

## The Influence of Digital Marketing and Online Customer Reviews on Clothing Sales

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### ABSTRACT

This research aims to find out (1) whether digital marketing has an effect on clothing sales at Tanah Abang Market Block A, Floor 6, Central Jakarta, (2) whether online customer reviews have an effect on clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta, and (3) Does digital marketing and online customer reviews have an influence on clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta. The method used in this research is quantitative with a survey approach. The population in this study were clothing shop owners at Tanah Abang Market, Block A, Floor 6, Central Jakarta, totaling 200 shop owners with a sample size of 186 based on the proportional random sampling technique using the Isac Michael table. The results of the research show that digital marketing and online customer reviews together have a significant influence on clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta, as shown by the results of the R Square coefficient of determination test of 0.960, so it can be concluded that 96% of digital marketing and online customer reviews can influence clothing sales together.

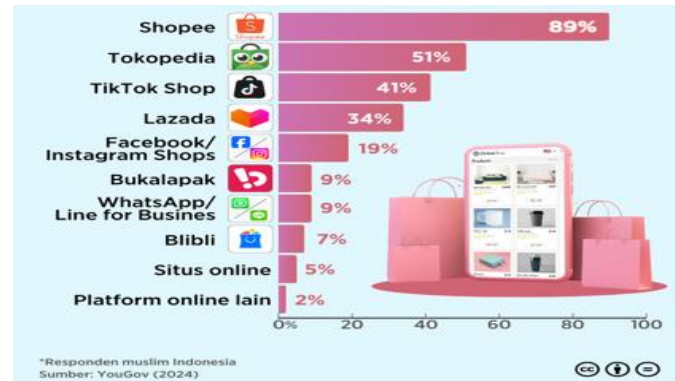
### Keywords:

Digital Marketing,  
Online Review  
Customer,  
Clothing Sales

### INTRODUCTION

In the current digital era, technology and the internet continue to evolve, bringing significant changes to people's lifestyles. One of the most notable transformations driven by technological advancements is the rapid growth of the e-commerce industry. E-commerce has emerged as a societal trend, providing a more practical purchasing platform while offering consumers new experiences and greater convenience in making online purchases. The expansion of e-commerce in Indonesia has been accelerating rapidly, gradually shifting consumer behavior from conventional shopping to online shopping (Putri & Marlien, 2022). This shift has led to a substantial increase in the number of online businesses, significantly impacting society, particularly in Indonesia. The change in customer behavior refers to the transition from offline to online shopping, as consumers increasingly seek a more effective and efficient purchasing process (Inayati, Efendi, & Dewi, 2022).

One e-commerce company that has successfully capitalized on Indonesia's e-commerce market is Shopee. Shopee is one of the largest, most comprehensive, and most affordable e-commerce platforms in Indonesia, offering a diverse range of products from over 500 local and international brands (Sumaa, Soegoto, & Samadi, 2021). According to Kompas.com, Shopee is projected to maintain its dominance in the Indonesian e-commerce market throughout 2024, as evidenced by its consistently higher visitor numbers compared to competing platforms. Based on the latest data, in 2024, 89% of Indonesian consumers prefer Shopee over other e-commerce platforms (YouGov, 2024).



**Figure 1.** Preferred E-Commerce Platform Among Indonesian Consumers

Source: YouGov (2024)

This trend underscores Shopee's position as the leading e-commerce platform among Indonesian consumers for purchasing a wide variety of products. One of the most popular product categories available on e-commerce platforms is fashion (clothing). Fashion ranks as the third most frequently purchased product category in e-commerce, with a popularity rate of 39% (Annur, C. M., 2022). These figures indicate that fashion products are among the most sought-after items in online shopping. Through e-commerce, consumers can conveniently explore and purchase fashion items from various brands.

As previously mentioned, the fashion sector has experienced rapid growth within the e-commerce landscape, intensifying competition among fashion brands. Consequently, digital marketing has become an essential component of marketing strategies on e-commerce platforms, playing a crucial role in driving sales. Digital marketing effectively connects potential customers with products through various online channels. By implementing an optimal digital marketing strategy, businesses can attract potential customers, thereby sustaining their competitive advantage. However, several challenges exist within digital marketing in the e-commerce sector. In many cases, digital marketing fails to accurately represent the actual products being sold. Additionally, certain sellers manipulate customer reviews to obtain high ratings. Some e-commerce companies also offer substantial discounts to attract consumers, despite the declining quality of their products. Moreover, digital marketing practices occasionally involve fraudulent activities, leading to a loss of consumer trust due to discrepancies between advertised and actual products.

Given these concerns, e-commerce companies must establish consumer trust, particularly in fashion-related products, where poor quality can have significant negative consequences. To address this issue, businesses need to leverage online customer reviews as a means of fostering consumer trust, attracting potential customers, and maintaining market competitiveness. Online customer reviews provide valuable insights from previous buyers, significantly influencing consumer purchasing decisions. Positive reviews from other consumers enhance the credibility of products, facilitating informed decision-making for prospective buyers (Kanitra & Kusumawati, 2018, in Sitinjak & Silvia, 2022). Furthermore, favorable online customer reviews serve as a driving force behind purchase decisions, ultimately contributing to increased sales. Notably, the impact of online reviews is also influenced by the popularity of the reviewer. Therefore, it is evident that digital marketing and online customer reviews play a pivotal role in driving sales growth.

## METHOD

The objectives of this study are to examine the influence of digital marketing on clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta; to assess the impact of online customer reviews on clothing sales in the same location; and to analyze the combined effects of digital marketing and online customer reviews on sales performance. Digital marketing plays a crucial role in modern retail environments, as it enhances brand visibility and customer engagement through various online platforms (Kotler & Keller, 2016). Moreover, the rise of e-commerce and digital advertising has transformed consumer behavior, making online promotions a significant factor in purchase decisions (Chaffey & Ellis-Chadwick, 2019). Additionally, customer reviews are recognized as a key determinant of consumer trust, as positive online feedback can influence potential buyers' perceptions and purchase intentions (Park et al., 2007). This aligns with the signaling theory, which suggests that information asymmetry can be reduced through credible reviews, thereby influencing customer decision-making (Spence, 1973).

This study employs a quantitative research approach, focusing on a population of 200 clothing stores, with a proportional random sampling technique selecting 186 respondents, following Sugiyono's (2018) guidelines that each population member has an equal chance of selection. Data collection was conducted through questionnaire distribution, and the results were analyzed using SPSS 20. Descriptive statistics were utilized to summarize the data, while simple linear regression was applied to test the relationships between variables, incorporating classical assumptions such as normality and multicollinearity (Gujarati & Porter, 2009). Furthermore, hypothesis testing was performed to determine the statistical significance of the relationships between digital marketing, customer reviews, and sales performance (Sekaran & Bougie, 2016). The study's methodological framework aligns with positivist research paradigms, emphasizing empirical validation through objective measurement and statistical inference (Creswell & Creswell, 2018).

## RESULT AND DISCUSSION

### Result

#### 1. Statistics Descriptive

Table. 1 Statistics

		Digital Marketing	Online Review Customers	Clothing Sales
N	Valid	186	186	186
	Missing	0	0	0
Mean		63.0161	60.0860	65.1398
Std. Error of Mean		.61765	.63008	.62790
Median		62.0000	59.0000	64.0000
Mode		57.00	54.00	59.00
Std. Deviation		8.42357	8.59309	8.56339
Variance		70.956	73.841	73.332
	Range	45.00	45.00	43.00
	Minimum	42.00	39.00	44.00

Source: primary data (2025)

Based on the table above it can be described as follows: 1). The Digital Marketing variable number of respondents was 186 shops with the lowest score of 42 and the highest score of 57, with an average score (mean) of 63.0161, a score range of 45, a standard deviation or standard deviation of 8.42357, a score that frequently appears (mode) 57, the middle value (median) 62; 2). The Online Customer Review

variable number of respondents was 186 shops with the lowest score of 39 and the highest score of 54, with an average score (mean) of 60.0860, a score range of 45, a standard deviation or standard deviation of 8.59309, a score that frequently appears (mode) 54, value middle (median) 59; 3). For the Clothing Sales variable, the number of respondents was 186 students with the lowest score of 44 and the highest score of 59, with an average score (mean) of 65.1398, a range of scores of 43, a standard deviation or standard deviation of 8.56339, a frequently occurring score (mode) of 59, the middle value (median) 64.

## 2. Hypothesis Test

Table 2. Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Correlation s Zero-order
		B	Std. Error	Beta	t		
1	(Constant)	3.502	1.218		2.875	.005	
	Digital Marketing	.714	.192	.702	3.723	<.001	.979
	Online Review Customers	.277	.188	.278	1.473	.142	.978

Source: primary data (2025)

Based on the table above, you can see the Double Linear Equation and the Significance Test of the Regression Equation Coefficient. From the coefficients table above, the constant  $b_0 = 3.502$  is obtained, the regression coefficient  $b_1 = 0.714$ , and  $b_2 = 0.277$ . So the double linear regression equation is  $\hat{Y} = 3.502 + 0.714X_1 + 0.277X_2$ . Hypothesis:  $H_0 : \beta_1 < 0$  vs  $H_1 : \beta_1 > 0$  and  $H_0 : \beta_2 < 0$  vs  $H_1 : \beta_2 > 0$ . From the results of the analysis as summarized in the table, the statistical value for the coefficient of variable  $X_1$  is  $t_{count} = 0.001$  and  $p\text{-value} = 0 / 2 = 0.000 < 0.05$  (right-hand test), or  $H_0$  is rejected, which means Digital Marketing has a positive effect on Clothing Sales. Furthermore, the statistical value for the variable coefficient

## 3. Multiple Regression Significance Test

Table. 3 ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13020.918	2	6510.459	2184.288	<.001b
	Residual	545.447	183	2.981		
	Total	13566.366	185			

a. Dependent Variable: Clothing Sales

b. Predictors: (Constant), Online Review Customers, Digital Marketing

Based on the table above, you can see the Significance Test of the Multiple Regression Equation.  $H_0 : \beta_1 = \beta_2$  or  $H_0 : \beta_1 - \beta_2 = 0$  and  $H_1 : \beta_1 \neq \beta_2$  or  $H_1 : \beta_1 - \beta_2 \neq 0$ . From the analysis results summarized in the ANOVA table above, the statistical value  $t = 2184.288$ , and  $p\text{-value} = 0.001 < 0.0005$  or this means that  $H_0$  is rejected. This means that Digital Marketing has a positive influence on Clothing Sales and Online Customer Reviews on Clothing Sales. This has a significant meaning that Online Customer Reviews do not have a positive effect on Clothing Sales.

## 4. Significance Test of Multiple Corellation Coefficient

Table. 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Model	Change Statistics Sig. F Change
					R Square Change	F Change	df1	df2		
1	.980a	.960	.959	172.644	.960	2.184.288	2	183	1	<.001

Based on the table above, the Multiple Correlation Coefficient Significance Test can be explained. Statistical hypothesis:  $H_0 : \rho < 0$  and  $H_1 : \rho > 0$  The significance

test of the multiple correlation coefficient is obtained from the model summary table above. It can be seen that the multiple correlation coefficient ( $R_{y.12}$ ) = 0.980 and  $F_{hit}$  ( $F_{change}$ ) = 2184.288, and  $p\text{-value}$  = 0.001  $0.000 < 0.05$  or  $H_0$  is rejected. Thus the multiple correlation coefficient between  $X_1$  and  $X_2$  with  $Y$  is meaningful or significant. Meanwhile, the coefficient of determination is shown by  $R^2$  = 0.960, which means that 96% of the variability in the clothing sales variable ( $Y$ ) can be explained by digital marketing ( $X_1$ ) and online customer reviews ( $X_2$ ), so it can be concluded that the influence of digital marketing and online reviews Customers collectively influence clothing sales by 96%.

##### 5. Significance of Test Precial Correlation Coeficient

Table. 5 Correlations

Control Variables			Digital Marketing	Penjualan Pakaian
Online Review Customers	Digital Marketing	Correlation	1.000	.265
		Significance (1-tailed)	.	<.001
		df	0	183
	Penjualan Pakaian	Correlation	.265	1.000
		Significance (1-tailed)	<.001	.
		df	183	0

Based on the table above, the Partial Correlation Coefficient Significance Test can be explained. Correlation between Digital Marketing ( $X_1$ ) and Clothing Sales ( $Y$ ) by controlling the influence of Online Customer Review ( $X_2$ ) ( $r_{y1.2}$ ). From the results of the analysis in the table above, it is obtained ( $r_{y1.2}$ ) = 0.265 and  $p\text{-value}$  = 0.000  $< 0.05$  or  $H_0$  is rejected. Thus, the correlation coefficient between Digital Marketing ( $X_1$ ) and Clothing Sales ( $Y$ ) by controlling the

##### 6. Online Customer Review variable ( $X_2$ ) is significant;

Table. 6 Correlations

Control Variables			Penjualan Pakaian	Online Review Customers
Digital Marketing	Penjualan Pakaian	Correlation	1.000	.108
		Significance (1-tailed)	.	.071
		Df	0	183
	Online Review Customers	Correlation	.108	1.000
		Significance (1-tailed)	.071	.
		Df	183	0

Based on the table above, the correlation between Online Customer Reviews ( $X_2$ ) and Clothing Sales ( $Y$ ) can be explained by controlling the influence of Digital Marketing ( $X_1$ ). The analysis results obtained ( $r_{y2.1}$ ) = 0.71 and  $p\text{-value}$  = 0.000  $< 0.05$  or  $H_0$  was rejected. Thus, the correlation coefficient between Online Customer Reviews ( $X_2$ ) and Clothing Sales ( $Y$ ) by controlling the Digital Marketing variable ( $X_1$ ) is significant.

### Discussion

The findings of this study indicate that digital marketing has a significant and positive impact on clothing sales, as evidenced by the regression coefficient ( $B$  = 0.714,  $p < 0.001$ ) and the strong correlation ( $R$  = 0.980). These results align with Kotler and Keller's (2016) theory on digital marketing effectiveness, which emphasizes that well-structured online promotional strategies enhance brand visibility and consumer engagement, ultimately leading to increased sales. The high coefficient of determination ( $R^2$  = 0.960) further suggests that digital marketing explains a substantial proportion of the variability in sales performance, reinforcing the argument that digital platforms serve as critical tools in modern retail strategies.



Conversely, the online customer review variable did not demonstrate a significant effect on clothing sales ( $B = 0.277$ ,  $p = 0.142$ ). While previous research, such as that by Chevalier and Mayzlin (2006), suggests that online reviews can influence consumer purchasing behavior, the present study's results indicate that in this particular case, digital marketing plays a more dominant role. This discrepancy may be attributed to the characteristics of the fashion industry, where impulsive buying behaviors often override the influence of customer reviews. Additionally, the correlation analysis controlling for digital marketing effects ( $r = 0.108$ ,  $p = 0.071$ ) further confirms that online reviews alone do not substantially impact sales. This suggests that while consumer feedback is valuable, its role in influencing purchasing decisions is context-dependent and may require complementary marketing strategies to be effective.

### CONCLUSION

This study concludes that digital marketing is a key determinant of clothing sales, significantly influencing consumer purchasing decisions. The findings highlight the importance of strategic online marketing efforts, such as targeted advertisements, influencer collaborations, and social media engagement, in enhancing business performance. The high explanatory power (96%) of digital marketing and online customer reviews collectively on clothing sales further underscores the necessity for businesses to invest in digital marketing strategies to sustain competitive advantage.

However, the study also reveals that online customer reviews do not significantly impact sales in this context, suggesting that consumer purchasing decisions in the clothing sector may be more influenced by marketing exposure than by peer reviews. Future research should explore the interplay between digital marketing and customer reviews across different product categories to determine whether this trend is industry-specific. Moreover, examining consumer behavior in greater depth, including emotional and psychological factors influencing purchasing decisions, could provide further insights into the effectiveness of various digital engagement strategies.

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