



Analysis of Local Fashion Competition Readiness through Consumer Shopping Intention: A Media and Brand Authenticity Approach

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Abstract

The fashion industry in Indonesia faces competitive challenges as digital technology develops. The emergence of new local fashion brands and consumers' easy access to global brands through digital platforms have created intense competition. To compete effectively, a deep understanding of shopping intentions is crucial for local fashion brands. Therefore, this study was designed to determine the variables influencing local fashion purchase intention, specifically focusing on advertising, entertainment, e-WOM, interaction, and trendiness, while also examining the mediating roles of brand trust and brand engagement on digital media. The analysis was conducted using SmartPLS 3 and SPSS, analyzing data from 350 respondents who are local fashion users in the Riau Islands Province. The results indicate that e-WOM, interaction, trendiness, brand trust, and brand engagement positively and significantly influence the purchase intention of local fashion users. Notably, e-WOM emerged as a strong driver of brand trust, enhancing the likelihood of consumers engaging with and purchasing from local brands. Furthermore, interaction with brands and perceived trendiness played critical roles in shaping consumer perceptions and fostering loyalty. This research is expected to provide valuable insights for local brands, enabling them to refine their marketing strategies in this highly competitive digital era. By leveraging the identified factors, local fashion brands can enhance their appeal, build stronger relationships with consumers, and ultimately improve their market positioning against global competitors. The findings underscore the importance of adapting to digital trends and consumer preferences to thrive in the evolving fashion landscape.

Keywords: Brand Engagement, Brand Trust, Digital Media, Fashion Local, Purchase Intention

INTRODUCTION

The fashion industry in Indonesia is facing increasingly competitive challenges along with the development of digital technology (Mandarić et al., 2022). The emergence of new local fashion brands, along with consumers' easy access to global fashion brands through digital platforms, has created fierce competition. In order to compete effectively, a deep understanding of consumer behavior, especially shopping intentions, is crucial for local fashion brands.

Digital media can be defined as a means or platform that utilizes digital technology to deliver information, entertainment, and interaction to users (Hasan Fanani, 2021). Digital media, such as fashion e-commerce sites, social media, mobile applications, and video channels, have become the main means for

consumers to search, browse, and purchase fashion products (Hartatik et al., 2023). Through digital media, consumers can quickly get information about the latest trends, product reviews, and compare different brands and offers available. This has created consumers who are increasingly intelligent and selective in choosing fashion products that suit their preferences.

Based on data (DataReportal.com, 2023), the role of social media is increasingly dominant in Indonesia. As many as 50.4% of users use social media to find inspiration on what to do or products to buy. In addition, the number of users of popular social media apps such as WhatsApp, Instagram, Facebook, and TikTok has also increased significantly in the past year. WhatsApp is recorded to be used by 92.1% of the population, while Instagram, Facebook, and

TikTok are used by 86.5%, 83.8%, and 70.8% of the Indonesian population respectively. This trend shows that social media has become an important channel for brands to connect with consumers, build user trust, and increase sales in an increasingly digital business landscape.

There is news about TikTok's plan to return to Indonesia after being banned from operating in October 2022 (Jauhari, 2023). According to reports, TikTok has teamed up with e-commerce platform Tokopedia to form a new joint company. This collaboration reflects the great potential that social media platforms have with e-commerce in supporting the growth of local fashion businesses. Online shopping trends in Indonesia have also shown a significant increase in various product categories, including fashion, beauty, and self-care. Data shows that 49.73% of people prefer to buy fashion products online.

According to data (Hidayah, 2023) in the Indonesian local brand category, Erigo products are a favorite with 27.6% support from respondents, followed by the 3Second brand with 23.8%. However, there were still some respondents (27.6%) who chose various other brands. Although local brands have the potential to continue to exist, it is important to consider how they can face the onslaught of international brands and increase competitiveness in an increasingly competitive fashion market.

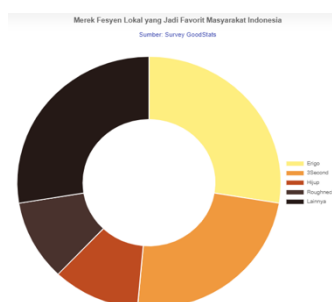


Figure 1. Local Fashion Brands that are Favored by Indonesians
Source: Hidayah, 2023

The close relationship between the variables of entertainment, interaction, advertising, electronic word-of-mouth (eWOM), and trendiness with purchase intention in the context of social media is highly significant. A study conducted by (Alalwan, 2018) indicates that consumers who are entertained and engaged with social media content tend to have higher purchase intentions. Additionally, attractive advertisements on social media and positive information shared through eWOM have been shown to enhance product trendiness, which ultimately drives consumers' purchase intentions. Therefore, it can be concluded that marketing strategies on social media that focus on enhancing entertainment, interaction, advertising, and eWOM will be effective in increasing consumer purchasing behavior (Alalwan, 2018; Tajvidi & Karami, 2021).

This study uses a model that is relevant to the local fashion industry, including independent variables such as entertainment, interaction, advertising, eWOM, and trendiness. This allows the research to illustrate the influence of these factors on purchase intention in the context of local fashion. The model also includes the mediating variables of brand trust and brand engagement, which play an important role in shaping purchase intention. Thus, this research can provide a more comprehensive understanding of the relationship between various variables and its implications for effective marketing strategies for local fashion industry players. Through analyzing the media and brand trust approach, the authors hope to provide valuable insights for local fashion companies in facing competition and increasing consumer purchase intention.

LITERATURE REVIEW

Purchase Intention

Purchase intention reflects consumer preferences in making product or service purchase transactions. This shows the extent to which consumers have the desire or intention to buy a product or use a service (Yulianto Putra & Tasya, 2023). In the context of local fashion in Indonesia, high purchase intention can encourage consumers to buy local fashion products (Wahyu Ardhia & Mayangsari, 2020). According to (Li et al., 2020) Purchase Intention is a subjective desire that exists within consumers to purchase a product or service. Although it has not yet reached the actual purchase stage, purchase intentions can be an important indicator in understanding consumer interest and behavior in the future. In the era of digital media, purchase Intention also describes the tendency of consumers to make online purchase transactions (Rosillo-Díaz et al., 2020). Factors such as interest, purchase likelihood, and goals to be achieved by consumers can influence their intention to buy a product or service (Watson et al., 2020). Therefore, a deep understanding of consumer purchase intentions is crucial for companies to design effective marketing strategies to attract consumer interest and increase the chances of sales success (N. Khan et al., 2021).

Entertainment

Entertainment is an activity or content that provides entertainment and pleasure to users or consumers through social media (Cheung et al., 2020). Entertainment is a concept that involves activities or content designed to provide fun, entertainment, and positive experiences to audiences or users. The main purpose of entertainment is to entertain and captivate people's attention, offer a pleasant experience, and generate a sense of pleasure and emotional satisfaction. According to (Hadisumarto & Irawan, 2020), Entertainment can give the impression that a brand has good quality so that the brand can be trusted. When consumers feel

entertained by a brand, they tend to associate the experience with the quality of the product or service provided by the brand. This can increase consumers' quality perceptions of the brand and strengthen consumer trust.

Interaction

Interaction is defined as the process of mutual interaction between users and social media (Cheung et al., 2020). Positive interactions can influence consumers to give positive recommendations to others. When consumers are satisfied with their interactions with brands, they tend to share their positive experiences with others. This positive recommendation can certainly strengthen trust and influence other people's purchasing decisions according to (Aprilia & Komariah, 2022).

Advertising

Advertising is a marketing activity that aims to promote products or services to target customers using various forms of paid communication, such as print advertising, television advertising, radio advertising, online advertising, or outdoor advertising (Kwon et al., 2020). Advertising is one of the factors in the marketing mix that has an important influence in building brand equity. Through advertising, brands can increase consumer awareness of the existence and superiority of the products or services they offer (Stengel et al., 2023). Effective advertising can help brands to attract consumers' attention and introduce them to the brand. With increased brand awareness, consumers tend to have a more positive perception of the brand and build trust to buy the brand.

E-WoM

E-WoM (Electronic Word-of-Mouth) is a form of informal communication between consumers that occurs via the internet or social media (Tanjung & Keni, 2023). E-WoM involves the exchange of information between consumers about their experiences in using a product or service. Consumers who act as opinion leaders play a major role in sharing this information content. One of the main reasons why E-WoM influences brands is its role as social proof (Lianto, 2015). When consumers read positive reviews and recommendations from other users, it will create a sense of trust and credibility for the brand. This is because people tend to trust the opinions and experiences of others, especially if they consider them genuine and impartial.

Trendiness

Trendiness is a characteristic that reflects distinctiveness, novelty, innovation, current, imaginative, and contemporary (Hazuki et al., 2018). Trendiness plays a very important role in influencing consumer preferences, especially in the fashion industry. Today's consumers are often attracted to

brands that are able to keep up with the latest trends and offer products or services that suit their evolving lifestyles and needs (Situmorang et al., 2021). Local fashion brands that are able to stay current and present trendy products have a greater chance of influencing consumer trust.

Brand Trust

Brand trust is a feeling of security and trust that consumers have when interacting with a brand (Tanjung & Keni, 2023). Brand trust reflects consumer confidence that the brand can meet their expectations as a buyer of products from that brand. Consumers have expectations that the brand will deliver the expected results and meet the desired standards. Brand trust is consumer confidence in quality, reliability, and integrity for local Indonesian fashion brands (Agus et al., 2021). Consumers who have high brand trust tend to feel confident and believe that the products offered by the brand are of good quality and can meet their needs. When consumers trust a brand, they tend to engage with the brand's social media content, such as liking, commenting, and sharing posts.

Brand Engagement

Brand engagement is the active involvement or interaction between consumers and brands through brand communication on social media (Cheung et al., 2020). Brand engagement reflects the level of participation, attention, and involvement of consumers in following and interacting with brand content presented through social media platforms. In the local fashion industry, brand engagement has an important role in influencing the intention to buy fashion products (Jaitly & Gautam, 2021). Brand engagement is also actively involved in interactions with brands through participation in brand activities, such as following brand social media accounts, participating in brand communities, and providing positive feedback about brands.

The Effect of Advertising on Brand Trust

Based on research (Nasrullah et al., 2022), effective advertising can increase consumer awareness of the brand. When consumers often see interesting and relevant advertisements, they tend to develop positive perceptions of the brand. This can affect the formation of brand trust, namely consumer confidence in the brand. Another study conducted (Murtiasih et al., 2021), advertising has a significant influence on brand trust. This shows that advertising has an important role in developing trust in brands.

In addition, findings from (Kwon et al., 2020), show that with frequent exposure to advertisements, consumers become more confident in the brand and have better knowledge to buy the product or service offered. This shows that advertising has a positive and significant effect on brand trust. In research conducted (Sa, 2020), consistent and quality

advertisements can strengthen the brand image in the eyes of consumers. When advertisements convey clear messages and are in accordance with the values upheld by the brand, consumers are more likely to trust the brand. Effective advertising builds trust by demonstrating the brand's commitment to quality and customer satisfaction. Advertising can also provide trust to consumers, where consumers who see advertisements displayed can be able to have high trust in the brand (Malik et al., 2019).

H₁: Advertising has a positive and significant effect on brand trust.

The Effect of Entertainment on Brand Trust

Based on research (Ramadhani & Prasasti, 2023), entertainment as one of the dimensions of social media marketing activities has a significant positive effect on purchase intention through brand trust as a mediating variable. Through entertaining content, brands are able to attract consumer attention and build trust in them. Consumers who feel entertained and have high trust tend to be more motivated to purchase the products or services offered by the brand. Another study conducted by (Moslehpour et al., 2020) found that entertainment has a positive effect on brand trust, entertainment in this context refers to the ability of social media content to entertain users and provide a pleasant experience that helps trust in a product.

In addition, other findings (Hadisumarto & Irawan, 2020) state that if the higher the level of entertainment provided by social media marketing activities, the higher the level of consumer trust in the brand. According to (Thamrin, 2021), Entertainment can increase consumer trust with brands. When consumers feel entertained by the content presented by brands through social media, they tend to have a more positive perception and trust in the brand. Meanwhile, according to (Ramadhani & Prasasti, 2023) The use of entertainment elements in marketing strategies can help brands to attract consumer trust. When consumers feel entertained by marketing content, they tend to pay more attention to the brand. This can help build brand awareness and strengthen the trust relationship between brands and consumers.

H₂: Entertainment has a positive and significant effect on brand trust.

The Effect of E-WoM on Brand Trust

According to research (Armawan et al., 2023), E-WoM refers to the influence generated by reviews, recommendations, and consumer opinions submitted through online platforms such as social media, forums, or websites. According to the study, E-WoM has a positive and beneficial effect on increasing consumer trust in the brand. In research (Amarullah et al., 2022), Consumers tend to trust more in brands that get positive reviews and recommendations from other users. E-WoM can provide additional

information and social validation that can build consumer trust in the brand.

Based on research (Murtiasih et al., 2021), E-WoM has a significant influence on brand trust or consumer trust in a brand. Through E-WoM, consumers can obtain information from other consumers' experiences that can influence their perceptions of the trustworthiness, credibility, and integrity of the brand. According to other research (S. K. Khan & Sana Arz Bhutto, 2023), E-WoM can affect consumer trust. When consumers see many positive reviews about a brand on social media or review platforms, they feel more confident to trust the brand. This creates a sense of security and increases trust because the information received is considered more objective. E-WoM also helps in building brand reputation in the market. In addition, other findings (Moslehpour et al., 2022) state that when consumers share positive experiences online, they contribute to the positive image of the brand. A good reputation makes potential consumers more likely to trust the brand, because they feel that the brand has a good track record of meeting customer expectations.

H₃: E-WoM has a positive and significant effect on brand trust.

The Effect of Interaction on Brand Trust

Positive interactions between brands and customers have a significant and positive influence on brand trust. According to (Sohaib & Han, 2023), active interaction between brands and customers increases emotional engagement, which makes customers feel more connected and strengthens their trust in the brand. (Bilal et al., 2020) show that when brands are responsive to customer feedback, this creates a sense of value and increases brand trust, because customers feel their voices are heard. Based on other research (Moslehpour et al., 2020), emphasizes that transparent, fast and honest interactions between brands and customers build trust, because customers feel they are getting accurate and open information about the product. In research (S. K. Khan & Sana Arz Bhutto, 2023) revealed that, interactions that build communities around brands create stronger connections, thereby increasing customer loyalty and trust in brands. In research (Hanaysha, 2022) added that, interactions that produce positive experiences, such as good service and pleasant communication, contribute to increasing brand trust, because customers feel satisfied and are more likely to return.

H₄: Interaction has a positive and significant effect on brand trust.

The Effect of Trendiness on Brand Trust

In research (Sohaib & Han, 2023) shows that trendiness increases brand attractiveness among consumers, which makes them more likely to trust the brand. When brands are considered modern and relevant, customer trust increases. In research

(Estefania & Yuwono, 2023) shows that brands that always follow trends show innovation and creativity. Consumers have more confidence in brands that are able to adapt and offer the latest products according to market developments. According to research (Akbar et al., 2022) states that trendiness is often associated with high quality. When consumers see a trendy brand, they tend to think the product is of good quality, which increases their trust.

Another study conducted (Hazuki et al., 2018), emphasized that trendy brands are often promoted by influencers and get positive recommendations on social media. This increases brand trust because consumers trust recommendations from sources they consider credible.

In research (Cheung et al., 2020), products that are considered trendy can increase consumers' perceived social status. When consumers feel that they own products from fashionable brands, they are more likely to trust the brand, due to the association with high social status.

H₅: Trendiness has a positive and significant effect on brand trust.

The Effect of Brand Trust on Brand Engagement

According to research (Guerreiro & Pacheco, 2021), high brand trust creates stronger emotional engagement between consumers and brands. When consumers believe in a brand, they tend to be more emotionally involved, which increases interaction and loyalty. In research (Kwon et al., 2020), shows that strong brand trust encourages customer commitment to engage more deeply with the brand. Customers who believe in the brand are more likely to participate in marketing and promotional activities. In research (Widodo & Alivia Febrianti, 2021) explains that brand trust contributes to positive consumer experiences with brands. This good experience encourages consumers to be more involved and interact with brands on various platforms. In addition, research (Sujana et al., 2023), found that consumers who have high trust in the brand are more likely to recommend the brand to others. This recommendation increases brand engagement through positive word-of-mouth. According to research (Sembiring et al., 2023), states that high brand trust makes consumers more responsive to brand marketing initiatives, such as social media campaigns or promotional events. This trust encourages active participation and involvement in various brand activities.

H₆: Brand trust has a positive and significant effect on brand engagement.

The Effect of Brand Engagement on Purchase Intention

Based on research (Sujana et al., 2023), high brand engagement creates an emotional attachment between consumers and brands. When consumers feel emotionally connected, they are more likely to consider purchasing products from that brand. According to research (Zulfanisa N, 2022) shows that active involvement in brand activities, such as promotions and campaigns, drives purchase intention. Engaged consumers are more likely to buy products because they feel closer to the brand. In addition, research from (Ivanka et al., 2023) emphasizes that brand engagement increases the perception of product value in the eyes of consumers. When consumers feel that brands provide high value, they are more likely to make purchases. Research from (Estefania & Yuwono, 2023) found that consumers who are engaged with brands are more likely to recommend products to others. This recommendation can increase purchase intentions both from themselves and from other people who get this information. According to research (J. A. Wijaya & Susilawaty, 2023) explains that strong brand engagement can cause consumers to be willing to pay more for products from brands they trust and like. This involvement encourages higher purchase intentions because consumers feel the product is valuable.

H₇: Brand Engagement has a positive and significant effect on Purchase Intention.

The Effect of Brand Trust on Purchase Intention with Brand Engagement as Mediation

Emotional involvement acts as a bridge between brand trust and purchase intention, where according to (Fitriani et al., 2023), high brand trust creates deep emotional involvement between consumers and brands. This involvement makes consumers feel more emotionally connected, thus increasing their tendency to make purchases. In addition, (Ramadhani & Prasasti, 2023) showed that brand trust also increases brand engagement, which encourages consumers' active participation in brand activities, such as promotions or events. This participation not only increases loyalty but also strengthens purchase intention, as explained by (Valikchali, 2022), that high engagement increases positive perceptions of the brand, thus further strengthening consumers' intention to buy the product.

H₈: Brand trust has a positive and significant effect on purchase intention with brand engagement as mediation.

Based on the development of hypotheses, the following research model is proposed:

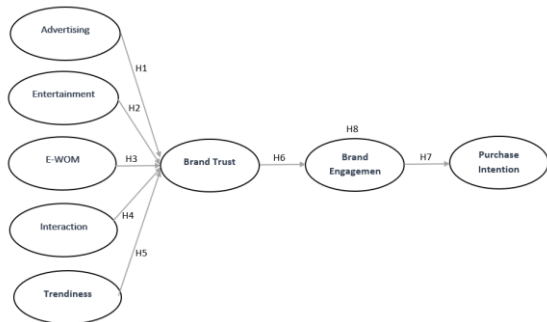


Figure 2. Conceptual Framework of the Research Model

METHOD

Research Design

Based on the information presented, this study falls into the category of causal-comparative research. The main objective of this study is to determine the factors that can influence purchase intention in the local fashion industry. In addition, this study also aims to analyze the influence between entertainment, interaction, advertising, eWOM, and trendiness variables, on purchase intention with brand trust and brand engagement as mediating variables.

Data Collection Technique

In this study, we collected data directly by distributing questionnaires to 350 respondents in Batam City, Riau Islands Province. The sample size used in this research is 5-10 times the number of indicators, which is considered representative for determining the sample size (Hair et al., 2019). With 35 indicators, the sample size for this study is $35 \times 10 = 350$ respondents. The sampling technique used is non-probability sampling, specifically purposive sampling. Subsequently, the data were analyzed using SmartPLS 4.0 and SPSS software. The respondents in this research are individuals who use local fashion products. The questionnaire includes general questions such as age, gender, occupation, education, and monthly income, as well as more specific questions regarding the influence of certain variables on consumer purchase intention. The distribution area of the questionnaire covers the entire Riau Islands Province, focusing on individuals who utilize digital media to purchase local fashion products. Additionally, scientific articles were used as secondary data sources. The object of this research is the variables that influence consumer purchase intention for fashion products on digital media platforms (e-commerce and social media). The targeted population is residents of Riau Islands Province, with a sample focus on individuals who use digital media such as Shopee, TikTok, Tokopedia, Instagram, Facebook, WhatsApp, and others.

Table 1. Variable Table

Variable	Indicator	Item
Advertising (Kwon et al., 2020)	The advertisements and promotions of my favorite local fashion brand create a positive impression.	A1
	The advertisements and promotions of my favorite local fashion brand evoke positive emotions.	A2
	The advertisements and promotions of my favorite local fashion brand are informative.	A3
	The advertisements and promotions of my favorite local fashion brand inspire pleasant thoughts.	A4
Brand Engagement (Cheung et al., 2020)	Using my chosen fashion brand makes me remember that brand.	BE 1
	Using that brand makes me want to learn more about it.	BE 2
	I feel very positive when using my chosen local fashion brand.	BE 3
	Using my chosen local fashion brand makes me happy.	BE 4
	I feel proud to use my chosen local fashion brand.	BE 5
	I use my chosen local fashion products more than other brands.	BE 6
	Using local fashion brands makes me want to learn about local fashion culture.	BE 7
Brand Trust (Tanjung & Keni, 2023)	I have confidence in the local fashion products I choose.	BT1
	The brand of my chosen local fashion products is truly honest with me regarding its products and services.	BT2
	I feel that I can fully trust the brand of my chosen local fashion products.	BT3
	I can rely on the brand of my chosen local fashion products.	BT4
Entertainment (Cheung et al., 2020)	The local fashion brand content that I find on social media seems very interesting to me.	E1
	I feel happy when collecting information about local fashion products through my favorite brand's social media.	E3
	It's very easy to spend time on social media looking for local fashion products.	E4
e-WOM (Tanjung & Keni, 2023)	I often read information about my favorite local fashion brands or products on social media when purchasing them.	EW1
	Online reviews help me when buying products from my favorite local fashion brand.	EW2
	Online reviews are trustworthy when purchasing products from my favorite local fashion brand.	EW3
	Online reviews highlight the advantages and disadvantages of products from my favorite local fashion brand.	EW4
Interaction (Cheung et al., 2020)	It is very easy to express my opinions about my favorite local fashion products.	I1
	It is very easy to interact and converse with other users about local fashion products through my favorite brand's social media.	I2
	There is a possibility for two-way interaction with local fashion brands through my chosen social media.	I3
	Sharing information with other users about my favorite local fashion products can be done through social media.	I4
Purchase Intention (Tanjung & Keni, 2023)	I plan to buy the local fashion products I saw on social media that have been promoted by celebrities.	PI1
	I often recommend the local fashion products I like to others through social media.	PI2
	I will buy the local fashion products I like based on other people's comments on social media.	PI3
	My chosen local fashion products will be a consideration for me when purchasing those products in the future.	PI4

Variable	Indicator	Item
Trendiness (Hazuki et al., 2018)	I feel that using this local fashion product supports my trendy lifestyle.	T1
	I believe that my chosen local fashion products reflect my trendy lifestyle.	T2
	I feel that I am following the latest trends when I use my chosen local fashion products.	T3
	My chosen local fashion products complement my lifestyle.	T4

Descriptive Analysis

The statistical data obtained in this study were used to define the basic characteristics of the research subjects to determine the number and percentage of respondents demographic characteristics. The author processed the statistical data through SPSS software, which uses quantitative data presentation in the form of simple tables. The demographic variables analyzed in this study include age, income, occupation, and education level of the respondents as well as questions related to the research variables.

Common Method Biases (CMB) Test

The Common Method Bias (CMB) test aims to avoid data measurement errors. In this study, Harman's one-factor test (single-factor test) technique was used to measure CMB. This technique tests the variance if the Harman's single-factor test value is less than 50%, it can be concluded that there is no CMB in the study (Podsakoff et al., 2003).

Validity Test

In data analysis, the validity test aims to determine how well a concept can be defined by the measurements used, while the reliability test is related to the consistency of these measurements. According to the Rule of Thumbs, the outer loadings value must be greater than 0.60. If there is a statement with an outer loadings value below 0.60, then the statement needs to be deleted before proceeding to the reliability test (Chin, 1998). In addition, Average Variance Extracted (AVE) is also used as an indicator of validity, where an AVE value greater than 0.50 indicates adequate validity (Hair et al., 2019).

To test discriminant validity, this study uses several approaches, namely cross loading, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). Through cross loading analysis, it was confirmed that each indicator had a minimum value of 0.70 on the corresponding variable, indicating good clustering. Discriminant validity is also verified by checking whether the square root of the AVE of each construct is greater than the correlation between constructs in the model, according to the Fornell-Larcker criterion. Furthermore, an HTMT value of less than 0.90 indicates adequate discriminant validity, as recommended in the literature (Ghozali, 2021).

Reliability Test

Reliability testing is carried out to evaluate the consistency of responses given by respondents to statements in the questionnaire. In this study, constructs are considered reliable if they meet the criteria for Composite Reliability or Cronbach's Alpha values greater than 0.60, in accordance with the general practice known as the Rule of Thumb in reliability testing. This method allows researchers to ensure that the measuring instruments used in this study are reliable and produce consistent measurements, so that the data obtained can be trusted and used for further analysis.

Hypothesis Testing

Hypothesis testing is a statistical procedure used to determine whether a hypothesis stated in research is accepted or rejected. The main purpose of hypothesis testing is to determine whether there is an influence between one variable and another. In this study, hypothesis testing was carried out by utilizing SmartPLS software, in accordance with the approach recommended by the literature (Hair et al., 2019).

Through patch coefficients analysis on direct effects, researchers can obtain a T-Statistic value which is then used to evaluate the significance of the influence between variables. If the sample mean value shows a T-statistic result that is greater than or equal to 1.96 or P-values that are smaller or equal to 0.05, it can be concluded that there is a significant influence between the independent variable and the dependent variable (Hair et al., 2019).

In addition to testing the direct effect between the independent and dependent variables, this study also evaluates the indirect effect that may occur. The indirect effect analysis is useful for identifying the role of the third variable that functions as a mediator or link between the independent and dependent variables. A variable can be said to have a significant influence on other variables if the T-statistic value is greater than or equal to 1.96 or the P-values are smaller or equal to 0.05 (Hair et al., 2019).

Model Fit Test

The R square value shows how much the ability of the independent variables to explain variable variability. Based on the recommended criteria, an R square value of 0.750 can be interpreted as a strong influence, 0.500 indicates a moderate influence, and 0.250 indicates a weak influence (Hair et al., 2019).

Standardized Root Mean Square Residual (SRMR)

Standardized Root Mean Square Residual (SRMR) is a measure to assess the difference between the observed correlation and the matrix correlation resulting from the inference model. The SRMR value serves as an indicator of the suitability of the correlation matrix in the resulting model.

Based on the Rule of Thumbs, if the SRMR value obtained is less than 0.10, it can be concluded that the model is fit or in accordance with existing data.

Goodness of fit Index (GoF)

Goodness of Fit (GoF) is the process of comparing the covariance matrix between indicators or observed variables with a previously specified model. Based on general guidelines, GoF values less than 0.10 can be categorized as weak models, values between 0.25 and 0.36 are considered as moderate models, while values above 0.36 can be categorized as strong models (Latan & Ghazali, 2012).

RESULT AND DISCUSSION

This study used 350 respondents, the data found that respondents in this study were digital media users who used and purchased local Indonesian fashion products. The majority of respondents are female (68.9%) with an age range of 19-24 years (88%). In terms of education, most have a high school educational background (71.1%), while for employment, the majority are private employees (69.7%). In terms of monthly income, those with an income between Rp 4,000,000 - Rp 5,000,000 (79.1%) predominate. Regarding the frequency of purchasing local fashion products, the majority of respondents make purchases 1-3 times per month (91.7%). The most used local fashion brands are Jiniso (38.6%) and Batik Keris (25.4%). Meanwhile, the digital media most often used to find out about local fashion products are TikTok (37.4%), Instagram (32.3%), and Shopee (28.9%).

Common Method Biased (CMB)

In Table 2, the results of Harman's single-factor test show that the variance is 27.407%, which indicates the absence of CMB. These results can be attributed to the selection of respondents in accordance with the predetermined criteria, namely respondents who are active in shopping for local fashion and have perceptions of the trustworthiness of media and brands as data sources in this study.

Table 2. Common Method Biases Test Results

Validity and Reliability Test Results

In this study, the validity and reliability of the constructs were assessed through various statistical measures, including outer loadings, cross loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha.

According to (Chin, 1998), outer loadings must exceed 0.60 to be considered valid. Based on the findings presented in Table 3, all variables demonstrate a strong and valid correlation, with validity values surpassing the 0.60 threshold. Cross loading results further confirm the validity, as the correlation between each item and its corresponding parameter is higher than with other parameters, adhering to the rule of thumb. Although some

indicators, such as brand engagement1 (0.675), brand engagement2 (0.681), and interaction3 (0.692), fall below the 0.7 mark, they still maintain a significant correlation with their respective variables (Ghozali, 2021).

To evaluate construct validity, the study employed AVE, where a value greater than 0.50 indicates validity (Hair et al., 2019). The results in Table 3 reveal that all constructs meet this criterion, confirming their validity. Reliability was assessed using Composite Reliability and Cronbach's Alpha, with both metrics needing to exceed 0.6 for constructs to be deemed reliable. The analysis presented in Table 2 indicates that all questions in this study achieved Composite Reliability and Cronbach's Alpha values above 0.6, demonstrating an adequate level of consistency in measuring the targeted constructs. Overall, the results affirm that the instruments utilized in this research possess both validity and reliability.

Table 2. Validity and Reliability Test Results

Variabel	Indikator	Outer Loading	Cross Loading	AVE	Cronbach Alpha	CR
Advertising	A1	0.811	0.811	0.609	0.787	0.861
	A2	0.726	0.726			
	A3	0.851	0.851			
	A4	0.725	0.725			
Brand Engagement	BE 1	0.675	0.675	0.538	0.856	0.891
	BE 2	0.681	0.681			
	BE 3	0.807	0.807			
	BE 4	0.743	0.743			
	BE 5	0.754	0.754			
	BE 6	0.703	0.703			
	BE 7	0.763	0.763			
Brand Trust	BT 1	0.755	0.755	0.569	0.747	0.841
	BT 2	0.746	0.746			
	BT 3	0.754	0.754			
	BT 4	0.761	0.761			
Entertainment	E1	0.798	0.798	0.597	0.667	0.816
	E3	0.713	0.713			
	E4	0.805	0.805			
e-WOM	EW1	0.717	0.717	0.568	0.748	0.840
	EW2	0.752	0.752			
	EW3	0.796	0.796			
	EW4	0.747	0.747			
Interaction	I1	0.777	0.777	0.563	0.742	0.837
	I2	0.748	0.748			
	I3	0.692	0.692			
	I4	0.779	0.779			
Purchase Intention	PI1	0.726	0.726	0.590	0.768	0.852
	PI2	0.780	0.780			
	PI3	0.788	0.788			
	PI4	0.777	0.777			
Trendiness	T1	0.752	0.752	0.628	0.802	0.871
	T2	0.771	0.771			
	T3	0.812	0.812			
	T4	0.832	0.832			

Fornell-Lacker Criterion

Based on Table 3, all variables have met the Fornell-Lacker criterion, because the measured construct value is greater than the correlation between constructs in the model. Therefore, it can be confirmed as valid in the context of this study (Ghozali, 2021).

Table 3. Hasil Uji Fornell-Larcker Criterion

Total	% of Variance	Cumulative %
11.785	27.407	27.407

Heterotrait-Monotrait (HTMT) Ratio

Variable	A	BE	BT	EW	E	I	PI	T
Adv.	0.780							
Brand Eng.	0.395	0.734						
Brand Trust	0.461	0.723	0.754					
E-WOM	0.630	0.542	0.630	0.754				
Entertainment	0.422	0.486	0.454	0.463	0.773			
Interaction	0.613	0.507	0.541	0.599	0.583	0.750		
Purchase Intention	0.335	0.717	0.568	0.446	0.442	0.459	0.768	
Trendiness	0.435	0.568	0.618	0.585	0.332	0.448	0.416	0.792

In testing HTMT in discriminant validity, the rule of thumb criterion used is that the HTMT value should not exceed 0.90. Based on Table 4, it can be seen that the Brand Engagement variable does not meet these criteria because the HTMT value exceeds 0.90. This indicates that discriminant validity is not met for the variable. However, it is important to note that all other variables in this study have met the criteria, where each construct value is greater than the correlation between constructs in the model. The other variables show that the variables can be confirmed as valid in the context of this study, while Brand Engagement requires further assessment in terms of discriminant validity.

Table 4. Heterotrait-Monotrait Test (HTMT) Ratio Results

Variable	A	BE	BT	EW	E	I	PI	T
Advertising Brand								
Engagement	0.476							
Brand Trust	0.591	0.902						
E-WOM	0.810	0.670	0.833					
Entertainment	0.577	0.632	0.629	0.637				
Interaction	0.799	0.631	0.717	0.788	0.827			
Purchase Intention	0.427	0.883	0.752	0.584	0.610	0.609		
Trendiness	0.542	0.685	0.798	0.753	0.446	0.577	0.531	

Direct Effect

Based on the Rule of Thumb, a relationship is said to be significant when its P-values are less than 0.05 or its t-statistics value exceeds 1.96 (Hair et al., 2019). The direct effect test results are obtained as follows:

1. Advertising has no significant effect on Brand Trust

The results of testing H1 show that the relationship between advertising and brand trust is not significant. The patch coefficients results show P-values of 0.724 and T-statistics of 0.353. Thus, advertising is not strong enough to give users trust. Users are relatively untrusting about the brand advertisements displayed, this may occur due to inappropriate market segmentation. This hypothesis is not in line with research belonging to (Nasrullah et al., 2022; Murtiasih et al., 2021; Kwon et al., 2020; Sa, 2020; Malik et

al., 2019) which explains that advertising can help increase consumer trust in brands.

2. Entertainment has no significant effect on Brand Trust

The results of testing H2 show that the relationship between entertainment and brand trust shows P-values of 0.016 and t-statistics of 2.421. The t-statistics value shows greater than 1.96, but the P-values value shows a value greater than 0.05, indicating that this relationship is not statistically significant. Users are relatively distrustful of the entertainment displayed, this may occur because entertainment media basically aims to entertain. This is not in line with proprietary research (Ramadhani & Prasasti, 2023; Moslehpour et al., 2020; Thamrin, 2021; Hadisumarto & Irawan, 2020).

3. E-Wom has a significant effect on Brand Trust

The results of testing H3 show that the relationship between e-wom and brand trust shows P-values of 0.000 and t-statistics of 4.488. Thus, this relationship proves to be statistically significant, indicating a strong influence between e-wom and brand trust. E-wom affects brand trust because the use of digital media provides many benefits to user trust, this happens because of reviews or opinions from other users on the selected local fashion products so that users gain trust to shop. This is in line with research (Armawan et al., 2023; Amarullah et al., 2022; Murtiasih et al., 2021; S. K. Khan & Sana Arz Bhutto, 2023; Moslehpour et al., 2022).

4. Interaction has a significant effect on Brand Trust

The results of testing H4 show that the relationship between interaction and brand trust shows P-values of 0.004 and t-statistics of 2.909. Thus, this relationship proves to be statistically significant, indicating a significant influence between interaction and brand trust. Interactions that occur through the media allow brands to provide relevant and quality information to consumers. Consumers who get useful and accurate information through interaction with the brand tend to have higher trust in the brand. This is in line with research (Sohaib & Han, 2023; Bilal et al., 2020; Moslehpour et al., 2020; S. K. Khan & Sana Arz Bhutto, 2023; Hanaysha, 2022).

5. Trendiness has a significant effect on Brand Trust

The results of testing H5 show that the relationship between trendiness and brand trust shows P-values of 0.000 and t-statistics of 6,351. This indicates that this relationship is statistically significant, with a strong influence between trendiness and brand trust. Trendiness can affect consumers' perceptions of brand trustworthiness, quality, and reputation. When consumers feel that the brand is trendy and in line with the latest trends, they tend to have higher trust in the brand. This is in line with research (Sohaib & Han, 2023;

Estefania & Yuwono, 2023; Akbar et al., 2022; Hazuki et al., 2018; Cheung et al., 2020).

6. Brand Trust has a significant effect on Brand Engagement

The results of testing H6 show that the relationship between brand trust and brand engagement is also proven significant, with P-values of 0.000 and t-statistics of 19.010. This shows that brand trust has a significant influence on brand engagement. Brand trust refers to the level of customer trust in the brand. A high level of trust and brand engagement will make customers more likely to engage with local fashion product brands. This is in line with research studies (Guerreiro & Pacheco, 2021; Kwon et al., 2020; Widodo & Alivia Febrianti, 2021; Sujana et al., 2023; Sembiring et al., 2023).

7. Brand Engagement has a significant effect on Purchase Intention

The results of testing H7 show that the relationship between brand engagement and purchase intention shows P-values of 0.000 and t-statistics of 20.399. This indicates that this relationship is statistically significant, with a strong influence between brand engagement and purchase intention. Brand engagement plays an important role in shaping consumers' perceptions of brands and influencing their purchase decisions. The trustworthiness of media and brands has influenced brand engagement, which in turn affects consumer purchase intentions. This is in line with research (Sujana et al., 2023; Zulfanisa N, 2022; Ivanka et al., 2023; Estefania & Yuwono, 2023; J. A. Wijaya & Susilawaty, 2023).

Table 5. Path Coefficient Test Results

X -> Y (Direct)	Sample Mean (M)	STDEV	T Statistics	P Values	Description
H1 : Advertising -> Brand Trust	-0.017	0.052	0.353	0.724	Not Significant
H2 : Entertainment -> Brand Trust	0.123	0.051	2.421	0.016	Significant
H3 : E-WOM -> Brand Trust	0.291	0.065	4.488	0.000	Significant
H4 : Interaction -> Brand Trust	0.155	0.052	2.909	0.004	Significant
H5 : Trendiness -> Brand Trust	0.345	0.055	6.351	0.000	Significant
H6: Brand Trust -> Brand Engagement	0.723	0.038	19.010	0.000	Significant
H7 : Brand Engagement -> Purchase Intention	0.719	0.035	20.399	0.000	Significant

Indirect Effect

Indirect effects or mediation effects are tools used to evaluate the influence between intervening or mediating variables. The success of the mediation hypothesis can be seen from the T-statistic value which is greater than 1.96, indicating a significant effect, while the P-Value value of less than 0.05 indicates the same significance (Hair et al., 2019).

The results of indirect effect testing are obtained as follows:

8. Brand Trust has a significant effect on Purchase Intention with Brand Engagement as mediation

The results of testing H8 show that the relationship between brand trust and purchase intention with brand engagement as mediation shows a P-value of 0.000 and t-statistics of 12.102. This indicates that this relationship is statistically significant, with a strong influence between brand trust and purchase intention with brand engagement as mediation. It means that when consumers have strong trust in a brand, they tend to engage more with the brand. Brand engagement reflects the level of emotional and psychological involvement of consumers with a brand. The higher the brand engagement, the greater the consumer's desire to make a purchase and ease of interaction. With brand engagement as a mediator, brand trust can increase purchase intention indirectly. This means that brand trust will increase brand engagement, and then brand engagement will increase purchase intention. This is in line with research (Fitriani et al., 2023; Ramadhani & Prasasti, 2023; Valikchali, 2022). In other words, while brand engagement enhances purchase intention, brand trust also plays a crucial direct role, indicating the presence of partial mediation.

Table 6. Path Coefficient Test Results

X->Y (Direct)	Sample Mean (M)	STDEV	T Statistics	P Values	Description
H8 : Brand Trust -> Brand Engagement -> Purchase Intention	0.519	0.043	12.102	0.000	Significant

Model Fit Test Results

Based on the test results, the R-square (R^2) value for the brand engagement variable is 0.521. This value (R^2) indicates that the brand trust variable can explain 52.1% of the variation that occurs in the brand engagement variable, while the remaining 47.9% is explained by other factors not included in the research model. This shows that the contribution of the brand trust variable in explaining brand engagement variability is significant. According to (Hair et al., 2017), this value (R^2) can be categorized as "strong".

Then, for the brand trust variable, the R-square (R^2) value is 0.537. This means that the variables of advertising, entertainment, e-wom, interaction, and trendiness can explain 53.7% of the variation that occurs in the brand trust variable, while the remaining 46.3% is explained by other factors not included in the research model. These R-square results are also categorized as "strong" based on the criteria mentioned by (Hair et al., 2017).

Finally, for the purchase intention variable, the R-square (R^2) value is 0.519. This means that the

brand engagement variable can explain 51.9% of the variation that occurs in the purchase intention variable, while the remaining 48.1% is explained by other factors not included in the research model. These R-square results are also included in the “strong” category based on the criteria (Hair *et al.*, 2017).

Table 7. Square Test Results

Variable	R Square	Percentage %
Brand Engagement	0.521	52.1%
Brand Trust	0.537	53.7%
Purchase Intention	0.519	51.9%

Standardized Root Mean Square Residual (SRMR)

Based on the analysis results, the SRMR values obtained for the two models are 0.047 and 0.055. Based on the rule of thumb criteria, the two models can be categorized as “fit” or in accordance with the data. This is because the resulting SRMR value is below 0.1 based on the rule of thumb criteria used to determine the suitability of the model to the data.

Table 8. SRMR Test Results

Variable	Saturated Model	Estimated Model
SRMR	0.047	0.055

GoF (Goodness of Fit) Index

The GoF (Goodness of Fit) model fit index in SEM is used to assess whether empirical modeling based on observational data is acceptable, according to the reference in the index. According to the criteria (Latan & Ghazali, 2012), the higher the GoF value, the better the model representation. GoF values are classified into three categories: 0.1 (weak), 0.25 (medium), and 0.36 (strong).

The GoF Index value can be calculated through the following formula:

$$\text{GoF} = \frac{\sqrt{\text{Comm} \times R^2}}{\text{Comm}} = \frac{\sqrt{0.609 + 0.538 + 0.569 + 0.568 + 0.597 + 0.563 + 0.590 + 0.628}}{8} = 0.582$$

$$R^2 = 0.519$$

$$\text{GoF} = \sqrt{0.582 \times 0.519} = 0.549$$

From the results of the above calculations, it can be concluded that the model criteria fall into the “strong” category.

Discussion

This study reveals that in an intensely competitive environment, consumers' intentions to purchase global fashion negatively impact their intentions to buy local fashion. One of the key factors influencing purchase intentions is advertising. The results indicate that advertising does not significantly affect brand trust. This may be due to consumer dissatisfaction with advertisements that are perceived as misaligned with market segmentation, rendering them ineffective in building consumer trust. This

finding contrasts with previous research by (Nasrullah *et al.*, 2022) which suggests that advertising can enhance trust in brands.

Furthermore, entertainment has been shown to have a significant impact on brand trust. The use of entertainment elements in marketing can capture consumer attention and foster emotional connections. Research by (Ramadhani & Prasasti, 2023) demonstrates that effective entertainment can enhance brand appeal and help build consumer trust. When consumers feel entertained, they are more likely to develop a positive relationship with the brand, ultimately increasing purchase intentions.

On the other hand, electronic word of mouth (e-WOM) demonstrates a strong influence on brand trust. Positive reviews and recommendations from other users provide trustworthy information, thereby increasing consumer confidence in local products. Previous studies by (Moslehpour *et al.*, 2022) support this finding, underscoring the importance of marketing strategies that involve consumer experiences and social interactions.

The interaction between brands and consumers has also proven significant in building trust. Quality interactions enable brands to provide relevant information, helping consumers feel more connected to the brand. Research by (Bilal *et al.*, 2020) and (Hanaysha, 2022) indicates that when consumers receive useful information, they are more likely to develop higher levels of trust in the brand.

Additionally, trendiness or brand relevance contributes to building trust. Consumers are more inclined to trust brands that are perceived as trendy and in line with current developments. This finding aligns with research by (Sohaib & Han, 2023; Akbar *et al.*, 2022; Hazuki *et al.*, 2018), which emphasizes the need for brands to continuously adapt to existing trends to maintain consumer trust and reputation.

High levels of brand trust also encourage brand engagement. When consumers trust a brand, they are more likely to engage actively with the products and services offered. Research by (Guerreiro & Pacheco, 2021) highlights the importance of trust in enhancing brand engagement. Subsequently, brand engagement has a direct influence on purchase intentions. Strong engagement can shape positive consumer perceptions of the brand and its offerings, impacting their purchasing decisions. This finding is supported by research from (Sujana *et al.*, 2023) and (J. A. Wijaya & Susilawaty, 2023).

The results of this study also show that advances in digital technology have provided opportunities for the local fashion industry to expand its reach and improve competitiveness. However, consumers, especially millennials, are concerned with convenience, trust, and enjoyment in their shopping experiences. Therefore, manufacturers need to meet consumer expectations for a satisfying digital shopping experience while ensuring the

sustainability of their business models in the face of changing market dynamics. Overall, this research provides valuable insights for manufacturers, both local and national, to optimally utilize digital technology and meet consumer expectations for success and sustainability in the fashion industry.

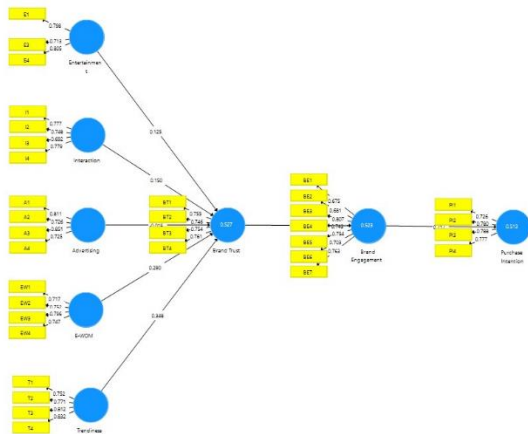


Figure 2. Partial Least Square Structural Model

Conclusion

Based on these findings, there are several suggestions that can be given to researchers and companies, namely (1) For future researchers: Conduct research on other types of digital media suitable for the local fashion industry, such as video platforms (YouTube, Instagram Reels), marketplaces (Lazada, Bilibili), or messaging applications (Line, Messenger), Expand the distribution of questionnaires to other regions in Indonesia to increase the reliability of research results and obtain a more comprehensive picture, Research other variables that may affect purchase intention on local fashion products, such as personal innovativeness (Putra, 2021), Information Quality (Purwianti, 2019), Authentic Leadership (Yuwono et al., 2023) dan purchase behavior (Lim & Lady, 2023). (2) For companies engaged in local fashion, the results showed that several important aspects need to be considered and improved to encourage consumer purchase intentions such as utilizing positive and widespread e-WoM in digital media can increase consumer trust in brands, following and adapting popular fashion trends can increase product attractiveness in the eyes of consumers, building active and communicative interactions with consumers through digital media can increase brand engagement and consumer trust, building consumer trust in brands through marketing strategies in digital media and encouraging consumer engagement with brands through activities in digital media, such as sharing interesting content, holding interactive campaigns, and building brand communities, can increase consumer purchase intentions.

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