



RESEARCH ONLINE PURCHASE OFFLINE: STUDYING CONSUMER BEHAVIOR IN PURCHASING FASHION AT JURAGAN MODE SHOP IN BENGKULU CITY

Intan Dea Pratiwi¹, Andi Azhar²

¹Departement of Management. University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Intan Dea Pratiwi deai36345@gmail.com Department of Management. University of Muhammadiyah Bengkulu</p>	<p>This research aims to understand consumer behavior in purchasing fashion products at Juragan Mode Shop Bengkulu City using the Research Online, Purchase Offline (ROPO) approach, as well as to explore the factors that influence consumer decisions in choosing to do product research online before shopping at physical stores. The method used in this research is phenomenology, which focuses on understanding the experiences and perceptions of consumers in interacting with these two channels. The results show that most consumers do product research first through the internet, especially through social media and e-commerce platforms, to get information about price, product variety, and quality. After obtaining sufficient information, they decide to visit Juragan Mode Shop to make a purchase directly. Factors that influence the purchase decision include more competitive prices, guaranteed product quality, and the convenience and experience of shopping in a physical store. This research provides insight into how consumers utilize the internet in influencing their purchasing decisions, as well as the importance of physical stores in reinforcing those decisions.</p> <p>Keywords: <i>Research online purchase offline (ROPO), customer Behavior, social media, E-Commerce</i></p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (https://creativecommons.org/licenses/by-sa/4.0/)</p>	

INTRODUCTION

Along with the times, technology is increasingly developing and progressing in consumer behavior in shopping, according (Sudarta, 2022) E-commerce platforms have become one of the main choices of consumers in fulfilling their needs such as buying fashion products. Research online, buy offline (ROPO) is an interesting pattern to analyze, especially in the context of fashion. ROPO is the behavior of consumers who search for information or research products online but decide to buy offline, (Fenomena et al., 2018).

ROPO refers to the behavior of consumers who seek information or research products online, but then make purchasing decisions offline, (Rodríguez, Velastequí, 2019). On E-commerce platforms, consumers often use features such as product reviews, ratings, and detailed descriptions to support their decision-making. According (Kridani, 2020). There are

several factors that motivate in-store transactions, such as wanting to see the quality of the product, wanting to try it out, and even wanting a more personalized shopping experience.

According to (Nuraini dan Evianah, 2019) In today's modern era, there are many online stores that can be found. Fashion Juragan stores sell a variety of products, one of which is fashion. Fashion is a style of clothing that hits or is currently trending, (Husain dan Samsudin, 2021). Toko Juragan Mode sells a wide variety of the latest fashion products in accordance with the times and technology both online and offline, so Toko Juragan Mode in Bengkulu is of interest to many consumers.

Shopping online is the easiest alternative today, because all we have to do is sit in front of a computer or mobile phone and then choose the product we want and order it right then and there or put it in the yellow basket then the customer decides to buy in a physical store, (Widiyawati et al., 2022). Although there are many online stores, offline stores such as Juragan mode also attract a lot of consumer behavior to shop offline, or shop in physical stores, (Hartanto et al., 2021).

According to (Ardani, 2022). Research online, purchase offline (ROPO) is becoming an increasingly popular trend among consumers, especially in the fashion sector. Consumers are now increasingly doing product research through digital platforms, including reading online reviews, reading product descriptions, and comparing prices before making a purchase decision. (Nuraini dan Evianah, 2019) Although research is conducted online, many consumers choose to buy fashion products directly from physical stores.

This phenomenon is caused by factors such as the desire to try products, ensure physical quality, and receive a more personalized direct shopping experience (Hutauruk et al., 2021). Despite the ease of accessing information via the internet, it remains the most important consideration in purchasing decisions, (Setyarko, 2016).

In the context of studying consumer behavior when buying fashion at Juragan Mode stores, digital data search and analysis is carried out to understand how consumers choose and buy fashion products in stores, (Rafanda et al., 2024). This process involves using a variety of online tools to gather information about consumer preferences, shopping habits, and purchase decision factors. This can be done through social media analysis, online surveys, customer reviews, or using analytics data from a fashion retailer's website or online store application, according to (Nuraini & Evianah, 2019).

According to (Kamisa et al., 2022) Online research is a buying pattern such as what types of products are most in demand, when is the best time to buy, and want to see certain promotions or discounts. By understanding consumer behavior through online research, Juragan Mode can optimize its marketing strategy, identify the most in-demand products, and create a more engaging shopping experience for its customers. But many consumers want to decide to buy in physical stores. (Fauzi & Sisilia, 2020), Buy offline, is the attitude or decision of consumers in making decisions to buy the desired product in accordance with the provisions and consumer satisfaction. Consumers decide to buy offline on the grounds that they want to see the material, size and want to try it first.

According to (Hartanto et al., 2021), said that offline purchases take more time because consumers have to take the time to shop directly at physical stores. Meanwhile, in research (Fenomena et al., 2018), said that consumer behavior and habits are to look for information on fashion products online but still decide to buy in physical stores.

Consumer behavior uses digital technology to find information about fashion products online, but still chooses to buy directly in physical stores (Widjaja, 2016). Reflecting the 'research online, buy offline' (ROPO) shopping pattern, which is influenced by consumers' need to ensure product quality, have a direct purchase experience, and build transactional trust. (Hutauruk et al., 2021), This research aims to provide insight into the factors that influence consumer purchasing decisions and strategies that can be implemented by Juragan Mode stores to effectively integrate their online and offline presence.

In the digital era, consumer behavior is undergoing a significant transformation, including in the fashion industry. The phenomenon of Research Online Purchase Offline (ROPO) is one of the trends that reflects how consumers use online platforms to find information about products, compare prices, and read reviews before deciding to purchase directly at physical stores. Juragan Mode, as one of the leading fashion stores in Bengkulu City, faces both challenges and opportunities from this behavioral change. Research into consumer behavior in fashion purchases at the store is important to understand how digital marketing strategies can influence consumer decisions, as well as identify factors that drive in-person purchase preferences despite consumers' online research. Insights from this study can help Juragan Mode to improve its competitiveness amidst the competition.

METHOD

This research uses a qualitative method with a phenomenological approach to explore in depth the experiences and views of consumers who conduct online research before buying fashion offline at Toko Juragan Mode in Bengkulu City. The population in this study are all consumers of Juragan Mode Store in Bengkulu City who have purchased fashion products after conducting online research. This population covers a wide range of ages, occupations, and education levels, who actively utilize the internet to search for product information before shopping at physical stores. In addition, the population also includes managers and staff of Toko Juragan Mode who have direct knowledge and experience in serving consumers and understand their behaviour during the buying process. This population was chosen because it is relevant to contextually explain the ROPO (Research Online purchase Offline) phenomenon in the industry.

Data was collected through in-depth interviews with consumers who had shopped at the store, participatory observation of in-store consumer interactions, and analysis of digital documents such as consumer reviews or comments on social media and the store's website. This combination of methods enabled the collection of rich and varied data for data analysis using thematic analysis techniques.

RESULT AND DISCUSSION

Data Collection Process

Data collection was conducted using in-depth interviews with 10 consumers who had purchased products at Toko Juragan Mode after conducting online research. Participatory observations were also conducted to record consumers' in-store behavior, such as the time they spend looking at products and their interactions with store staff. In addition, secondary data was obtained through analyzing consumer reviews on social media and Juragan Mode's website, to understand their views on the store's products and services.

Relevance of Results and Basic Concepts

The basic concept of ROPO, which states that consumers utilize digital technology to obtain information before transacting in person at a physical store. Inferences such as the desire to ensure product quality and the need for physical experience are consistent with the literature highlighting the importance of offline experience in the purchase of fashion products. This finding is consistent with the literature stating that fashion product purchases have a sensory and personal dimension, where consumers need to feel, try on and assess products in person before purchasing. Moreover, the results also underscore the importance of integrating digital and physical experiences, as online research is often the first step that influences consumers' interest and trust in visiting physical stores. This reflects that offline experiences remain a key element in purchase decisions, especially in the fashion industry, which demands personalized engagement and tangible product quality.

Conformity with previous research

This study is consistent with previous research which shows that the ROPO phenomenon is the most important strategy for consumers to reduce purchase risk, especially for products that require immediate evaluation. As in research (Rezki, 2021). E-commerce is experiencing rapid development; many consumers still prefer to buy products directly in stores to get a more pleasant shopping experience and ensure the quality of the products purchased. These findings support the results of the study which show that consumer behavior in Bengkulu City in buying fashion products through the ROPO pattern is also influenced by similar factors.

Research Implications

The implications of this research suggest that fashion store owners in Bengkulu City, particularly Toko Juragan Mode, need to optimize marketing strategies that integrate both online and offline channels. With the increasing tendency of consumers to conduct online research before buying, stores need to strengthen their presence on digital platforms such as social media and e-commerce to attract the attention of potential consumers. In addition, it is important for stores to provide a pleasant and satisfying shopping experience in physical stores to maintain customer loyalty and increase conversion from online research to offline purchases. This can be done by providing good service, ensuring the quality of products sold, and providing facilities that support shopping convenience.

Research Results

This study reveals consumer behavior in buying fashion products at Juragan Mode store in Bengkulu City using a phenomenological approach. Based on in-depth interviews with ten informants who are active customers of the store, it was found that the Research Online Purchase Offline (ROPO) phenomenon is influenced by the desire to obtain complete information before making a purchase. The informants stated that they tend to look for product references through websites, social media, and marketplaces to compare prices, models, and other users' reviews. This process gives them greater confidence when they finally decide to buy in person at a physical store.

The results also show that the in-store shopping experience is an important aspect for consumers. Most informants revealed that they would like to check the quality of the material, color and size of the product in person before purchasing. They feel that Juragan Mode stores provide a convenient shopping experience, with friendly staff and the ability to try on products in person, thereby increasing satisfaction and reducing the risk of a wrong

purchase. This confirms the importance of integration between online information and offline services in meeting consumer needs.

Another factor that influences ROPO behavior is the aspect of trust in the store. The informants revealed that although online information is helpful, they still trust physical stores like Juragan Mode more because of its good reputation and guaranteed product authenticity. In addition, face-to-face interaction with store staff allows consumers to get personalized advice and resolve questions that are not answered through online media. Overall, consumers' fashion buying behavior at Juragan Mode reflects a complementary blend of digital information needs and physical shopping experience.

CONCLUSION

This study successfully identified consumer behavior patterns in purchasing fashion products at Toko Juragan Mode Bengkulu City, which follow the Research Online, Purchase Offline (ROPO) pattern. Most consumers search for product information via the internet before coming directly to the store to make a purchase. Consumers use online platforms such as social media and e-commerce to get an overview of prices, product variations, and reviews from other customers. After obtaining enough information, they choose to buy the product in person at a physical store to ensure product quality and get a more comfortable shopping experience. In terms of factors that influence purchasing decisions, consumers prefer to buy fashion products offline because they can try on the products and get direct explanations from the store staff. In addition, competitive prices and guaranteed product quality are also the main reasons consumers choose to buy products in person after doing online research. These findings show that despite the growing digital world, physical stores still play an important role in purchasing decisions for fashion products in Bengkulu City.

BIBLIOGRAPHY

- Ardani, W. (2022). Pengaruh Digital Marketing Terhadap Perilaku Konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40–47. <https://doi.org/10.55182/jtp.v2i1.102>
- Fauzi, N. R., & Sisilia, K. (2020). Analisis Perbandingan Keputusan Pembelian Online Dan Offline Customer Pada or-K 689 Clothing. *Jurnal Menara Ekonomi : Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 6(2), 34–40. <https://doi.org/10.31869/me.v6i2.1812>
- Fenomena, R. O. O., Kalangan, D. I., Muda, G., & Sektor, D. I. (2018). *Riset online-pembelian offline-sebuah fenomena di kalangan generasi muda di sektor e-commerce*.
- Hartanto, I. S., Yuwono, A. R., & Ananda, R. (2021). Fenomena Perilaku Dan Sikap Belanja Offline Dan Online Shopping Pada Masyarakat Millennial Di Jakarta. *Jurnal Seni Dan Reka Rancang: Jurnal Ilmiah Magister Desain*, 3(2), 173–188. <https://doi.org/10.25105/jsrr.v3i2.9427>
- Husain, S. Z., & Samsudin, M. A. (2021). Konsep Fesyen Menurut Syarak Dan Kaitan Dengan Tabarruj: Satu Tinjauan Literatur. *Journal of Contemporary Islamic Law*, 1(2), 114–126. <https://doi.org/10.26475/jcil.2021.6.2.12>
- Hutauruk, S. M. L., Hadi, P., & Handayani, T. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Brand Switching Terhadap Penggunaan E-Wallet. *KORELASI: Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2, 339–348.
- Kamisa, N., Putri, A. D., & Novita, D. (2022). PENGARUH ONLINE CUSTOMER REVIEW DAN ONLINE CUSTOMER RATING TERHADAP KEPERCAYAAN

- KONSUMEN (Studi kasus: Pengguna Shopee di Bandar Lampung). *Journals of Economics and Business*, 2(1), 21–29. <https://doi.org/10.33365/jeb.v2i1.83>
- Kridani, M. S. (2020). Pengaruh Persepsi Konsumen dan Motivasi Konsumen Terhadap Pengambilan Keputusan Untuk Bergabung Sebagai Anggota Dalam Bisnis Multi-Level Marketing. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(2), 289. <https://doi.org/10.30872/psikoborneo.v8i2.4913>
- Nuraini, D., & Evianah, E. (2019). Analisis Perbedaan Kepuasan Konsumen Terhadap Pembelian Produk Baju Secara Online Dan Offline. *Equilibrium: Jurnal Ekonomi-Manajemen-Akuntansi*, 15(2), 231. <https://doi.org/10.30742/equilibrium.v15i2.629>
- Rafanda, S., Kurniawati, F., Awali, H., & Abdurrahman Wahid Pekalongan, U. K. (2024). Pengaruh Penggunaan Platform E-Commerce Terhadap Kinerja Penjualan Toko Offline Muda Mudi di Era Digital. 3(1), 115–122.
- Rodríguez, Velastequí, M. (2019). *No pengaruh sosial commerce terhadap perilaku pembelian inmplusif dalam instagram (dalam kontekspengaruh sosial terhadap produk fashion)*. 1–23.
- Setyarko, Y. (2016). Analisis Persepsi Harga, Promosi, Kualitas Pelayanan, dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk Secara Online. *Ekonomika Dan Manajemen, ISSN: 2252-6226*, 5(2), 128–147.
- Sudarta. (2022). ~~濟無~~No Title No Title No Title (Vol. 16, Issue 1).
- Widiyawati, Y., Ningsih, C. D. S., Lestari, F., & Pramita, G. (2022). Analisis Pengaruh Belanja Online Terhadap Perilaku Perjalanan Belanja Dimasa Pandemi Covid-19. *JICE (Journal of Infrastructural in Civil Engineering)*, 3(02), 25. <https://doi.org/10.33365/jice.v3i02.2151>
- Widjaja, I. N. (2016). Loyalitas Merek Sebagai Dampak Dari Kepuasan Konsumen. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, Volume 1,(April), 1–13. <https://media.neliti.com/media/publications/273265-loyalitas-merek-sebagai-dampak-dari-kepu-82d5e466.pdf>