

The Influence of Lifestyle, Trust, and Price perception on Purchase Intention of Fashion Products on Shopee During Ramadhan 2025

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Abstract

The rapid growth of e-commerce in Indonesia has transformed consumer shopping behavior, including the purchase of fashion products. Ramadan is a strategic period for platforms such as Shopee, yet recent data indicate a decline in purchase intention as consumers become more cautious in managing their budgets and prioritizing basic needs. In this context, purchase intention is influenced not only by needs, but also by lifestyle, trust in the platform, and price perception. This study aims to analyze the influence of lifestyle, trust, and price perception on the purchase intention of fashion products on Shopee during Ramadan 2025. This research employs a quantitative method with a non-probability sampling technique, involving 132 consumers domiciled in DKI Jakarta who have viewed or browsed fashion products on Shopee during Ramadan 2025. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings show that: (1) lifestyle has no significant effect on purchase intention; (2) trust has a significant effect on purchase intention; and (3) price perception has a significant effect on the purchase intention of fashion products on Shopee during Ramadan 2025.

Keyword: Fashion, Lifestyle, Price Perception, Purchase Intention, Shopee, Trust

Pengaruh *Lifestyle*, *Trust*, dan *Price perception* Terhadap *Purchase Intention* Produk *Fashion* di Shopee Selama Ramadhan 2025

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Abstrak

Pertumbuhan *e-commerce* di Indonesia telah mengubah perilaku konsumen dalam berbelanja, termasuk pembelian produk *fashion*. Ramadhan menjadi momen strategis bagi platform seperti Shopee, tetapi data terbaru menunjukkan penurunan minat beli karena konsumen lebih hati-hati mengatur anggaran dan memprioritaskan kebutuhan pokok. Dalam konteks ini, minat beli tidak hanya dipengaruhi oleh kebutuhan, tetapi juga gaya hidup, kepercayaan terhadap platform, dan persepsi harga. Penelitian ini bertujuan menganalisis pengaruh *lifestyle*, *trust*, dan *price perception* terhadap *purchase intention* produk *fashion* di Shopee selama Ramadhan 2025. Penelitian menggunakan metode kuantitatif dengan teknik *non probability sampling*, melibatkan 132 konsumen berdomisili di Kota Administrasi Jakarta yang pernah melihat atau menelusuri produk *fashion* di Shopee selama Ramadhan 2025. Data dianalisis menggunakan *Structural Equation Modeling Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa: (1) *lifestyle* tidak berpengaruh signifikan terhadap *purchase intention*; (2) *trust* berpengaruh signifikan terhadap *purchase intention*; dan (3) *price perception* berpengaruh signifikan terhadap *purchase intention* produk *fashion* di Shopee selama Ramadhan 2025.

Kata Kunci: *Fashion*, Gaya Hidup, Kepercayaan, Minat Beli, Persepsi Harga, Shopee