid intentions and reasonable purchasing control are typically those who report high levels of self-efficacy. Conversely, self-efficacy in online purchasing relates to how customers view their capacity for doing transactions online. It has been demonstrated that customers with poor self-efficacy experience uncertainty and unease when they shop online. Online purchasing is made possible via the Internet, and people's behavioral intentions toward online shopping processes are influenced by their level of Internet self-efficacy. Thus, self-efficacy elements have been presented in the area of online shopping behavior (Eastin, 2002).

H₁: There is a significant positive influence of self-efficacy on the internet on online purchase intention

The Influence of Perceived Aesthetics on Online Purchase Intention

E-commerce will be considered attractive when it displays professionalism in its website design, which can influence consumer perceptions and trigger purchase intentions. Besides the role of the website that can influence purchase intentions, an attractive website can also enhance the online consumer experience (Sybaite et al., 2020). Dayan (2019) states that the perception of online web design helps consumers determine their preferences and improves the user experience while shopping online. The aesthetics of an e-commerce site can influence user behavior. E-commerce will be considered attractive if it displays professionalism in its website design, which can influence consumer perceptions and trigger purchase intentions.

H₂: There is a significant positive influence of perceived aesthetics on online purchase intention

The Influence of Perceived Benefits on Online Purchase Intention

The internet presents various risks in online shopping, but it also provides many benefits that change consumer perceptions towards making online purchases. Perceived benefits include consumer trust and satisfaction in online negotiations, which give rise to the perception that online shopping is easy, convenient, offer more product variety, and entails less risk compared to offline shopping. Perceived benefits describe individual perceptions of seeking pleasure from the activities they engage in. With perceived benefits, this has a positive impact on consumer decisions in making online purchases of a product. Research conducted by Shukla et al. (2022), Andini (2023), Peña-García et al. (2020), Bhatti & Ur Rehman (2019), Arora & Aggarwal (2018). indicates that perceived benefits have a significant positive influence on online purchase intentions.

H₃: There is an influence of perceived benefits on online purchase intention

The Influence of Perceived Risk on Online Purchase Intention

Perceived risk is the uncertainty that consumers feel before purchasing a product. This risk may arise when the purchased product fails to meet their needs and has a negative impact as a result of purchasing the product (Confente et al., 2021). Purchase intention occurs when the perceived risk has minimal negative impact, with fewer consequences received by consumers, thus increasing their interest in making the purchase. The relationship between perceived risk and purchase intention has been examined in several previous studies, such as those by Shukla et al. (2022) and Bhatti & Ur Rehman (2019), which show that perceived risk negatively influences purchase intention. In conclusion, providing reliability in service, various offered features, and security assurances for consumers during online purchases will foster an intention to buy online.

H₄: There is a significant positive influence of perceived risk on online purchase intention

The Influence of Self-efficacy on the Internet on Perceived Benefits

According to Keshavarz (2020), when conducting online transactions, individuals with low levels of self-efficacy will feel uncomfortable and insecure. Conversely, individuals with high levels of self-efficacy on the internet will feel confident in engaging in various online shopping activities and will be capable of developing positive reviews about online shopping. Research by Shukla et al. (2022) and Andini (2023) indicates that self-efficacy on the internet has a significant positive effect on perceived benefits.

H₅: There is a significant positive influence between self-efficacy on the internet and perceived benefits

The Influence of Perceived Aesthetics on Perceived Benefits

Previous research studies have discussed the aesthetics of a website, focusing on its appearance, aesthetic design, visual appeal, and perceived aesthetics (Apaolaza et al., 2020). An online shopping site that has clear objectives, a logo, and user-friendly page designs can support online shopping activities effectively (Andini, 2023). Online purchasing intentions are also a manifestation of various motivational factors experienced by consumers (Diallo and Siquiera, 2017). Research conducted by Shukla et al. (2022) and Andini (2023) has stated that perceived aesthetics have a significant positive effect on perceived benefits.

H₆: There is a significant influence between perceived aesthetics and perceived benefits

The Influence of Price on Purchase Intention

Previous studies have stated that price influences purchase intention. In a study by Bryla et al. (2016), price is identified as another important factor in the cost of organic food. Alongside price, low availability and satisfaction, lack of trust, as well as poor perceived value, further hinder consumers from purchasing organic food. Similar findings were also found in previous research by Mondelaers et al. (2009), which noted that consumers are willing to pay higher prices if the product carries a label from a trusted organization. Lin et al. (2009) stated that price and risk can influence consumer purchase intentions. The study showed that when the price corresponds to the quality, it will positively impact consumer intention to purchase, whereas risk has a negative relationship. Similar research was also conducted by Alfred (2013), who tested perceived quality and perceived price in relation to purchase intention, suggesting that price can serve as an indicator of quality. The findings indicate that price is one of the indicators influencing attitudes towards private labels. Chen et al. (2009) mentioned that lower to middle-income groups are sensitive to price; thus, they tend to choose private-label products or lower-priced items. This is in contrast to higher-income groups who have a pattern of purchasing behavior that tends to choose premium prices.

H₇: There is a significant positive influence between price and purchase intention

After explaining the influence between variables, the conceptual framework which can be seen as Figure 2.

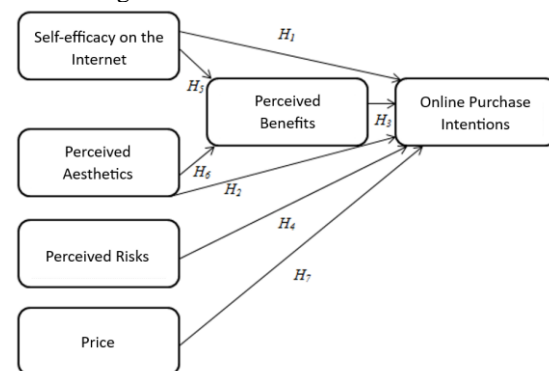


Figure 2. Conceptual Frame Work

METHOD

This research aims to examine the correlation among the variables of perceived aesthetics, perceived benefits, self-efficacy on the internet, price, purchase intention, and perceived risk. The investigation type used is a causal study. The time horizon for this research is a one-shot study. The

research is focused on analyzing consumer units in the fashion e-commerce marketplace in West Sumatra in the year 2023. The research methodology used is quantitative by using the Smart-PLS 4.0 application.

The variables used in this research are as follows: 1) Dependent variable (endogen) : online purchase intention (Y_1); 2) Variabel independen (Eksogen): perceived aesthetics (X_1), self-efficacy on the internet (X_2), perceived risks (X_3), Price (X_4); 3) mediation variable (intervening): perceived benefits (Y_2). Structural equation based on variables is as follows:

$$Y_2 = \beta_{Y_2.X_2} X_2 + \beta_{Y_2.X_1} X_1 + a_1$$

$$Y_1 = \beta_{Y_1.X_1} X_1 + \beta_{Y_1.X_2} X_2 + \beta_{Y_1.Y_2} Y_2 + \beta_{Y_1.X_3} X_3 + \beta_{Y_1.X_4} X_4$$

The data source for this research was taken from primary data. The data collection technique used is a questionnaire. Non-probability sampling was utilized in the study, a method called purposive sampling. In determining the number of samples studied, the first thing to do is calculate the maximum number of arrows leading to construction. Based on the significance table of 55 and the maximum R Square (R^2) of 0.10, it can be concluded that the minimum number of samples used for research is 137 samples (Hair, 2014).

Data processing involves the use of PLS-SEM (Partial Least Squares Structural Equation Modeling). Initially, the validity and reliability of the measurement model are assessed through an Outer Loading Test. This test evaluates whether the questionnaire accurately represents the variables being measured and ensures consistency and stability within the instrument. Reliability is established when the composite reliability value is > 0.7 , along with a Cronbach's Alpha (α) > 0.70 . Once reliability is confirmed, Inner Model testing (Structural Model) is conducted.

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reliability is confirmed, Inner Model testing (Structural Model) is conducted.

RESULT AND DISCUSSION

The object of this research is the marketplace. Marketplaces represent a new breed of businesses that adapt to the evolving times in line with the rapid advancement of information technology. Marketplaces are designed to streamline complex business processes, thus fostering efficiency and effectiveness. With marketplaces, everyone is facilitated to transact easily, quickly, and affordably due to the absence of spatial, distance, and time constraints. While conventional markets require physical spaces for sellers and buyers to meet, marketplaces utilize virtual or indirect means as transaction platforms. A marketplace is an online business transaction platform that provides electronic methods for commercial transactions, such as selling goods, services, or information online between buyers and sellers.

A marketplace is a place that is used as an electronic product marketing that brings together many sellers and buyers to transact with each other. Sellers do not need to struggle or be confused when they want to open an online business, as marketplaces provide a ready-made platform for online selling. Registration is all that is needed to start selling, as all procedures and processes are handled by the marketplace team. Sellers only need to improve marketing strategies, services, and promotions. Consequently, the possibility of selling more items is also likely to be increased since the marketplace is a gathering of many sellers and buyers in one big place. The respondents in this study are individuals or consumers who have previously made online purchase intentions on fashion e-commerce platforms within marketplaces, are at least 18 years old, reside in West Sumatra, and have visited marketplace websites at least once.

From the respondent profiles in the study, it is evident that female respondents outnumber male respondents by 66%. Regarding age groups, the majority fall within the 18-23 age bracket, comprising 43% of the respondents, with Payakumbuh City being the most prevalent location of origin, accounting for 21% of the respondents. The highest level of education attained by the respondents is predominantly Senior High School (SLTA/SMA), and the largest group of respondents belongs to the college student category, constituting 35%. Furthermore, the highest income bracket ranges from Rp 3,000,000 to Rp 5,000,000, encompassing 30% of the respondents, while the majority of respondents visit marketplace websites once a week, comprising 38%. As for shopping frequency on marketplaces, the most common frequency is once a month, accounting for 38% of respondents, with the highest purchasing frequency

from the research findings being once a month, representing 33%.

Table 1. Socio-Demographics and Economy of Respondents

Demographic Variables				Demographic Variables				
		Fr	%			Fr	%	
Sex	Male	62	34%	Education Level	Elementary School	0	0%	
	Female	11	66%		Middle School	1	1%	
Age	18-23	78	43%		High School	69	38%	
	24-29	68	38%		D1	0	0%	
	30-35	22	12%		D2	0	0%	
	36-40	13	8%		D3	25	14%	
Regency/City	K. Mentawai	1	1%		D4	7	4%	
	Regency Pesisir selatan	1	1%		S1	68	38%	
	Regency Solok	3	2%		S2	11	6%	
	Regency Sijunjung	2	1%		S3	0	0%	
	Tanah Lintang	9	5%	Occupation	Students	63	35%	
	Regency Padang pariaman	9	5%		BUMN	15	8%	
	Regency Agam	9	5%		Employers	10	6%	
	Lima puluh kota	5	3%		PNS/Civil Servants	13	7%	
	Regency Pasaman	2	1%		Housewife	43	24%	
	Regency Solok selatan	3	2%		Self-employed	34	19%	
	Regency Dharmasraya	2	1%		Private Employees	2	1%	
	Regency Pasaman barat	4	2%		Laborers/Farmers	1	1%	
	Regency Padang City	28	15%		Others	35	19%	
	Solok City	2	1%		<Rp 1.000.000	43	24%	
	Sawahlunto City	5	3%	Rp 1.000.000 - 3.000.000	54	30%		
	Padang panjang City	25	14%	Rp 3.000.001 - 5.000.000	33	18%		
	Bukit tinggi City	27	15%	Rp 5.000.001 - 7.000.000	11	6%		
	Payakumbuh City	38	21%	Rp 7.000.000 - 10.000.000	5	3%		
	Pariaman City	4	2%	>Rp 10.000.000	11	6%		
	Frequency of Visits	Others	2	1%	Purchasing Frequency	None	11	6%
		3x a week	13	7%		1x a week	47	26%
		1x a week	69	38%		1x a month	60	33%
		1x a month	42	23%		1x 3 months	35	19%
		1x 3 months	32	18%		1x 6 months	27	15%
		1x 6 months	23	13%		Indefinite	1	1%
	Have shopped	Every day	1	1%	Purchasing Frequency	None	11	6%
		Others	1	1%		1x a week	47	26%
		Never	4	2%		1x a month	60	33%
		Once	69	38%		1x 3 months	35	19%
		Twice	71	39%		1x 6 months	27	15%
3 times		13	7%	Indefinite		1	1%	
>3 times		24	13%					
Once		69	38%					
Twice	71	39%						
3 Times	13	7%						
>3 times	24	13%						

Descriptive Analysis

In this study, it was found that female respondents outnumbered male respondents by 66%. The age group is dominated by the age of 18-23 years old, comprising 43% of the respondents. Payakumbuh City emerged as the most common location of origin among respondents, accounting for 21%. The highest level of education attained by respondents was predominantly Senior High School (SLTA/SMA), with high school students and college students representing the largest respondent category at 35%. Furthermore, the highest income bracket ranged from Rp 3,000,000 to Rp 5,000,000, constituting 30% of respondents. The majority of respondents visited marketplace websites once a week (38%), with shopping frequency on marketplaces also dominated by once-a-week visits (38%). Lastly, the most common purchasing frequency from the research findings was once a month, representing 33%.

Validity Test

The validity testing employs two approaches: Convergent Validity and Discriminant Validity. Convergent validity testing is carried out by examining the output in the form of outer loading and Average Variance Extracted (AVE) values. Based on the conducted tests, the output is deemed

valid if the AVE value is greater than 0.5 and the outer loading value is greater than 0.7.

Table 2. Determination of Reliability and Validity

Variable	AVE	Cronbach's Alpha	rho A	Composite Reliability	Conclusion
Perceived Aesthetics (X1)	0.857	0.833	0.833	0.923	Valid and Reliable
Self-efficacy on the Internet (X2)	0.779	0.872	1.261	0.913	Valid and Reliable
Perceived Risk (X3)	0.678	0.766	0.776	0.863	Valid and Reliable
Online Purchase Intention (Y1)	1.000	1.000	1.000	1.000	Valid and Reliable
Perceived Benefits (Y2)	1.000	1.000	1.000	1.000	Valid and Reliable
Price (X4)	0.738	0.826	0.861	0.894	Valid and Reliable

Based on the data provided, it can be concluded that the perceived aesthetics variable has an AVE value of 0.857 and a Cronbach's alpha of 0.833. Self-efficacy on the internet has an AVE value of 0,779 and a Cronbach's alpha of 0.872. Perceived risk has an AVE value of 0.678 and a Cronbach's alpha of 0.766. The online purchase intention variable has an AVE value of 1 and a Cronbach's alpha of 1. The perceived benefits variable has an AVE value of 1 and a Cronbach's alpha of 1. Price has an AVE value of 0.738 and Cronbach's alpha value of 0.826. The results of this study indicate that all AVE values exceed 0.5. Moreover, Cronbach's alpha values in this research also surpass the established criterion of above 0.70, thus indicating the reliability of the study.

Table 3. Cross Loading Test Results

	Online Purchase Intentions	Perceived Risks	Perceived benefits	Price	Self Efficiency on internet	Perceived aesthetics
RD4		0.862				
RD3		0.914				
RD2		0.868				
RD1		0.076				
NPO5	0.530					
NPO4	0.754					
NPO3	0.512					
NPO2	0.726					
NPO1	0.636					
MD5		0.731				
MD4		0.802				
MD3		0.760				
MD2		0.680				
MD1		0.480				
H3			0.252			
H2			0.810			
H1			0.483			
ED16				0.675		
ED15				0.520		
ED14				0.612		
ED13				0.713		
ED12				0.671		
ED11				0.724		
ED5						0.808
ED4						0.795
ED3						0.698
ED2						0.823
ED1						0.002

From Table 5, several indicators did not meet the criteria so they were deleted. It can be concluded that the cross-loading output meets the criteria. After that, the cross-loading values for each indicator on other variables are satisfactory, indicating the validity of the cross-loading.

Table 4. Composite Reliability Value

	Composite Reliability	Description
X1	0.854	Reliable
X2	0.874	Reliable
Y2	0.867	Reliable
Y1	0.853	Reliable
X3	0.918	Reliable
X4	0.885	Reliable

From the Table 4, it can be concluded that the composite reliability values for each variable are above 0.7, indicating that there are no errors in the research model, and it can be declared reliable.

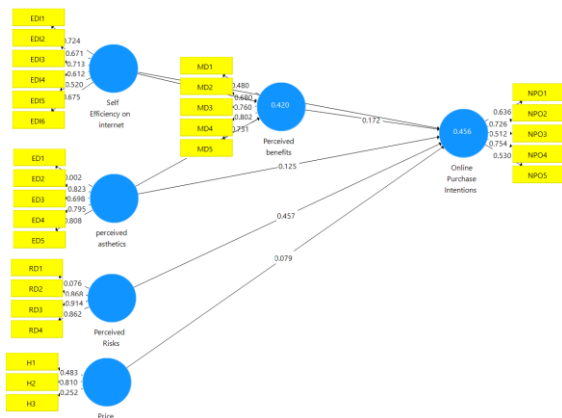


Figure 3. Model of Measurement Constructs

The processing results using SmartPLS reveal that the AVE values generated by each block's indicators in the Perceived Aesthetics (X1), Self-Efficacy on the Internet (X2), Perceived Risk (X3), Price (X4), Online Purchase Intention (Y1), and Perceived Benefits (Y2) variables are all > 0.5, thus meeting the criterion for convergent validity. In accordance with the obtained results, all indicators have met the requirements with outer loading values above 0.7.

Inner Model Evaluation

To assess the model with PLS, there are respective standards. These values signify the strength of the model: high (0.75), moderate (0.50), and low (0.25). The indirect effect of Self-Efficiency on the Internet on Perceived Benefits through Purchase Intentions is 0.103, which means that if Self-Efficiency on the Internet increases by one unit, Perceived Benefits can increase indirectly through Online Purchase Intentions by 10.3%. This influence is positive. The indirect effect of Perceived aesthetics on Perceived benefits through Purchase Intentions is 0.008, which means that if Self Efficiency on the internet increases by one unit, Perceived benefits can increase indirectly through Online Purchase Intentions by 0.8%. This influence is positive.

Conclusion

The study conducted on the marketplace in West Sumatra found that perceived aesthetics, perceived benefits, and self-efficacy on the internet in fashion e-commerce on the marketplace have a significant positive effect on online purchase intentions. These results indicate that attractive and elegant aesthetics on fashion e-commerce websites or applications can increase the online purchase intention of fashion e-commerce users, particularly among the people of West Sumatra. Overall, shopping on the marketplace provides benefits in the form of diverse product choices, convenience, attractive price offers, and fulfillment of lifestyle needs for users, thereby fostering purchase intention. Fashion e-commerce users in the marketplace, especially in West Sumatra, have high levels of confidence and good internet usage abilities, thus feeling comfortable and confident when making online transactions. High self-efficacy on the internet tends to strengthen the perceived benefits felt by users while shopping. The results of the study suggest that by improving the quality of the website and platform appearance, benefits such as ease of use can be obtained, facilitating consumers to shop anytime and enhancing a positive shopping experience for potential users, which attracts customer interest to explore and shop on the marketplace.

Price has a significant positive influence on purchase intention in fashion e-commerce on the marketplace in West Sumatra. The results of this study show that price is directly proportional to consumer purchase interest. When the price is in accordance with the quality offered, consumers will not hesitate to make a purchase. This also applies the other way around, when the price is too high but the quality offered is low, consumers will not be tempted to buy.

Perceived risk has been found to have no significant influence on online purchase intention in fashion e-commerce on the marketplace. The results of this study indicate that the perceived risk felt by marketplace users, especially among the people in West Sumatra, warrants further investigation in the research process.

Based on the test result of each indicator in this study, it is hoped that further research by other researchers can focus more on re-examining the factors of risk on purchase intention with different objects.

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