

The Effect Of E-Marketing Mix On Purchase Decisions By Milenials Consumers Through Interest In Muslimah Fashion Products On Indonesian E-Commerce Platforms

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Abstract. Many teenagers in today's modern era think that conventional shopping has become a traditional buying and selling process that takes a lot of time and effort. So many millennial teenagers think shopping media applications can be a new facility for shopping. Therefore, it is necessary to know whether there is an effect of the e-marketing mix on purchasing decisions by millennial consumers through interest in Muslim fashion products on the Indonesian e-commerce platform. Collecting data in this study using quantitative methods. The results of the study show that e-marketing has a very large influence on millennial shopping decisions. With so many media showing advertisements about new items, teenagers are increasingly tempted to have them in order to fulfill their appearance. So it can be concluded that e-marketing has an influence on purchasing decisions by millennial consumers for Muslim fashion.

Keyword : E-Marketing Mix, Purchasing Decisions, Millennial Consumers, Muslimah Fashion, E-Commerce Platforms

Abstrak. Banyak remaja di era modern saat ini menganggap bahwa belanja konvensional sudah menjadi proses jual beli tradisional yang memakan banyak waktu dan tenaga. Sehingga banyak remaja milenial menganggap aplikasi media belanja bisa menjadi sarana baru untuk berbelanja. Oleh karena itu, perlu diketahui apakah ada pengaruh e-marketing mix terhadap keputusan pembelian konsumen milenial melalui minat produk fashion muslim pada platform e-commerce Indonesia. Pengumpulan data dalam penelitian ini menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa e-marketing memiliki pengaruh yang sangat besar terhadap keputusan belanja milenial. Dengan banyaknya media yang menayangkan iklan tentang barang-barang baru, para remaja semakin tergiur untuk memilikinya demi memenuhi penampilan. Sehingga dapat disimpulkan bahwa e-marketing memiliki pengaruh terhadap keputusan pembelian oleh konsumen milenial untuk busana muslim.

Kata Kunci : E-Marketing Mix, Keputusan Pembelian, Konsumen Milenial, Fashion Muslimah, Platform E-Commerce

Introduction

Twenty years into the new millennium, the marketing organization has experienced a different and foreign major crisis for the first time namely the global lockdown (restrictive movement control (Lim, 2023; Amal et al., 2022). The Covid 19 pandemic pressured buyers to further shift their buying behavior to e-commerce platforms. As a result , e-commerce is growing rapidly due to coercion rather than conditions (Grabara, 2021).Even though the government provides all kinds of economic support to companies hit by economic lockdowns, they have to adapt to new conditions.In this case moving sales to electronic markets is a viable option In Indonesia alone, 74% of consumers routinely shop online every month, centered in big Indonesian cities, namely Medan 14%, Bandung 13% and Surabaya 23%, the rest are DKI Jakarta and other cities in Indonesia (Basu, 2000; Purba et al., 2018; Amal et al., 2019).

Shopping behavior in society is familiar with digital shopping. In addition, people during Covid-19 spent a lot of time doing online activities, especially online shopping (Kinsey, 2021; Supsiolani et al., 2022; Nasution et al., 2023). Indonesia has the potential to develop a creative economy, because the majority of Indonesia's population is of productive age and has the potential to become a creative class, digitization has reached 90% of Indonesia's total population, and the increasing number of middle class and consumer purchasing power. The Creative Industry can also be called an economic activity related to creating or using information knowledge. In Indonesia, the creative industry is also known as the cultural industry or the creative economy. The creative industry is created from the utilization and skills possessed by each individual to be able to create new jobs and can also create prosperity in the region. The creative industry is the result of the creativity and creativity of each individual. The creative industry in Indonesia has made a good contribution to helping the national economy. This can be seen from the increasing number of creative industries in Indonesia. So that it can make a very good contribution to national economic growth.

It can be seen that the trend of demand for the Muslimah fashion category has not grown since the last five years, moreover the Covid-19 pandemic can be seen in the graph above, the first and second quarters experienced a sharp downward depression and currently, the post-pandemic impact on the Muslimah fashion business is still being felt. In gamis products, it can be seen that currently there is a gentle or not sharp downtrend, gamis products when viewed from the patterns formed on the chart, it can be seen that there is a pattern of momentum increasing demand for gamis products, the highest in May 2019, as time goes by, this momentum cannot This was caught by business actors in gamis products, because the demand

trend, especially when the momentum came, was considered to be smaller than in previous years. For hijab products, in contrast to gamis products, hijab products themselves are considered to be quite stable in terms of demand trends, but they have not grown at all in the last five years.

The biggest sales of these products are on the island of Sumatra, of the top five requests for these products in Indonesia, four provinces include Sumatra Island, the largest province of Aceh (Machmud et al., 2020). North Sumatra itself is ranked fourth with the demand for Muslimah fashion in Indonesia. Almost the same as on the chart in Indonesia, Gamis Products in North Sumatra also experienced a downtrend on the graph. This product seems to have a gentle decline and cannot catch the momentum when demand is high, it can be seen that whenever momentum occurs in gamis products, there is always a significant decline from May 2019 to 2023, unlike the case with hijab products, which are considered quite stable but not growing since last five years. Based on the phenomena that have arisen and the previous research that the researcher has described, the researcher is interested in testing the extent of The Influence of E-Marketing Mix on Purchase Decisions by Millennial Consumers through Interest in Muslimah Fashion Products on the Indonesian E-Commerce Platform.

Literatur Review

Consumer behavior

Kurtz and Clow (1998) state that consumer purchases are made through three stages, namely: the pre-purchase stage; the stage of making a purchase or receiving a service; and the stage after making a purchase. The pre-purchase stage is the stage where there are several important factors that need to be considered when consumers make purchasing decisions, including: internal factors, external factors, risk. In this regard, marketing facilitation of creative industry products requires special attention. In addition, the practice of designing marketing strategies for creative industry products requires its own creativity. Why? Because a product is anything that can be offered to a market to satisfy a need or want. In fact, products that can meet the needs and desires of the market develop from time to time according to changes in time and era. The development of market tastes for the products they consume does not only depend on the function of the product, but also on a number of product attributes.

These attributes are packaging, labels, information on ingredients used, how to care for them, nutritional content, brand names, trademark signs and various other attributes. What about creative industry products. E-marketing makes it easy for companies to communicate information to consumers, and vice versa, consumers can easily receive information from companies. This is known as the e-marketing mix strategy (Strauss & Ansary, 2012; Syafrizal

et al., 2022; Purba et al., 2019). According to Pogorelova et al. (2016), the e-marketing mix strategy consists of 7P (product, price, place, promotion, people, process & physical evidence), which is a development of the previous model, namely 4P, with the addition of more components that reflect the e-commerce environment. This strategy is also an e-marketing tool that can influence consumer retention. According to Kotler and Keller (2016), marketing mix is a set of tactical marketing tools that can be controlled by a company, including product, price, location, and promotion, which are combined to achieve the desired response in the target market. The main functions of e-marketing include 11 elements which are formulated into 7P Marketing Management (Kotler & Keller 2016), namely:

Product

Product describes the development and marketing of new products, including decisions about product cycles, such as upgrading, repairing, or deleting products. Through the internet, products can be converted into digital form. Therefore, as part of an effective marketing plan, companies need to design or improve products to meet customer wants and needs. Products include everything that can be offered by producers that attract attention, demand, search, purchase, use or consumption by the market to meet the needs or wants of that market, both in the form of goods and services.

Price

Price has a very important role because it can determine the profit and survival of the company. Pricing also has an impact on adjusting the marketing strategy taken. The price elasticity of a product will also affect demand and sales. Pricing has a purpose that has important implications for the company's competitive strategy. The goals set must be consistent with the company's relative position in the competition. According to Tjiptono (2007), there are other pricing objectives such as preventing competitors from entering, maintaining customer loyalty, supporting resale, or avoiding government interference. Not-for-profit organizations can also set different pricing objectives.

Promotion

According to Kotler and Armstrong (2012), promotion is a variety of ways for organizations to communicate the superiority of their products and convince consumers to buy their products. Promotion is a form of marketing communication which is an activity to disseminate information, influence and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. Promotion is measured through (Tjiptono, 2007): 1. The level of attractiveness of advertisements; 2. Level of sales promotion; 3. Competitor publicity; 4. Public

relations; 5. Direct marketing. According to Kotler and Armstrong (2008) price indicators are as follows: a) Prices are affordable by the purchasing power of consumers. b) Conformity between price and quality. c) Prices are competitive with other similar products. Simamora (2004) "Promotion is any form of communication that is used to inform (to inform), persuade (to persuade), or remind people about the products produced by organizations, individuals and households."

Location

According to Kotler and Armstrong (2012), marketing channels are defined as interdependent organizations regarding the process of making a product or service until the product or service is available for use or consumption. The creation of new electronic market channels is more concerned with the influence of information technology on marketing. The Internet connects end-users with producers directly. Based on this, it appears that the existence of the internet changed several elements of traditional marketing. However, marketing through the Internet is changing the focus from previously only focusing on the views of producers to a more interactive situation involving consumers.

People are a marketing strategy that needs to be considered in the company, in this case people are intended as part of the company. Human resource planning (HR) is a function that must first be carried out in an organization. HR planning are certain steps taken by management to ensure that the organization has the right manpower to occupy the right positions, positions and jobs at the right time. According to Lupiyoadi (2013) people in service marketing function as service providers who greatly affect the quality of services provided. Decisions in "people" means related to the selection, training, motivation, and management of human resources.

Based on the understanding of people according to Zeithaml et al. (2013) can be interpreted that people are all human beings who play a role in the service that can influence the perception of buyers: namely, company personnel, customers, and other customers in the service environment. People according to Hurriyati (2010,) are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of people are company employees, consumers, and other consumers in the service environment.

Process

Process strategy is to find ways to produce goods and services that conform to product requirements and specifications, taking into account cost and managerial constraints. According to Lupiyoadi (2013), "process" refers to a combination of all activities, including procedures, work schedules, mechanisms, activities, and routines involved in producing and delivering services to consumers. Tjiptono (2007) defines "process" as the actual task

procedures and stages of activity carried out to produce and deliver services/services. From these two definitions, it can be concluded that the process element has an important meaning as a company's efforts to carry out its activities to meet the needs and desires of its consumers. Especially in the service business, cooperation between marketing and operations is very important in managing this process element, especially in fulfilling all the needs and desires of consumers. In the view of consumers, service quality is assessed based on how the service is able to fulfill its function.

Physical Evidence

Physical evidence in a business must exist as tangible evidence in the eyes of consumers. Things that are included in it are for example products that are traded, buildings where they sell or offices. Apart from that, an attractive website in the eyes of potential buyers is also one of the physical evidences. As for the definition of physical evidence according to Lupiyoadi (2013), physical evidence is the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service. Meanwhile, according to Yazid (2008) "Physical evidence is the physical environment where services are delivered and where companies and consumers interact, as well as each tangible component facilitating the performance or communication of these services." So physical evidence is a substantive element in the service concept, therefore service marketers should be involved in the process of design, planning and monitoring of physical evidence. Unique physical evidence is also a source that can differentiate it from competitors and can provoke customer response so that it can affect the level of customer satisfaction.

Consumer Interest

According to Nugroho (2013) explaining buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this interpreting process is a choice that is presented cognitively as a desire to behave. According to Kotler & Keller (2013) there are four dimensions of consumer buying interest, namely awareness of needs, interests, desires, and actions. Interest is consumer interest in a product by seeking additional information (Schiffman & Kanuk, 2004; Siahaan et al., 2022; Amin et al., 2021). According to Rizky & Yasin (2014) the interest that arises in buyers is often the opposite of their financial condition. Consumer buying interest is a hidden desire in the minds of consumers. Consumer buying interest is always hidden in each individual where no one can know what consumers want and expect. According to NuLuffy & Murwatiningsih (2015) consumers who already have a positive attitude towards a product or brand will generate

interest in buying that product or brand. From these definitions, it can be concluded that buying interest is the possibility that consumers will make purchases by seeking information from various sources. Consumers have an interest in a product or service, but it is not certain that consumers will purchase the product or service.

Buying decision

According to Kotler (2012) "Purchasing decisions are actions of consumers to buy or not to the product". According to Fandy Tjiptono (2014) "purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision". According to Daulay & Putri, (2018) "a consumer decision is an action taken by a consumer to buy a product. Every producer must carry out various strategies so that consumers decide to buy their products. Before making a purchase decision, consumers first go through several stages to a buying decision, namely the step-by-step process used by consumers when buying goods or services. Furthermore, purchasing decisions according to (Fahmi, 2016) are consumer actions in deciding on a product that is considered to be a solution to the needs and desires of these consumers.

According to Ariyanti (2016) purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible with the most efficient costs possible. According to Tjiptono & Chandra (2016) Factors that influence purchasing decisions are a) Personal Factors, which include various aspects, such as age, gender, ethnicity, income, family life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept (self-concept). b) Psychological factors, which consist of four main aspects: perception, motivation, learning (learning), as well as beliefs and attitudes. c) Social Factors d) Cultural Factors. According to Kotler & Keller (2009) indicators of purchasing decisions are a) Product purchases, consumers can make decisions to buy a product or use their money for other purposes. b) Purchase of Brands, Buyers must make a decision about which brand to buy. c) Channel Selection, Buyer must decide which dealer to visit. d) Determination of Purchase Time, Consumer decisions in choosing the time of purchase can vary. e) Number of Purchases, Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one.

Research Method

This study uses a quantitative type approach to examine certain populations or samples. Data collection uses research instruments and data analysis is statistical in nature, with the aim of testing the hypotheses that have been set. Quantitative research is research in which data is in the form of numbers or non-numbers that are calculated (quantitated qualitative data), then processed with certain statistical formulas, and interpreted in order to test hypotheses that have been prepared in advance, and are usually aimed at finding causes and effects of something (Rusiadi & Subiantoro, 2014).

The research population is all predetermined millennial youth. According to Erwanto et al. (2012) "The population is the total number of objects studied". Furthermore, determining the sample in this study used the Structural Equation Model sampling, which determined the number of samples based on the multiplication of the number of indicators with the number of answer choices or scale (Malhotra et al., 2015). The sample in this study consisted of 150 people.

Result And Discussion

Product Influence on Purchasing Decisions

In a study conducted by Kartikawati (2005) examining the effect of BIORE facial cleansing soap product attributes on student purchasing decisions, the variables studied were quality, brand, packaging, labels, and price. The results showed that the quality variable has the most dominant influence on purchasing decisions when compared to the other 4 variables. Huriyati (2010) conducted research, the variables were quality, brand, label and price. The results showed that the variable quality is the variable that has the most dominant influence compared to other variables. supported in widodo's research (2010) which states that each product or product attribute as a whole has a positive and significant influence on consumer purchasing decisions for the desired item or product.

H1: Products have a positive and significant effect on consumer purchase intentions.

Effect of Price on Purchasing Decisions

In research conducted by Akbar (2012) with the title "Analysis of the Influence of Brand Image, Price, and Product Quality on Purchase Decisions of Toshiba Notebooks". The purpose of this study was to analyze the relationship between brand image, price, and product quality on purchasing decisions of Toshiba notebooks at Gunadarma University, Depok. The results showed that there was a significant relationship between the independent variables, namely brand image, price, and product quality, to the dependent variable, namely purchasing decisions. supported in the research of Evelina et al, 2012, entitled "The Influence of Brand

Image, Product Quality, Price, and Promotion on the Purchase Decision of Telkomflexi Prime Cards (Case study on Telkom Flexi consumers in Kota Kudus District, Kudus Regency)". This study aims to determine how much influence brand image, product quality, price, and promotion have on purchasing decisions for TelkomFlexi starter pack products and to find out the variables that have the most dominant influence on buying decisions for TelkomFlexi starter pack products in the community in Kota District, Kudus Regency. In addition, Anwar and Satrio's research (2015) also showed results, that price greatly influences consumer purchasing decisions.

H2: Price has a positive and significant effect on purchasing decisions

The Effect of Promotion on Purchasing Decisions

In research according to Weenas (2013) concluded that when promotions are carried out by marketers after going through alternative purchase evaluations and obtaining these choices according to what consumers feel in accordance with what is expressed in advertising and other promotions, then positive behavior for purchases will happen, and conversely after the evaluation the consumer does not feel conformity with the advertising that is being carried out unfavorable behavior for purchases will be given by the consumer. Likewise, research conducted by (Sanjaya, 2015; Hanifah et al., 2023; Hanifah & Purba, 2021) states that promotions have a significant influence on purchasing decisions. Meanwhile, the results of research conducted by Astuti (2021) found that promotion had a positive and significant effect on purchasing decisions made by consumers, and was also supported in Azmi's research (2022) which obtained the same results. by stating that to maximize purchasing decisions from consumers must carry out promotions in various ways.

H3: Promotion has a positive and significant impact on purchasing decisions

Effect of Location on Purchasing Decisions

Research conducted by Ali (2017) conducted an analysis of the relationship between location and purchasing decisions. This shows that a significant probability $t < 0.05$, H_0 is rejected and H_a is accepted, so it can be concluded that location has a significant effect on purchasing decisions. in line with Atmaja's research (2013) in the results of the study showing that location has a significant influence on purchasing decisions from consumers because it will relate to ease of reaching, access and purpose.

H4: location has a positive and significant effect on consumer purchase intentions.

Human Influence on Purchasing Decisions

Research from Wijaya and Siswanto (2013), concluded that people (people) have a strong and significant influence on consumer purchasing decisions at Comedy Kopi Sutos. The results of this study are not in accordance with the results of research conducted by the author. The results of the research are in line with the research of Senaen (2015), it can be seen that People in the eyes of Toyota car consumers at PT. Hasjrat Abadi Manado, is still weak so management must pay serious attention to it. Apart from that, in the Sitolonga study, the results show that people are very influential in purchasing decisions from consumers, supported by Dwinanda and Nur's research (2020) explaining that people in the marketing mix have an important role and have a positive and significant influence on purchasing decisions.

H5: People have a positive and significant effect on purchasing decisions

Effect of Process on Purchasing Decisions

Process or process is an activity that shows the services provided to consumers during the selection process to decide on the purchase of goods. Supriyanto and Ernawaty (2010) describe the process as an interactive relationship between service providers and consumers. Research from Pua (2009), concluded that the process has a significant effect on consumer satisfaction. To achieve consumer satisfaction, the consumer must first decide to buy (Purchase Decision), and use it repeatedly. The results of this study are also not in accordance with the results of research conducted by the author. The results of Senaen's research (2015) can be seen that the process is also in the eyes of Toyota car consumers at PT. Hasjrat Abadi Manado, is also still weak so that management must improve what is lacking in the consumer buying process.

H6 ; The process has a positive and significant effect on purchasing decisions

Effect of Physical Evidence on purchasing decisions

Physical evidence or physical environment is a state or condition in which it can describe the geographical situation and institutional environment, decoration, room, sound, aroma, light, weather, placement and layout (Assael, in Sukotjo and Radix, 2010). In addition, Dwinanda's research (2015) explains that the conditions and physical evidence of an environment will be very influential and have a positive and significant influence on purchasing decisions.

H7: Physical evidence has a positive and significant effect on purchasing decisions

Marketing Mix Relationship to Purchasing Decisions

In Basu's research (2000) the existing marketing mix has a positive and significant influence on consumer purchasing decisions, and also every variable in the marketing mix has a positive and significant relationship.

H8: Marketing mix simultaneously has a positive and significant effect on purchasing decisions

Product Influence on Interest

According to Tjiptono (2007) quality products have a very close relationship with consumer attitudes, where quality products provide an incentive for consumers to buy these products. Because the products offered will describe the condition of the company, if the company makes mistakes in terms of marketing to consumers it can reduce the level of consumer buying interest, it can even have an impact on an unfavorable image. .in mulyandi's research (2020). Product has a significant influence on consumer buying interest; so hopefully Tokopedia can pay more attention to the quality of the products provided on its e-commerce because it can give consumers an intention to buy. Mirabi et al (2015) explained where quality factors influence purchase intentions. This is in line with the research results of Martono and Iriani (2014) which show that product quality has a significant effect on interest in buying Sendang Duwur Lamongan batik products. These results are in line with research conducted by Sanjaya (2015) which shows a positive and significant relationship between variables.

H9: Products have a positive and significant effect on consumer interest

Effect of Price on Interest

Price is a number of values that must be issued by consumers to obtain products (Sutojo, 2009; Wahidah et al., 2023; Ade galih et al., 2018). Pricing is one of the most important decisions in marketing. Price plays a strategic role in marketing. If the price is too high, then the product in question will not be affordable by the target market and consumer buying interest tends to decrease towards the product because in buying a product consumers do not only consider the quality, but also consider the worthiness of the price. Price is one of the determinants of product selection which will affect purchase intention. in the research of Martono and Iriani (2014) who succeeded in proving that price has a significant effect on the intention to buy Sendang Duwur Lamongan batik products. The results of this study are also in line with the results of Rizky and Yasin's research (2014) where price affects purchase intention. These results are in line with research conducted by Sanjaya (2015) which shows a positive and significant relationship between variables.

H10: Price has a positive and significant effect on consumer interest

Effect of Promotion (promotion) on Interest

Previous research has been conducted by Martono and Iriani (2014) who found that promotion has a significant effect on consumer interest in Sendang Duwur Lamongan batik products. Likewise, Rizky and Yasin's research (2014) is in line with these findings proving that promotions have an effect on consumer interest. These results are in line with research conducted by Staria (2017) which shows a positive and significant relationship between variables.

H11: Promotion has a positive and significant effect on consumer interest

The Effect of Location on Interest

Place is an important factor in the marketing mix, because in the right place a business can be more successful than a place that has a less strategic location, even though it sells the same product. Place has a positive relationship to purchase intention and is an important factor in achieving business objectives. The results of this study are consistent with the results of research conducted by Eko (2011) which states that location has a positive and significant effect on consumer buying interest at Wadezig Distro in the city of Padang. The results of Kurniawan and Krismonita's research (2020) show a positive and significant relationship from location to consumer interest, in other words location will have an influence on consumer interest

H12: location has a positive and significant effect on consumer interest

Human Influence on Interests

In research conducted by mulyandi (2020) People have a significant influence on consumer buying interest; it is hoped that Tokopedia can pay more attention to the people who join Tokopedia so that it can provide maximum continuous results and increase consumer buying interest in Tokopedia.

H13: People have a positive and significant influence on consumer interest

Effect of Process (process) on Interest

Research by mulyandi (2020) Process has a significant influence on consumer buying interest; then Tokopedia should continue to provide convenience to consumers in carrying out activities when consumers are visiting sites or applications from Tokopedia. added in Simamora's research (2021) which states that there is a positive and significant relationship from the process to consumer interest because consumers expect all conveniences.

H14: the process has a positive and significant effect on consumer interest

The Effect of Physical Evidence on Interest

According to mulyadi (2020) Physical Evidence has a significant influence on consumer buying interest; it is hoped that Tokopedia can prepare a display on the Tokopedia website or application that can provide a high sense of trust from consumers so that consumers can decide their interest in buying at Tokopedia. plus in Suharman's research (2021) which states that there is a positive and significant relationship from physical evidence to consumer interest because consumers expect all conveniences.

H15: Physical Evidence has a positive and significant effect on consumer interest

Marketing Mix Relationship with Interests

In mulyandi's research (2020) Marketing Mix simultaneously has a significant influence on consumer buying interest; it is expected that Tokopedia can pay attention to the overall variables of the e-marketing mix in order to increase buying interest in potential Tokopedia consumers.

H16: Marketing mix has a positive and significant effect on consumer interest

Consumer Interest as a mediating variable

Consumer purchasing preferences are consumer behavior in which consumers have the willingness to buy or choose a product according to the desired choice, use, consumption or experience. Marketing mix is one of the considerations of a consumer in determining purchasing decisions (Panjaitan & Handoko, 2017; Ampera et al., 2020; Amin et al., 2021). This statement is supported by the research of Andriyanto et al., (2019) which obtained the result that the marketing mix had a significant positive effect on purchasing decisions. Kurniawan & Krismonita (2020) also conducted research where buying interest can mediate the influence of social media marketing variables and brand awareness on purchasing decisions.

H17: Consumer interest has a positive and significant impact on the indirect relationship of the marketing mix to purchasing decisions

Conclusion

Based on the research findings above. So the results of this study show that e-marketing has a very big influence on the decisions of millennials in shopping for Muslimah fashion products. With so many media displaying advertisements about new items that support Muslimah fashion, Muslim teenagers are increasingly tempted to have them in order to fulfill their appearance to make them look trendy. So it can be concluded that e-marketing max has a big influence on purchasing decisions by millennial consumers for Muslim fashion.

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