

## Consumer Online Purchase Behavior of Local Fashion Clothing Brands: The Indonesian Context = Perilaku Pembelian Online Konsumen Merek Pakaian Fashion Lokal: Konteks Indonesia

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### Abstrak

Adanya pandemi memaksa masyarakat untuk beradaptasi dengan banyak hal, salah satunya jual beli online. Produk fashion menjadi salah satu produk yang paling banyak dibeli secara online di Indonesia selama masa COVID-19. Namun, membeli produk secara online membutuhkan banyak pertimbangan karena konsumen tidak bisa menilai secara langsung produk yang akan dibeli. Penelitian ini bertujuan untuk menguji pengaruh information adoption, perceived e-WOM credibility, gender, online brand experience, website design and layout, dan online brand familiarity terhadap online purchase behavior konsumen merek pakaian fashion lokal di Indonesia. Selain itu, penelitian ini juga ingin mengetahui pengaruh central route dan peripheral route terhadap information adoption. Sebanyak 283 responden yang pernah membeli produk pakaian fashion merek lokal melalui website selama masa COVID-19 berhasil dikumpulkan dan kemudian dianalisis menggunakan Smart Partial Least Square (SmartPLS). Hasil penelitian ini memvalidasi Elaboration Likelihood Model yang menunjukkan bahwa central route dan peripheral route memiliki hubungan positif dengan information adoption. Selain itu, information adoption mempengaruhi perilaku pembelian online dan dapat dimediasi oleh perceived e-WOM credibility. Selanjutnya, online brand experience memiliki pengaruh yang signifikan terhadap online purchase behavior dan dapat dimediasi oleh online brand familiarity. Terakhir, gender dan website design and layout tidak memiliki pengaruh yang signifikan sebagai variabel moderasi antara perceived e-WOM credibility dan online purchase behavior, dan antara online brand experience dan online purchase behavior.

.....The existence of a pandemic forces people to adapt to many things, one of which is buying and selling online. Fashion products are one of the most purchased products online in Indonesia during the COVID-19 period. However, buying products online requires a lot of consideration since consumers cannot directly judge the products to be purchased. This study aims to examine the influence of information adoption, perceived e-WOM credibility, gender, online brand experience, website design and layout, and online brand familiarity on consumer online purchase behavior of local fashion clothing brands in Indonesia. In addition, this study also intends to determine the influence of central route and peripheral route on information adoption. A total of 283 respondents who have experienced of purchasing local fashion clothing brand products through websites during COVID-19 period were successfully collected and then analyzed using the Smart Partial Least Square (SmartPLS). The results of this study validate Elaboration Likelihood Model, which show that central route and peripheral route have positive relationship with information adoption. In addition, information adoption influences online purchase behavior and can be mediated by perceived e-WOM credibility. Furthermore, online brand experience has a significant influence on online purchase behavior and can be mediated by online brand familiarity. Lastly, gender and website design and layout do not have any significant influence as moderating variables between perceived e-WOM credibility and online purchase behavior, and between online brand experience and online purchase behavior.