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Analysis of the Role of Content Creators, Product Quality, and Brand Image in Influencing Online Fashion Purchasing Decisions in the Context of Digital Entrepreneurship Among “Generation Z” at State Vocational High School in Gowa Regency

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Abstract: This study aims to analyze the role of content creators, product quality, and brand image in influencing online fashion purchasing decisions in the context of digital entrepreneurship among Generation Z at State Vocational High School in Gowa Regency. This study uses a quantitative approach with an associative research design. A total of 316 respondents were selected using a proportional random sampling technique. Data were collected through a questionnaire with a Likert scale and analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis with the help of SPSS software. The results show that content creators have a positive and significant influence on online fashion purchasing decisions. Product quality also has a positive and significant influence on purchasing decisions. In addition, brand image has a positive and significant influence on purchasing decisions and is the variable with the most dominant influence. Simultaneously, content creators, product quality, and brand image have a positive and significant influence on online fashion purchasing decisions. The research findings indicate that effective content creators, good product quality, and a strong brand image play an important role in improving online fashion purchasing decisions and supporting the development of digital entrepreneurship in the fashion sector among Generation Z.

Keywords: Brand Image; Content Creator; Entrepreneurship; Product Quality; Purchase Decision.



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A. Introduction

The development of digital technology has changed consumer behavior in obtaining information and making transactions online. The internet is no longer only used as a medium of communication, but has become the main means of economic activity through e-commerce platforms. Based on the APJII report in 2025, the number of internet users in Indonesia reached 229.4 million people with a penetration rate of 80.66%, which shows the high adoption of digital technology in people's lives (Haryanto, 2025). In line with these conditions, the value of e-commerce transactions in Indonesia increased from IDR 206 trillion in 2019 to IDR 487 trillion in 2024 (Yonatan, 2025). Fashion products are one of the categories that dominate e-commerce transactions due to high consumer demand.

Generation Z is the most active consumer group using the internet and social media to meet information needs and shop online. These characteristics make Generation Z more easily influenced by various digital marketing information, especially those conveyed through platforms such as TikTok, Instagram, and YouTube. In this context, content creators play a role as a source of information that is able to shape consumer perception of a product. In addition, purchase decisions are also influenced by the quality of the products offered and the brand image attached to the product. Product quality reflects the product's ability to meet consumer needs and expectations (Kotler & Keller, 2016), while brand image is a perception formed in the consumer's mind based on experience and information received (Aaker, 1997).

A number of previous studies have shown that content creators, product quality, and brand image are factors that influence purchasing decisions. Munawar and Rokhmat (2024) found that content creators have a positive and significant effect on the decision to buy fashion products online. Hanif and Wardhani (2024) also prove that product quality has a positive and significant effect on purchase decisions. Meanwhile, Siswati and Maupa (2024) stated that brand image has a positive and significant effect on purchasing decisions on e-commerce platforms. The findings show that all three variables have an important role in driving

consumer purchasing decisions in the digital environment.

However, research that integrates the influence of content creators, product quality, and brand image on online fashion product purchase decisions with a focus on Generation Z is still relatively limited, especially in the group of Vocational High School (SMK) students. In fact, this group is an active user of social media as well as a potential consumer of fashion products on digital platforms. Therefore, this study aims to analyze the influence of content creators, product quality, and brand image on the decision to purchase fashion products online in Generation Z by taking students of State Vocational High School in Gowa Regency as research subjects. The results of this research are expected to contribute to the development of consumer behavior studies of Generation Z and become an input for business actors in developing more effective digital marketing strategies.

B. Literature Review

1. Entrepreneurship

Entrepreneurship is the process of identifying opportunities, developing creativity and innovation, and managing resources to create added value through business activities. According to Hasan et al. (2023), entrepreneurship is not only oriented towards achieving profits, but also on the ability of individuals to create solutions, take advantage of opportunities, and face business challenges. In line with that, Syam et al. (2025) stated that entrepreneurship includes the process of recognizing opportunities, making plans, taking risks, and managing efforts to achieve economic goals.

The development of digital technology has changed entrepreneurial practices, especially in marketing activities and interaction with consumers. Business actors are now using social media, content creators, and brand image development as strategies to increase competitiveness and influence consumer purchase decisions (Halim et al., 2025). Therefore, understanding the factors that influence purchasing decisions is important in supporting entrepreneurial development in the digital era (Isma et al., 2024).

2. Content Creator

The role of content creators can be explained through the Source Credibility Theory proposed by Hovland et al. (1953). This theory explains that the effectiveness of a message is influenced by the credibility of the source, which includes expertise, trustworthiness, and attractiveness. The higher the credibility of a content creator, the greater his ability to influence consumer attitudes and behaviors.

According to Lou and Yuan (2019), content creators are individuals who create and disseminate digital content through various social media platforms to provide information, entertainment, and recommendations to the audience. In digital marketing, content creators play a role as a communication medium that is able to build consumer trust in a product. Therefore, content creators are one of the factors that can influence the decision to buy fashion products online.

3. Product Quality

Product quality is based on the theory put forward by Kotler and Keller (2016), which explains that product quality is the ability of a product to carry out its function and meet consumer needs and expectations. Products that have good quality will provide satisfaction to consumers so as to increase the likelihood of a purchase.

In addition, the Expectancy Disconfirmation Theory explains that consumers will compare expectations before purchase with the performance of the product after use. If the quality of the product meets or exceeds expectations, then consumers tend to give a positive assessment and make a purchase decision. Thus, product quality is an important factor that influences consumer purchasing behavior, especially in fashion products marketed online.

4. Brand Image

Brand image is based on the Brand Equity Theory put forward by Aaker (1997). This theory explains that a strong brand image is able to create added value through the formation of positive perceptions, trust, and consumer loyalty to a brand.

According to Kotler and Keller (2016), brand image is a set of beliefs, impressions, and perceptions that consumers have towards a brand. In the digital era, brand image is not only built through company promotion, but is also influenced by digital marketing communications, consumer reviews, and content creator activities on social media. Therefore, a positive brand image can increase consumer confidence and drive purchasing decisions.

5. Purchase Decision

Purchasing decisions are explained through the Consumer Decision-Making Theory proposed by Kotler and Keller (2016). This theory explains that purchasing decisions are a process that starts from the recognition of needs, search for information, evaluation of alternatives, purchasing decisions, to behavior after purchase (Khairunnisa et al., 2024).

In addition, the Theory of Planned Behavior put forward by Ajzen (1991) explains that a person's decisions are influenced by attitudes, subjective norms, and perceptions of behavior control. In the context of online fashion purchases, purchasing decisions are influenced by various information obtained through digital media, including content creator recommendations, perception of product quality, and brand image owned by a product. Thus, the purchase decision is the result of consumer evaluation of various alternatives before determining the product to be purchased.

C. Methods

This study uses a quantitative approach with the type of explanatory research. This approach was chosen because it aims to test hypotheses and analyze the influence of content creators, product quality, and brand image on online fashion product purchase decisions in Generation Z through numerical data processed using statistical techniques with the help of SPSS Statistics.

The population in this study is all students of State Vocational High School in Gowa Regency which totals 1,523 students and meets the criteria as active users of social media and have purchased fashion products online. The number of samples was determined using the Slovin

formula with an error rate of 5%, so that a sample of 316 respondents was obtained. The sampling technique used is proportional random sampling, so that each skill competency obtains a proportional number of samples according to the number of populations.

The data collection techniques used in this study include questionnaires and documentation. Primary data was obtained through the distribution of questionnaires using a five-point Likert scale which was compiled based on the indicators of each research variable, namely content creators, product quality, brand image, and purchase decisions. Meanwhile, secondary data were obtained through documentation related to the school profile and the total research population.

Before the analysis, the research instrument is tested through validity tests and reliability tests to ensure that the instruments used are feasible and consistent. Furthermore, the data were analyzed using descriptive statistical analysis, classical assumption tests which included normality tests, multicollinearity tests, and heteroscedasticity tests, as well as multiple linear regression analysis. Hypothesis testing is carried out through partial tests (t-test), simultaneous tests (F-test), and determination coefficients (R^2) to determine the magnitude of the contribution of independent variables to dependent variables.

D. Results and Discussion

1. Validity Test of Results

Table 1. Test Results X1, X2, X3 and Y

Variabel	Item	R Count	R Table	Result
Content Creator (X1)	X1.1	0,407	0,110	Valid
	X1.2	0,391		Valid
	X1.3	0,499		Valid
	X1.4	0,500		Valid
	X1.5	0,545		Valid
	X1.6	0,464		Valid
	X1.7	0,510		Valid
	X1.8	0,520		Valid
	X1.9	0,577		Valid
	X1.10	0,515		Valid
	X1.11	0,528		Valid
	X1.12	0,541		Valid
Product Quality (X2)	X2.1	0,439	0,110	Valid
	X2.2	0,536		Valid
	X2.3	0,566		Valid
	X2.4	0,466		Valid
	X2.5	0,487		Valid
	X2.6	0,528		Valid
	X2.7	0,491		Valid
	X2.8	0,615		Valid

Brand Image (X3)	X2.9	0,524	0,110	Valid
	X2.10	0,456		Valid
	X2.11	0,514		Valid
	X2.12	0,520		Valid
	X2.13	0,488		Valid
	X2.14	0,535		Valid
	X2.15	0,516		Valid
	X2.16	0,479		Valid
	X2.17	0,591		Valid
Purchase Decision (Y)	X2.18	0,579		Valid
	X3. 1	0,547	0,110	Valid
	X3.2	0,568		Valid
	X3.3	0,580		Valid
	X3.4	0,555		Valid
	X3.5	0,645		Valid
	X3.6	0,620		Valid
	X3.7	0,485		Valid
	X3.8	0,606		Valid
	X3.9	0,567		Valid
Purchase Decision (Y)	Y.1	0,507	0,110	Valid
	Y.2	0,494		Valid
	Y.3	0,637		Valid
	Y.4	0,469		Valid
	Y.5	0,595		Valid
	Y.6	0,538		Valid
	Y.7	0,473		Valid
	Y.8	0,558		Valid
	Y.9	0,559		Valid
	Y.10	0,480		Valid
	Y.11	0,549		Valid
	Y.12	0,578		Valid

Based on Table 1, it shows that all statement items on the variables Content Creator (X1), Product Quality (X2), Brand Image (X3), and Purchase Decision (Y) have a greater calculated r value than the table r (0.110). Thus, all statements on each variable are declared valid and suitable for use as research instruments. This shows that each questionnaire item is able to measure the variables being studied precisely so that they can be used in the next stage of analysis.

2. Reliability Test Results

Table 2. X1, X2, X3, and Y Reality Test Results

Variabel	Cronbach's Alpha	Criteria	Result
Content Creator	0,727	0,600	Reliabel
Product Quality	0,841	0,600	Reliabel
Brand Image	0,747	0,600	Reliabel
Purchase Decision	0,775	0,600	Reliabel

Based on the results in Table 2, it is shown that the value of Cronbach's Alpha coefficient on all research variables, namely Content Creator (X1), Product Quality (X2), Brand Image (X3), and Purchase Decision (Y), has a value greater than 0.60. Thus, all research instruments are declared reliable so that each statement item on all variables can be used as a measuring tool in data collection and research analysis.

3. Multiple Linear Regression Analysis Results

Table 3. Results of Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5714.108	1449.477		3.942	.000
	Content Creator	.157	.043	.187	3.611	.000
	Product Quality	.082	.032	.154	2.551	.011
	Brand Image	.445	.045	.461	8.352	.000

a. Dependent Variable: Purchase Decision

Based on Table 3, the following multiple linear regression equations are obtained:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 5714.108 + 0.157X_1 + 0.082X_2 + 0.445X_3 + e$$

In detail, the Content Creator variable (X_1) has a regression coefficient of 0.157. This shows that every one increase in the content creator variable will increase the purchase decision by 0.157, assuming the other variables are fixed. A positive coefficient shows that the better the quality, credibility, and attractiveness of a content creator in promoting a product, the higher the consumer's decision to make a purchase.

Meanwhile, the Product Quality variable (X_2) has a regression coefficient of 0.082. This means that every one unit increase in product quality will increase the purchase decision by 0.082 assuming the other variables are constant. The positive coefficient shows that the better the quality of the product that consumers feel, both in terms of function, durability, and suitability with needs, the greater the tendency of consumers to make purchases.

Furthermore, the Brand Image variable (X_3) has a regression coefficient of 0.445. This means that every one-unit increase in brand image will increase the purchase decision by 0.445, assuming the other variables are fixed. This coefficient value is the largest compared to other variables, thus showing that brand image is the most dominant variable influencing purchase decisions. The more positive the brand image of a product in the eyes of consumers, the higher the consumer's trust and confidence to decide to make a purchase.

Overall, the results of multiple linear regression analysis show that Content Creator, Product Quality, and Brand Image have a positive effect

on Purchase Decisions. Thus, an increase in these three variables will be followed by an increase in consumer purchasing decisions, with brand image having the most influence compared to other variables.

4. Results Partial t-Test

Table 4. Results t- Test Variabel X1, X2 dan X3

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5714.108	1449.477		3.942	.000
	Content Creator	.157	.043	.187	3.611	.000
	Product Quality	.082	.032	.154	2.551	.011
	Brand Image	.445	.053	.461	8.352	.000

a. Dependent Variable: Purchase Decision

Based on Table 4, the results of the partial test through the t-test show that the Content Creator variable obtained a calculated t-value of 3.611 with a significance level of 0.000. The Product Quality variable obtained a calculated t-value of 2.551 with a significance level of 0.011. Meanwhile, the Brand Image variable has a calculated t-value of 8.352 with a significance level of 0.000.

The results of the analysis showed that the calculated t-value of each variable was greater than the t-value of the table, namely Content Creator ($3.611 > 1.968$), Product Quality ($2.551 > 1.968$), and Brand Image ($8.352 > 1.968$). In addition, all variables have significance values smaller than 0.05, namely 0.000, 0.011, and 0.000. Thus, it can be concluded that partially Content Creator, Product Quality, and Brand Image have a positive and significant effect on Purchase Decisions. This means that each variable individually makes a real contribution to improving consumer purchasing decisions. The better the quality of the content delivered by the content creator, the higher the perceived quality of the product, and the more positive the brand image of a product, the greater the tendency of consumers to make a purchase decision.

5. Test F Results (Simultaneous)

Table 5. Results F-Test

ANOVA						
Model		Sum of Square s	df	Mean Square	F	Say.
1	Regress ion	341741 2488	3	113913 7496	98.911	.000b
	Residua l	359324 4668	312	115168 09.83		
	Total	7010657 5715	315			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Content Creator, Product Quality						

Based on Table 5, the results of the F test show that the F value is calculated as 98.911 with a significance level of 0.000. The F value of the table is determined through the calculation of the degree of freedom, which is with the number of samples 316 and three independent variables, so that $df_1 = 3$ and $df_2 = 312$ are obtained. At a significance level of 5% ($\alpha = 0.05$), the F value of the table was obtained of 2.635.

Because the value of the F calculation (98.911) is greater than the F of the table (2.635) and the significance value of 0.000 is less than 0.05, the regression model used is declared significant. This shows that Content Creator, Product Quality, and Brand Image together (simultaneously) have a significant effect on Purchase Decisions.

Thus, these three independent variables simultaneously have an important role in influencing consumer purchasing decisions. The better the quality of the content creator in conveying product information, the higher the quality of the products offered, and the more positive the brand image has, the higher the tendency of consumers to make purchase decisions.

6. Results of Determination Coefficient Analysis (R^2)

Table 6. Results Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698a	.487	.483	3393.64256
a. Predictors: (Constant), Brand Image, Content Creator, Product Quality				
b. Dependent Variables: Purchase Decision				

Based on the results of the determination coefficient test, it shows that the value of the Adjusted R Square is 0.483. This value indicates that the variables Content Creator, Product Quality, and Brand Image were able to explain

the variation in Purchase Decision of 0.483 or around 48.3% in this research model.

Meanwhile, 0.517 or 51.7% was explained by other factors outside the variables studied, such as price, service quality, promotion, consumer confidence, location, lifestyle, and other factors that were not included in the regression model.

The findings show that the regression model used has a fairly good ability to explain the influence of independent variables on dependent variables. Thus, Content Creator, Product Quality, and Brand Image make a considerable contribution in influencing consumers' Purchasing Decisions.

Discussion of Research Results

1. The Influence of Content Creators on Online Fashion Purchase Decisions in Generation Z at State Vocational High School in Gowa Regency

The results of the hypothesis test show that Content Creators have a positive and significant influence on online fashion purchase decisions in Generation Z. This indicates that the higher the quality of content delivered by content creators, which is reflected in credibility, attractiveness, expertise, and the ability to convey product information, the higher the tendency of Generation Z to make online fashion purchase decisions.

These findings show that content creators not only play a role as a promotional medium, but also as a source of information and references that are able to build consumer trust in a product. Generation Z tends to consider reviews, experiences, and recommendations provided by content creators before deciding to buy a product. This is because the content presented is considered more authentic, easy to understand, and provides a real picture of the quality of the products offered. This condition ultimately encourages increased consumer confidence in making online purchase decisions.

The results of this study are in line with various previous studies that show that content creators have a positive influence on consumer purchase decisions. Several previous studies have shown consistency in these results.

In line with research conducted by Istiqomah (2024) which states that content creators have a positive and significant effect on purchasing decisions. The research explains that content creators who have high credibility, are able to convey information in an interesting way, and provide honest reviews can increase consumer trust in the products being promoted. This trust encourages consumers to be more confident in making purchases.

This finding is also supported by Darmawan's research (2025) which states that content creators on digital platforms, especially TikTok Shop, have a significant effect on purchasing decisions. The research explains that the ability of content creators to convey product information in a creative, interactive, and easy-to-understand manner is able to form positive perceptions of consumers so as to increase interest and purchase decisions. Therefore, content creators are one of the effective digital marketing strategies in influencing consumer behavior, especially Generation Z, who are very active in using social media as a source of information before making a purchase.

2. The Influence of Product Quality on Online Fashion Purchase Decisions in Generation Z at State Vocational High School in Gowa Regency

The results of the hypothesis test show that product quality has a positive and significant influence on online fashion purchase decisions in Generation Z. This indicates that the better the product quality felt by consumers, such as the suitability of the product with expectations, durability, function, design, and comfort of use, the higher the tendency of consumers to make purchase decisions.

The findings show that product quality is one of the important factors that consumers consider before buying fashion products online. Products that have good quality will be able to provide satisfaction to consumers because they are in accordance with the expectations built through information and product displays in digital media. On the other hand, if the quality of the

product does not meet expectations, then consumers tend to undo the purchase decision or not make a repeat purchase. Thus, product quality is one of the factors that can increase consumer confidence while encouraging the creation of purchase decisions.

The results of this study are in line with various previous studies that show that product quality has a positive influence on consumer purchase decisions. Several previous studies have shown consistency in these results.

In line with research conducted by Aprelyani et al. (2024) which states that product quality has a positive and significant effect on purchase decisions, especially in Generation Z consumers. These findings are also supported by research by Faradita et al. (2023) which states that product quality has an important contribution to purchasing decisions on various marketplaces. The study explained that consumers tend to choose products that have better quality than competitor products because they are considered more able to meet needs and provide satisfaction after purchase. In addition, research by Nainggolan et al. (2023) also found that product quality is one of the dominant factors influencing online purchase decisions, which is reflected in the aspects of product performance, durability, reliability, and aesthetics. Therefore, product quality is one of the main factors that can increase online fashion purchase decisions in Generation Z, considering that this consumer group tends to be more selective in choosing products that are not only visually appealing, but also have quality that meets their expectations.

3. The Influence of Brand Image on Online Fashion Purchase Decisions in Generation Z at State Vocational High School in Gowa Regency

The results of the hypothesis test show that brand image has a positive and significant influence on online fashion purchase decisions in Generation Z. This indicates that the better the brand image of a product, the higher the tendency of consumers to make purchase decisions. These findings also show that brand image is the most

dominant variable compared to other variables in this study.

These findings show that brand image not only functions as the identity of a product, but is also a factor that is able to build consumer trust, confidence, and positive perception of the products offered. Brands that have a good reputation tend to be easier to recognize and trust by consumers, so they are able to reduce doubts in making purchases, especially in online fashion transactions. This condition ultimately drives increased purchasing decisions as consumers feel more confident in the quality and value offered by the brand.

The results of this study are in line with various previous studies that show that brand image has a positive influence on consumer purchasing decisions. Several previous studies have shown consistency in these results.

In line with research conducted by Rizalina (2023) which states that brand image has a positive and significant effect on purchasing decisions. The study explained that brands that have a positive image are able to increase consumer trust, thereby encouraging interest and decisions to buy a product.

This finding is also supported by research by Dewi et al. (2024) who stated that brand image affects decisions to purchase fashion products online. The study explained that a strong brand image is able to create consumer trust, pride, and loyalty to the products used. In addition, research by Yoeliastuti (2021) also found that brand image has a strong relationship with purchase decisions on e-commerce platforms. Brands that have a good reputation are more likely to attract consumers' attention and increase confidence in making purchases. Therefore, brand image is the most dominant factor in influencing online fashion purchase decisions in Generation Z, because this consumer group tends to choose products from brands that are already known, have a positive reputation, and are able to reflect their identity and lifestyle.

4. The Influence of Content Creators, Product Quality, and Brand Image on Online Fashion Purchase Decisions in Generation Z at State Vocational High School in Gowa Regency

The results of the simultaneous hypothesis test show that Content Creator, Product Quality, and Brand Image together have a positive and significant influence on online fashion purchase decisions in Generation Z. This indicates that purchase decisions are not only influenced by one factor, but are the result of a combination of various factors that support each other. Content creators play a role in conveying information and building consumer trust, product quality provides a guarantee of benefits and satisfaction obtained, while brand image creates a positive perception that encourages consumer confidence in making purchases.

The findings show that the success of online fashion product marketing is not enough to rely only on promotion through content creators or product quality, but also needs to be supported by a strong brand image. These three variables complement each other in influencing the consumer decision-making process. Content creators are able to attract attention and increase interest in products, product quality strengthens consumer confidence that the product meets expectations, while brand image provides added value in the form of trust and pride in using products. The combination of these three factors is able to increase online fashion purchase decisions in Generation Z.

The results of this study are in line with various previous studies that show that the combination of digital marketing factors, product quality, and brand image affects consumer purchasing decisions. Several previous studies have shown consistency in these results.

In line with research conducted by Wijaya et al. (2021) which states that purchasing decisions are significantly influenced by a combination of digital promotions, product quality, and brand image. The study explained that these three factors complement each other in shaping

consumer perception, trust, and confidence before making a purchase.

The results of this study are also supported by a determination coefficient value (Adjusted R Square) of 0.483, which shows that 48.3% of the variation in online fashion purchase decisions in Generation Z can be explained by the variables of Content Creator, Product Quality, and Brand Image, while the remaining 51.7% are influenced by other factors outside the research model, such as price, promotion, service quality, lifestyle, ease of use of the platform, and other factors that have not been studied. The findings show that the research model has a fairly good ability to explain consumer purchasing decision behavior. Therefore, online fashion business people need to integrate a credible content creator use strategy, maintain consistent product quality, and build a positive brand image in order to be able to improve purchasing decisions, especially for Generation Z.

E. Conclusion and Recommendation

Based on the results of the research on the influence of Content Creators, Product Quality, and Brand Image on Online Fashion Purchase Decisions in Generation Z, the following conclusions can be drawn:

1. Content creators have a positive and significant influence on online fashion purchase decisions in Generation Z. The higher the credibility, attractiveness, expertise, and ability of content creators to convey product information, the higher the tendency of Generation Z to make fashion purchases online.
2. Product Quality has a positive and significant effect on online fashion purchase decisions in Generation Z. The better the product quality felt by consumers, both in terms of function, durability, design, and conformity with expectations, the higher the purchase decisions made.
3. Content Creator, Product Quality, and Brand Image simultaneously have a positive and significant effect on online fashion purchase decisions in Generation Z. These three

variables complement each other in shaping consumer perceptions and beliefs before making a purchase, with Brand Image as the most dominant variable on purchase decisions.

Based on the results of research that shows that Brand Image is the most dominant variable in influencing online fashion purchase decisions in Generation Z, fashion business actors are expected to maintain and continue to improve brand image through the provision of quality products and collaborate with credible content creators in accordance with the characteristics of the target market. In addition, researchers are further advised to develop the research by adding other variables that have the potential to influence purchasing decisions, such as price, promotion, lifestyle, consumer trust, or service quality, as well as expanding the object of the research so that more comprehensive research results are obtained.

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