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The Effect of Electronic Word of Mouth, Influencer, and Lifestyle on Lafiye Purchase Decisions: Survey in Yogyakarta Special Region Province

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Abstract

This study aims to analyze and determine the effect of electronic word of mouth (e-WOM), influencer, and lifestyle on the purchase decision of Lafiye hijab. The population in this study consist of consumers of Lafiye hijab in the Special Region of Yogyakarta. The sampling technique used was nonprobability sampling with the purposive sampling method. The data were obtained from questionnaires distributed through Google Form, resulting in 100 respondents. The data analysis techniques used in this study were descriptive analysis, multiple linier regression analysis, F-test, t-test, and the coefficient of determination, using the Statistical Product and Service Solutions version 29 program. The results of this study indicate that: 1) Electronic Word of Mouth (e-WOM) has a significant effect on the purchase decision of Lafiye hijab. 2) Influencer has a significant effect on the purchase decision of Lafiye hijab. 3) Lifestyle has a significant effect on the purchase decision of Lafiye hijab.

Keywords*: Electronic Word of Mouth (e-WOM), Influencer, Lifestyle, Purchase Decision*

Introduction

Purchase decision is a crucial aspect of consumer behavior that determines a product's success in the market. Understanding the factors influencing purchase decisions is essential not only for companies in designing effective marketing strategies, but also for local brands in creating value that aligns with consumer needs and preferences. For emerging local brands such as Lafiye, this understanding is increasingly important to build customer loyalty, expand market reach, and maintain competitiveness amid intense competition in the Muslim fashion industry.

In the rapidly evolving digital era, consumer purchase decisions have shifted significantly. Consumers no longer rely solely on information provided by producers, but also consider online reviews, recommendations, and shared experiences from other consumers. This condition highlights the growing role of digital platforms in shaping consumer perceptions and decisions. As a result, purchase decisions are increasingly influenced by various external and internal factors that require deeper examination.

Electronic word of mouth (e-WOM) has become a major source of information for consumers, particularly in online transactions within the Muslim fashion sector. Online reviews and testimonials can either strengthen or weaken consumer trust and directly affect purchase decisions. In addition, influencer marketing is widely used to

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build brand image and credibility; however, its effectiveness varies depending on consumers' perceptions of relevance and authenticity. Moreover, lifestyle reflects how individuals allocate time, activities, and financial resources, and plays a significant role in fashion consumption, as consumers tend to choose products that represent their identity, values, and spending priorities.

Despite the active use of digital marketing channels, consumer purchase decisions toward Lafiye have not fully reflected the level of promotional exposure generated, indicating an interesting research gap that warrants further investigation.

A review of previous studies shows mixed results regarding the influence of these three variables. Widyanto and Albetris (2021) found that e-WOM did not significantly affect the purchase decision of Wardah compact powder, possibly because consumers relied more on personal experience. In contrast, Sukma Ningrum et al. (2024) reported that both e-WOM and lifestyle significantly influenced purchase decisions in Yogyakarta. Nabilah et al. (2023) concluded that influencers were unable to affect purchase decisions, whereas Mardiani et al. (2020) found that lifestyle did not significantly influence the purchase of Sophie Martin Paris bags. These inconsistent findings indicate a research gap, particularly regarding local Muslim fashion products such as Lafiye, which have not been empirically studied considering all three variables simultaneously.

To address this gap, the present study aims to identify the extent to which e-WOM, influencer marketing, and lifestyle affect the purchase decisions of Lafiye products in the Yogyakarta Special Region. Preliminary observations of Lafiye's social media accounts and consumer responses on e-commerce platforms indicate active interactions, including comments, reviews, and engagement with digital promotional content. Furthermore, the use of micro-influencers in Lafiye's digital campaigns shows that testimonial and endorsement-based marketing strategies have become an integral part of the brand's communication.

Thus, this study is expected to provide theoretical contributions by advancing marketing literature and practical contributions for developing local brand communication strategies amid the increasingly competitive Muslim fashion industry.

Literature Review

A literature review provides a comprehensive examination of scholarly sources related to purchasing decisions in the Muslim fashion industry. This section synthesizes key concepts such as electronic word of mouth, influencer, and lifestyle, highlighting their influence on purchasing decisions, particularly in the context of Lafiye.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) refers to positive or negative statements made by consumers regarding a product or brand through digital media that can be accessed by a wide audience. E-WOM is considered more credible than traditional advertising because it originates from consumers real experiences.

The dimensions of e-WOM include intensity, opinion valence, and information content. Positive e-WOM can increase consumer trust and reduce perceived risk, thereby encouraging purchase decisions.

H1: Electronic Word of Mouth (e-WOM) has a positive and significant effect on the purchasing decisions

Influencer

A digital influencer is an individual who has significant influence on social media and has gained the trust of their followers. The opinions and recommendations conveyed by the influencer can significantly affect the online reputation of individuals, products, or brands. Therefore, influencers act as digital opinion leaders capable of influencing consumer attitudes and behaviors, including in the process of making purchase decisions.

H2: Influencer has a positive and significant effect on the purchasing decisions.

Lifestyle

Lifestyle reflects an individual's pattern of living as expressed through activities, interests, and opinions. Lifestyle influences how consumers allocate their time and money and determines their preferences for certain products.

In the context of fashion, lifestyle plays an important role because fashion products are often used as a means of self-expression and social identity.

H3: Lifestyle has a positive and significant effect on the purchasing decisions.

H4: Electronic Word of Mouth, Influencer, and Lifestyle are stated to a positive and significant effect simultaneously on Purchase Decision.

Gaps in Existing Research

Previous studies on electronic word of mouth (e-WOM), influencer, and lifestyle have predominantly focused on well-established brands or popular product categories and have often examined these variables separately. In addition, research that specifically investigates local Muslim fashion brands, particularly hijab products, within the context of the Special Region of Yogyakarta, which is characterized by young and digitally active consumers, remains limited. Therefore, this study addresses this research gap by simultaneously examining the influence of e-WOM, influencer, and lifestyle on purchasing decisions for Lafiye hijab.
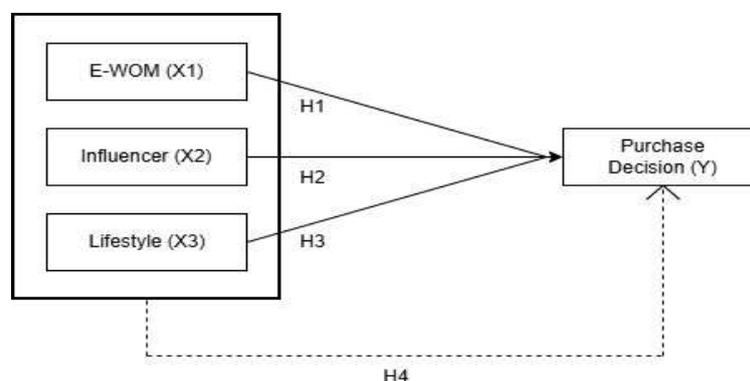

Figure 1. Framework

Method

Research Design

This study employs a quantitative approach using a survey method. The research population consists of Lafiye hijab consumers in the Special Region of Yogyakarta, with 100 respondents selected through purposive sampling. Data were collected using an online questionnaire measured on a Likert scale and analyzed using multiple linear regression to examine the influence of each independent variable on purchasing decisions.

Population

The population in this study consists of all consumers who have purchased and used Lafiye hijab products in the Special Region of Yogyakarta.

Sample

A purposive sampling technique will be utilized to select participants who meet specific criteria: they are consumers who are currently using and have purchased Lafiye hijab products at least once within the last six months. The respondents are domiciled in the Special Region of Yogyakarta. They are active users of social media platforms such as Instagram, TikTok, or YouTube, which serve as the main channels for electronic word of mouth (e-WOM) and influencer promotions.

Data Collection

Data collection technique in this study was conducted using an online survey method. Data were collected by distributing structured questionnaires through Google Forms to respondents who met the predetermined criteria. The questionnaire employed a Likert scale to measure respondents perceptions of electronic word of mouth (e-WOM), influencer, lifestyle, and purchasing decisions, enabling the researcher to obtain quantitative data for further statistical analysis.

Data Analysis

The data analysis in this study was carried out using the Statistical Package for the Social Sciences (SPSS) version 29. The analysis began with descriptive statistical analysis to describe the characteristics of respondents and the distribution of each research variable. Furthermore, multiple linear regression analysis was employed to examine the influence of electronic word of mouth (e-WOM), influencer, and lifestyle on purchasing decisions.

Result and Discussion

Result

The data collection results in this study were obtained through an online questionnaire distributed using Google Forms. A total of 100 participants who met the predetermined criteria participated in this research, namely consumers who had purchased and used Lafiye hijab products at least once in the last six months, were domiciled in the Special Region of Yogyakarta, and were actively using social media

platforms such as Instagram, TikTok, or YouTube. All collected data were then processed and analyzed using the Statistical Package for the Social Sciences (SPSS) version 29 to support the statistical analysis and hypothesis testing.

Descriptive Analysis

Analysis of Characteristics Based on Age

The characteristic of respondents based on age are summarized in the Table 1. The data presented show the characteristics of 100 respondents, the majority of whom are in the age range of 18–22 years old, indicating that most respondents belong to the young age group. This condition can be attributed to the high intensity of social media use among young consumers. As a result, purchasing decisions for Lafiye hijab products are more strongly influenced within this age segment.

Descriptive Analysis of Variables

Variable Purchase Decision

The analysis of purchase decision among respondents is summarized in Table 2. The average score for the purchase decision variable is 3.38, indicating that this variable received a very high evaluation from respondents. This result suggests that respondents interest and tendency to purchase Lafiye hijab products are at a very high level.

Table 1. Characteristic Based on Age

Characteristic	Category	Frequency	Percentage (%)
Age	18-22 years old	47	47%
	>22-26 years old	35	35%
	>26 years old	18	18%
Total		100	100%

Table 2. Variable Description Purchase Decision

Indicator	Statement	Mean
Stability to product	I feel certain with Lafiye hijab quality before decide to buy.	3.84
	I feel Lafiye hijab products fulfill expectation me as consumer.	3.78
Habit in buy	I used to buy hijab from same brand like Lafiye If I already feel suitable.	3.65
	I choose buy Lafiye hijab because become part from my habit shopping.	3.44
Give recommendation	I recommend Lafiye hijab to closest people after I try it.	3.32
	I believe that Lafiye hijab worthy for recommended to others.	3.12
Do purchase repeat	I plan for repurchase Lafiye hijab in the future.	3.03
	I feel satisfied with Lafiye hijab products, so that want to do purchase repeat.	2.91
Average		3.38

Table 3. Variable Description Electronic Word of Mouth (e-WOM)

Indicator	Statement	Mean
Intensity	I often find various review regarding Lafiye's hijab on digital platforms (Instagram, TikTok, YouTube, marketplace, etc.).	3.21
	I often see review about Lafiye hijab shared by other consumers via social media.	3.18
	I often interact with content review or comment regarding Lafiye's hijab on social media.	3.32
Valence of Opinion	I often see more lots comment positive than negative regarding Lafiye hijab on social media.	3.26
	The more lots review positive that I find, more and more certain for buy Lafiye hijab.	3.26
	The more a little review negative, I feel more believe to Lafiye hijab quality.	3.21
Content	I get information related price, material, model, or Lafiye hijab quality from review consumers on social media.	3.23
	Review consumer regarding Lafiye's hijab on social media give the information I have need before buy.	3.19
	The more quality the more reviews are shared, the more certain i for consider purchase of Lafiye hijab.	3.25
Average		3.23

Table 4. Variable Description Influencer

Indicator	Statement	Mean
Trustworthiness	I believe that public figure who advertises Lafiye hijab is an honest and trustworthy figure.	3.39
	I believe that Lafiye hijab influencer give information that can trusted about the product.	3.36
Expertise	I rate that Lafiye hijab influencer own knowledge about fashion Muslim.	3.42
	Lafiye hijab influencer seen competent in convey information hijab products to consumer.	3.33
Attractiveness	Appearance physique Lafiye hijab influencer interesting attention.	3.37
	I am interested in style get dressed Lafiye hijab influencer.	3.34
Respect	I respect Lafiye hijab influencer because performance or achievement her personal.	3.40
	Lafiye hijab influencer is public figure that I am admire and respect.	3.36
Similarity	I feel own similarity style or mark with Lafiye hijab influencer.	3.29
	I feel Lafiye hijab influencer reflect personality or style similar life with me.	3.28
Average		3.35

Variable Electronic Word of Mouth (e-WOM)
The assessment of electronic word of mouth (e-WOM) can be seen in Table 3. The average score for electronic word of mouth (e-WOM) is 3.23, indicating that

respondents generally perceive e-WOM on social media as positive. This result shows that the information and reviews related to Lafiye hijab products encountered by respondents mostly contain favorable and supportive content.

Variable Influencer

The assessment of influencer can be seen in Table 4. The average score for the influencer variable is 3.35, indicating that the influencer aspect received a very attractive evaluation from respondents. This result shows that the public figures used in promotional activities are perceived as having strong appeal and are able to exert a positive influence on respondents perceptions.

Variable Lifestyle

The assessment of lifestyle can be seen in Table 5. The average score for the lifestyle variable is 3.40, indicating that respondents assessments reflect a tendency toward consumptive behavior. This finding shows that respondents tend to have an active lifestyle in making purchases and keeping up with consumption trends.

Quantitative Analysis

Results of Multiple Linear Regression Analysis

Based on the regression analysis results presented in Table 6, the following multiple linear regression equation is derived:

$$Y = 0{,}888 + 0{,}220X_1 + 0{,}233X_2 + 0{,}295X_3 + e$$

☑ Constant Value (a) = 0.888

The constant value (a) of 0.888 indicates that if the variables electronic word of mouth (e-WOM) (X1), influencer (X2), and lifestyle (X3) are assumed to be constant, then the purchasing decision (Y) will have a value of 0.888.

Table 5. Variable Description Lifestyle

Indicator	Statement	Mean
Activities	I like follow development trend *fashion* Muslim/hijab via social media.	3.46
	I often attend an event or related activities with style life Islamic or modest fashion.	3.43
	I am active look for inspiration style get dressed from public figure or influencer.	3.37
Interest	I have interest to *stylish* and contemporary hijab products like the Lafiye hijab.	3.42
	I noticed materials, colors, and motifs of the hijab that I buy to fit with interest.	3.44
	I am interested in wearing hijab from local brands like Lafiye.	3.40
Opinion	I think appearance reflect personality somebody.	3.28
	I believe that choosing the right hijab is part from self expression.	3.41
	I agree that the hijab is not only obligations, but also part from style modern life.	3.46
Average		3.40

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.888	.219		4.050	<,001
	Electronic Word of Mouth (e-WOM) (X_1)	.220	.041	.359	5.380	<,001
	Influencer (X_2)	.233	.042	.375	5.539	<,001
	Lifestyle (X_3)	.295	.045	.441	6.494	<,001

Table 7. Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.578	.564	.19623

☑ Regression Coefficient for Electronic Word of Mouth (e-WOM) (X1) = 0.220

The regression coefficient of electronic word of mouth (e-WOM) (X1) has a positive effect of 0.220, indicating that better electronic word of mouth leads to higher purchasing decisions. This means that the more positive the e-WOM perceived by consumers, the higher their purchasing decisions will be.

☑ Regression Coefficient for Influencer (X2) = 0.233

The regression coefficient of the influencer variable (X2) shows a positive effect of 0.233, indicating that a more attractive influence leads to higher purchasing decisions. This means that the more appealing the influencer is perceived by consumers, the higher their purchasing decisions will be.

☑ Regression Coefficient for Lifestyle (X3) = 0.295

The regression coefficient of the lifestyle variable (X3) shows a positive effect of 0.295, indicating that a more consumptive lifestyle leads to higher purchasing decisions. This means that the more consumptive the consumer's lifestyle, the higher the purchasing decision will be.

Coefficient of Determination Test Result (R Square)

As showed in Table 7, R Square value indicates that 57.8% of the variance in purchasing decisions can be explained by the independent variables. This suggest that while identified factors play a significant role, there may be other factors that affect purchasing decisions which were not captured in this study.

The R Square value in this study is 0.578 or equivalent to 57.8%. This value indicates that the variables electronic word of mouth (e-WOM), influencer, and lifestyle jointly

Table 8. F-Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
ANOVA[a]						
1	Regression	5.057	3	1.686	43.774	<,001[b]
	Residual	3.696	96	.039		
	Total	8.753	99			

Source: SPSS Output, 2025

Table 9. t-Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Coefficients[a]						
		B	Std. Error	Beta		
1	(Constant)	.888	.219		4.050	<,001
	Electronic Word of Mouth (e-WOM) (X_1)	.220	.041	.359	5.380	<,001
	Influencer (X_2)	.233	.042	.375	5.539	<,001
	Lifestyle (X_3)	.295	.045	.441	6.494	<,001

Source: SPSS Output, 2025

influence the purchasing decision variable by 57.8%. Meanwhile, the remaining 42.2% is influenced by other factors outside the variables examined in this study.

F- Test Result

Based on the results of the F-test presented in Table 8, the F value is 43.774 with a significance level of < .001. This indicates that the significance value of < .001 is lower than 0.05. Therefore, it can be concluded that electronic word of mouth (e-WOM), influencer, and lifestyle simultaneously have a significant effect on purchasing decisions.

t-Test ResultT

The t-test results showed in Table 9 provide insight into the individual impact of each independent variable on purchase decision:

☑ Impact of Electronic Word of Mouth (e-WOM) on Purchase Decision:

- t-value: 5.380
- Significance: <,001 (<0.05)
- Interpretation: Electronic word of mouth has a significant effect on purchase decision.

☑ Impact of Influencer on Purchase Decision:

- t-value: 5.539
- Significance: <,001 (<0.05)
- Interpretation: Influencer has a significant effect on purchase decision.

☑ Impact of Lifestyle on Purchase Decision:
- t-value: 6.494
- Significance: <,001 (<0.05)
- Interpretation: Lifestyle has a significant effect on purchase decision.

Discussion

Influence of Electronic Word of Mouth on Purchase Decisions

Electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions. Based on the research results, respondents perceive that the information and reviews related to Lafiye hijab products circulating on various digital platforms have a strong positive influence in shaping purchasing decisions.

Influence of Influencer on Purchase Decisions

Influencer have a positive and significant effect on purchasing decisions. Therefore, this study proves that the presence of influencers plays an important role in influencing consumers perceptions and purchase intentions, which in turn encourages purchasing decisions.

Influence of Lifestyle on Purchase Decisions

Based on the research results, lifestyle has a positive and significant effect on purchasing decisions for Lafiye hijabs in the Special Region of Yogyakarta. These findings indicate that the more consumers lifestyles align with fashion trends and modern appearance needs, the higher their tendency to make purchasing decisions.

Research Limitations

☑ The number of respondents was limited to 100 participants, which may not fully represent the actual population conditions.

☑ The study was conducted only on Lafiye hijab consumers in the Special Region of Yogyakarta, so the findings may not be generalizable to other regions with different consumer characteristics.

☑ The research only used three independent variables electronic word of mouth (e-WOM), influencer, and lifestyle while other factors such as price, product quality, and promotion may also influence purchasing decisions.

Conclusion

Based on the results of the study conducted to analyze the influence of electronic word of mouth (e-WOM), influencer, and lifestyle on purchasing decisions for Lafiye hijabs through a survey of Lafiye consumers in the Special Region of Yogyakarta, and based on the data analysis and discussion presented in the previous chapters, it can be concluded that all proposed hypotheses are supported. The findings indicate that the three independent variables play an important role in shaping consumers purchasing decisions toward Lafiye hijab products.

Electronic word of mouth (e-WOM) is proven to have a significant effect on purchasing decisions, showing that information, reviews, and recommendations shared through

digital platforms strongly influence consumers in making purchase choices. Furthermore, influencers also have a significant influence, indicating that the attractiveness, credibility, and suitability of public figures used in promotions can enhance consumers trust and interest in the product. In addition, lifestyle has a significant effect on purchasing decisions, reflecting that consumers whose lifestyles align with fashion trends and modern appearance needs are more likely to purchase Lafiye hijabs.

Overall, these results confirm that e-WOM, influencer, and lifestyle are key factors that contribute to increasing purchasing decisions for Lafiye hijabs in the Special Region of Yogyakarta. This study provides valuable insights for the company in designing effective marketing strategies that are aligned with consumer behavior and preferences.

Acknowledgment

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