ROLE OF TRADERS AND ETHICS TREND FASHION IN IMPROVING BRAND IMAGE AND ITS IMPACT ON RE INTEREST BUY PRODUCTS ONLINE SHOP ACCORDING TO ISLAMIC SHARIA

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Abstract

This study intends to explore the student interest in repurchasing products online shop. To analyze it, the effect of ethics of traders and fashion trends mediated by brand image factors in influencing the desire to repurchase fashion products online is examined. This research aims to find out and observe in depth the activities of people (actors) who are in certain places. The

objects of this research are active students at the Faculty of Economics and Business, Malikussaleh University. This research took place at the Malikussaleh University Campus, Lhokseumwe City. The population in this study were all students at the Faculty of Economics and Business, Malikussaleh University, which opened 2,337 people. The sample in this study uses a non-probability sampling technique, according to Hair et al (2008) saying the number of samples is 5 times the number of question items. So in this study the researchers set the number of samples as many as 100 people. In this study the number of items is 20 question items that are used to measure 4 variables, so that the respondents used are 20 statement items multiplied by 5 equals 100 respondents. This research uses the WarpPLS method to analyze the data by applying the WarpPLS software, all input data will be converted into standardized data, in the third step of analysis with the WarpPLS 7.0 software program. The data in this study uses primary data by distributing questionnaires to the respondents, namely Malikussaleh University students. The results showed that brand image could not mediate the influence of Merchant Ethics and Fashion Trends on online store products.

Keywords: Traders Ethics, Fashion Trends, Brand Image, Repurchase Interest

INTRODUCTION

One of the advantages of technology is that it can be used as a trading medium. These advantages are considered practical, fast and easy by the public and business people because online marketing has several great benefits. According to Wulandari (2015) Online marketing is not for all companies or for all products, consideration must be made if, when, and how it should be implemented. The most basic reason for using this kind of buying and selling system is that it is more efficient and effective than the conventional buying and selling system.

At this stage, consumers (buyers) are required to always dig up information or information as clearly as possible. Important information about products that consumers need to know are pictures of goods and prices, item rating values obtained from automatic polls about items filled in by previous buyers whether the item is good, good enough, or even disappointing, as well as specifications about the item and the product menu. other related. Based on this, a new discourse emerged to always develop Islamic entrepreneurial values in Muslim communities. Islam does not just let someone work as they please by justifying various ways. There are several limitations that must be avoided by business people, including cheating, fraud, usury and other false acts. In the development of entrepreneurial values, commendable actions are the things that are most needed in

business. In this level, the business is not only making profit but also can maintain the existence of the business and increase its expansion.

To achieve this, it is necessary for traders to apply Islamic business ethics in running their business based on the Qur'an and Al-Hadith. These principles are summarized in the basic framework of Islamic teachings, namely Akidah, Morals and Worship. From this framework, the basic principles of business practice are formed, namely the principle of monotheism and unity, the principle of nubuwwah and truth (policy and honesty), the principle of caliphate and accountability, and fourthly, the principle of justice and balance. The moral values contained in these principles include the values of honesty, fairness, transparency, trustworthiness, professionalism, far from things that are unlawful and tyrannical. And now the target of marketing is the students. Students are the generation that absorbs and implements all kinds of products the fastest, with a lifestyle that tends to be luxurious, which is characterized by the use of branded goods to get its own charm. Brand is one that is very important and considered by consumers in deciding to buy a clothing product. The choice of consumers on a brand depends on the image attached to a product, the company must be able to provide what consumers want according to their needs and desires.

In addition to student brands, they also follow the latest trends or lifestyles. Currently, many of the female students who use the hijab seem to be a fashion trend. The hijab used is also varied. According to Santrock, (2009) Students are often targeted by various industrial products because their characteristics are more easily influenced. Trends and fashions that occur around students also influence teenagers to follow current fashion trends. An increasingly modern lifestyle greatly influences consumption choices in clothing products. In the current development of modern times, Indonesia has its own fashion trend which can be said to be unique because Indonesia has a very diverse cultural background that is as diverse as diverse. In addition to the characteristics of multicultural culture, fashion trends in Indonesia are influenced by religious factors where Indonesia is a country where the majority of the population embraces Islam. According to Lovelock et al., (2011) Consideration of fashion trends that are currently happening among the public will influence consumers in buying products. Many factors can influence consumer purchasing decisions, as well as in purchasing fashion products. Business strategy in making a consumer's purchase decision is influenced by internal and external factors. The external factor that influences the purchase of fashion needs is the fashion trend that exists in its environment so as to encourage consumers to follow the current style.

In addition to changes in consumer behavior, the number of digital transactions of the Indonesian people during the COVID-19 pandemic has also increased quite significantly. Shopee as one of the e-commerce platforms, recorded an increase in transactions in Q2-2020 up to 130% compared to the same period last year. And during the COVID-19 pandemic, it has accelerated the adoption of digital systems in shopping activities. People who have previously transacted through digital applications have increased the intensity of their use, while people who have not previously used are now starting to use digital applications to fulfill their needs. One of the interesting segments to talk about is the students who are within the scope of the Faculty of Economics, Malikussaleh University.

The author chooses students who are within the scope of Malikussaleh University as the object of the reason because students are the ones who do shopping the most, especially online and are the quickest to find out what fashion trends are happening and what brands are most popular

LITERATURE REVIEW

Product Repurchase Interest

According to Parastanti, (2014) Online Repurchase Intention is a situation where consumers are willing and intend to make online transactions again. Online transactions can be considered as an activity in which the process of searching for information, transferring information, and purchasing products occurs online. According to Farhan, (2017) indicators of buying interest include:

1. Transactional interest is a person's tendency to buy a product.

2. Referential interest, namely the tendency of a person to refer products to others.

3. Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product, this preference can change if something happens to the product of his preference.

4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Trader's Ethics

According to (Djakfar, (2012) the term ethics, theoretically can be distinguished into two senses. First, ethics comes from the Greek word ethos which means customs or habits. Thus ethics contains concrete values and norms that become references and guidelines for life in activities human life. It contains orders and prohibitions that are factual in nature, and therefore

more binding on each individual human being. According to Sujatmiko et al., (2014) Traders are people who trade, trade goods that are not produced by themselves, to earn a profit. Indicators Trader Ethics include: Shidiq (Honest), Amanah (Responsibility), Not cheating, Keeping Promises, Generous, Not Forgetting the Hereafter.

Brand Image

According to (Kotler & Keller, 2009) brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and references to a brand. Consumers who have a positive image of a brand will be more likely to make a purchase, a positive consumer image of a brand is more likely to make a purchase. A better brand is also the basis for building a positive corporate image. Brand Image is the process by which a person selects, organizes, and interprets input information to create a meaningful picture. According to Aaker & Alexander, (2009) brand image indicators consist of three components, namely: Image Maker (Corporate Image), Image Users (User Image) and Image Products (Product Image).

Fashion Trends

According to Hines & Brucen, (2007) the term fashion trend refers to the appearance and construction of fashion products related to certain seasons. Fashion trends provide insight into the styles and colors that will bring fashion products in the future that they will form. The idea of fashion trends will vary according to the type of fashion object, especially where they are located, in terms of clothing model needs such as what, so that the trend can meet the needs of fashion. Fashion trends are closely related to the preferred style, the cycle of time, a person's personality, social environment and opinion leaders. So it is understandable why a style that is popular this month can be said to be out of date a few months later. Indicators of Fashion Trends include: Knowledge of Fashion, Trying fashion products first before buying them, Fashion is important and as a support in all activities, Fashion design that is developing and in accordance with people's interests, Reflection of social and economic status which explains about popularity, Fashion is related to fashionable clothes or clothing as a creative industry created and produced by fashion designers and the creation of models that are always up-to-date so as not to be out of date.

Previous Research

In this literature study, the author lists several studies that have been carried out by several parties, as reference material in developing the material in the research made by the author. Some studies that have a correlation with this research are discussed below.

Sari et al., (2018) with the title The Influence of Fashion Trends on Purchase Decisions (Survey on Female Consumers of Ria Miranda Boutique Malang Branch). The results showed that the Fashion Trend variables consisting of Accepted Style, Group Majority, Cycle Time, and Opinion Leaders partially and simultaneously had a significant influence on product purchase decisions.

Andani, (2019) with the research title Analysis of Efforts to Apply Islamic Business Ethics in Buying and Selling Practices on the Facebook Marketplace. The results of the study indicate that buying and selling online on Facebook Marketplace can be said to have fulfilled the pillars. However, in terms of legality, it still cannot be said that an online business is in accordance with Islamic law because there are traders who sell goods that are prohibited in Islam and there are still many goods that do not match the specifications of the goods or the advertised description.

Dewi & Ardani, (2016) entitled The Influence of Attitudes, Subjective Norms on Intentions to Repurchase Fashion Products Via Online in Denpasar City. The results of the study concluded that subjective attitudes and norms had a positive and significant effect on repurchase intentions, which means that the better the attitudes and subjective norms of consumers, the higher consumers' repurchase intentions.

Wati, (2017) with a study entitled The Role of Brand Image on Purchase Decisions for Zoya Fashion Products in Islamic Business Ethics. The results showed that partially the brand image variable had a positive and significant influence on the purchasing decision variables.

Conceptual Framework

The conceptual framework in this study is to see the influence between variables, where this study will analyze the effect on student interest in repurchasing products online shop. To analyze these problems, several factors are used viz. the ethics of traders and fashion trends mediated by brand image factors in influencing the desire to repurchase fashion products online. The following is the relationship between variables. Thus the frame of mind can be described as follows:
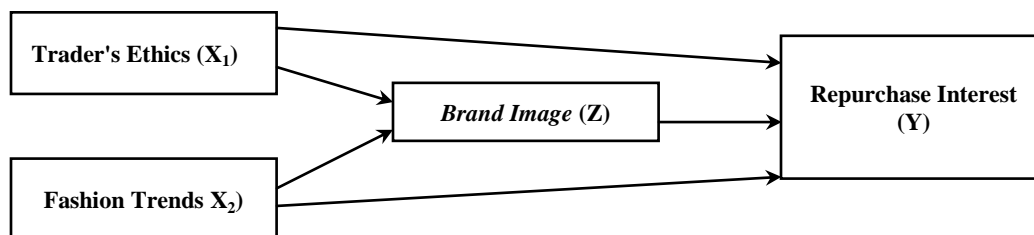
Figure 1. Conceptual Framework

RESEARCH METHODS

Research Objects and Locations

According to Sugiyono, (2012), the object of research can be expressed as a social situation of research that wants to know what is happening in it. In the object of this research, researchers can observe in depth the activities of people (actors) in a certain place. The objects of this research are active students at the Faculty of Economics and Business, Malikussaleh University. This research took place at the Malikussaleh University Campus, Lhokseumwe City.

Population and Sample

Population is the total number of units or objects of analysis whose characteristics are to be estimated. According to Sugiyono, (2012), the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were all active students at the Faculty of Economics and Business, Malikussaleh University, amounting to 2,337 people. According to Sugiyono, (2012), the sample is part of the number and characteristics of the population. The sample in this study uses a non-probability sampling technique, which is a technique that does not provide equal opportunities for members of the population to be selected as members of the sample. Meanwhile, Hair et al (2008) said the number of samples was 5 times the number of question items. So in this study the researchers set the size of the sample as many as 100 people. In this study the number of items is 20 question items that are used to measure 4 variables, so the number of respondents used is 20 statement items multiplied by 5 equals 100 respondents. This is adjusted to the conditions set by the experts and follows most researchers in determining the number of samples and considering the ability of researchers in terms of time, funds and so on.

Types of research

According to Rahyuda (2013) this type of research is a field research with a descriptive quantitative approach. Quantitative research is data that can be expressed in the form of numbers that are analyzed using statistics to answer specific research questions or hypotheses, and to make predictions that a certain variable affects other variables.

Data Types and Sources

In this study the data used is primary data. Primary data sources are obtained by distributing questionnaires to respondents.

Data analysis method

This study uses the WarpPLS method to analyze the data. In WarpPLS analysis by applying WarpPLS software, all input data will be converted into standardized data, in the third step of analysis using the WarpPLS program. WarpPLS software used in this research is WarpPLS 7.0.

RESULTS AND DISCUSSION

Validity Test

Table 1. Combined Loadings and Cross-Loadings

	MBU	ETK_PDG	TREND_FS	BRND_IMG	Type(as defined)	SE	P value
Y1	(0.482)	0.164	-0.190	0.308	Reflective	0.088	<0.001
Y2	(0.754)	-0116	-0.065	0.042	Reflective	0.082	<0.001
Y3	(0.150)	0.156	-0.335	0.217	Reflective	0.096	0.061
Y4	(0.753)	-0.020	0.254	-0.283	Reflective	0.081	<0.001
X1.1	-0.144	(0.933)	0.098	0.021	Reflective	0.078	<0.001
X1.2	-0.151	(0.924)	0.111	0.012	Reflective	0.078	<0.001
X1.3	0.005	(0.655)	-0.184	0.116	Reflective	0.084	<0.001
X1.4	0.075	(0.623)	0.099	-0.343	Reflective	0.084	<0.001
X1.5	0.457	(0.411)	-0301	0.205	Reflective	0.089	<0.001
X1.6	0.326	(0.152)	-0.159	0.283	Reflective	0.096	0.058
X1.7	0.206	(-0.066)	-0.194	0.308	Reflective	0.098	0.250
X2.1	-0.030	-0.028	(0.778)	0.270	Reflective	0.081	<0.001
X2.2	0.268	-0.368	(0.428)	0.212	Reflective	0.089	<0.001
X2.3	0.073	0.102	(0.733)	-0.049	Reflective	0.082	<0.001
X2.4	-0.124	0.126	(0.722)	-0.288	Reflective	0.082	<0.001
X2.5	0.165	0.165	(-0131)	0.222	Reflective	0.097	0.090
X2.6	0.020	0.005	(0.077)	-0.318	Reflective	0.098	0.216
X2.7	-0.327	0.313	(0.110)	-0.032	Reflective	0.097	0.131
Z.1	-0126	-0.012	0.076	(0.913)	Reflective	0.078	<0.001
Z.2	0.120	-0.031	0.021	(0.847)	Reflective	0.079	<0.001
Z.3	-0.126	0.050	-0.117	(0.741)	Reflective	0.082	<0.001

Based on the results of the data processing output above which states that the factor loading value > 0.30 for all indicators that measure the magnitude of all variables, it meets

convergent validity so that it can be concluded that all of the answers are valid and can be used for research.

Discriminant Validity

(a) Based on the results of the data processing output above (X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.1, X2.2, X2.3 , X2.4, X2.5, X2.6, X2.7,Z.1, Z.2, Z.3,Y1,Y.2,Y.3, Y.4) have loading values > cross loading, then discriminant validity is met. So that all indicators are valid discriminant.

(b) Questionnaire (a set of indicators), it can be seen from the root value of AVE with the correlation coefficient of the relevant variable with other variables variabel.

Table 2. Correlations Among Latent Variables and Errors

Correaltions among l.vs. sq with sq. rts. of AVES			
	MBU	ETIK_PDG	TREND_FS	BRND_IMG
MBU	(0.589)	0.169	0.029	0.181
ETK_PDG	0.169	90.625)	0.110	0.417
TREND_FS	0.029	0.110	(0.518)	0.399
BRNG_IMG	0.181	0.417	0.399	(0.837)

Based on the results of the above data processing, the value of the square root of the AVE variables X1, X2, Z and Y1 > correlation between latent constructs. So it can be concluded that all of these indicators are valid and can be used for research.

Reliability Test

Table 3. Composite Reliability and Cronbach's Alpha Coefficients

	MBU	ETK_PDG	TREND_FS	BRND_IMG
R-squared	**0.174**			**0.382**
Adj. R-squared	0.148			0.369
Composite reliab	0.636	0.756	0,691	0.874
Cronbach's alpha	0.761	0.673	0.874	0.782
Avg. var. exrac	0.346	0.391	0.269	0.700
Full Collin. VIF	1.047	1.229	1.197	1.454
Q-squared	0.177			0.391

Based on the results of the data processing output above, it is known that the Composite Reliability value of the variables X1, X2, Z, Y > 0.70 so that the questionnaire for all variables meets the composite reliability. And the value of Cronbach Alpha variables X1, X2, Z, Y1 > 0.60 so that the questionnaire for all variables meets internal consistency reliability. So it can be concluded that all of these indicators are reliable and can be used for research..

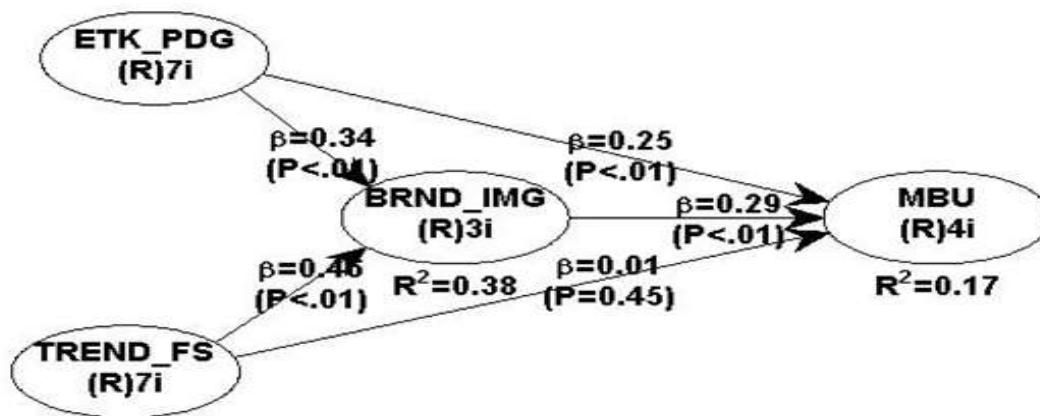**Results of Hypothesis Testing Using WARP PLS 0.7**

Figure 2. Full Structural Equation Model

Table 4. Direct Effect Test Results

Hypothesis	*P-Value*	*Effect Size*	Conclusion
H_1	< 0.01	0.34	Hypothesis Accepted
H_2	< 0.01	0.45	Hypothesis Accepted
H_3	< 0.01	0.29	Hypothesis Accepted
H_4	< 0, 01	0.25	Hypothesis Accepted
H_5	0.45	0.01	Hypothesis Rejected

Table 5. Hypothesis test results Indirect Effect

Hypothesis	*Effect Direct*	*Indirect Effect*	Conclusion
H_6	0.25	0.098	Hypothesis Rejected
H_7	0.45	0.0045	Hypothesis Rejected

DISCUSSION

Based on the results of SEM model in table 4.4 above, it was explained that:

1. Trader's ethics have a significant effect on increasing the brand image of online shop products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the P-Value value is 0.01 < Effect Size 0.34 which means the better the merchant's ethics in selling online fashion products in sharia, the brand image of the product will be better and increase. In line with research conducted by Fitriana, (2013) The Effect of Sales Ethics on Purchase Intentions Mediated by Brand Image Referring to the model developed by Baron & Kenny, (1986) namely Sales Ethics which explicitly shows a direct relationship between attitudes and buying interest Mehta & Purvis, (1997). Attitude has an effect on buying interest, and the influence of attitude on buying interest is significant for informational and transformational advertisements. Meanwhile, the relation between brand image and buying interest stated by Häubl, (1996), brand image will have a direct effect on the high purchase intention of a product. This is supported by the opinion of Graeff, (1996) which states that such rapid market developments encourage consumers to pay more attention to brand image than the physical characteristics of a product in deciding to purchase.

2. Fashion Trends have a significant effect on increasing the Brand Image of Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the p-Value 0.01 < Effect Size 0.45 means the better the fashion and modern trend online fashion products in sharia, the brand image of the product will be better and increase. In line with the research conducted by Heppiana Lestari et all (2019) with the title The Effect of Brand Ambassador and Korean Wave on Brand Image and Its Impact on Purchase Decisions (Online Survey of Innisfree Consumers in Indonesia and China) with the results of the Korean Wave regarding Korean Drama, Film and Korean Pop. Love for Korean dramas, films and music has a positive effect on products from South Korea. This means that the Brand Image is influenced by the Korean Wave by 39.2% with a positive direction. The direction of this positive influence means that the higher the Korean Wave phenomenon, the better the Brand Image.

3. Brand Image has a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the p-Value 0.01 < Effect Size 0.29 means the better the Brand Image of fashion products online in sharia, then the repurchase of these products will be more frequent. In line with research conducted by Fitria Engla Sagita (2019) The Effect of Brand Image and Price on the Decision to Buy Kentucky Fried Chicken (Kfc) Products at the Basko Grand Mall Branch by Padang State University Students with the results that Brand image has a

significant effect on the decision to repurchase Kentucky products. Fried Chicken (KFC) at the Basko Grand Mall branch by Padang State University students.

4. Trader's ethics have a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the P-Value value is 0.01 < Effect Size 0.25, which means the better the merchant's ethics in selling online fashion products in sharia, the brand image of the product will be better and increase. In line with research conducted by Anggraini, (2018) entitled The Effect of Islamic Business Ethics in Increasing Consumer Buying Interest in the Rukoh Market Banda Aceh with the results from these results we can see that fairness, and generosity have positive values on consumer buying interest, This means that traders in the Rukoh market in Banda Aceh have implemented justice and generosity, while the implementation strategy adopted by traders is the best service for consumers such as serving consumers with a friendly and polite attitude and not discriminating between one consumer and another. other consumers, maintain the quality of goods and services, meet consumer demand at the right price, and do not deceive consumers in any form.

5. Fashion Trends have a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) rejected because the P-Value value is 0.45 > Effect Size 0.01, meaning that the more modern and the more models the fashion trend of online fashion products in sharia, the interest in repurchasing these products will decrease. Not in line with the research conducted by Yoppi Taufan Samodra (2013) with the title The Effect of Brand Credibility and Perceived Quality, Against Interest in Buying Yamaha Matic Motorcycles in Surabaya with the results of Brand Credibility having a significant positive effect on Repurchase Interest. Thus the hypothesis that assumes that Brand Credibility has a significant positive effect on Repurchase Interest is proven true and can be accepted. The perceived quality has a positive effect on repurchase intention. Thus, the hypothesis that perceived quality has a significant positive effect on repurchase intention is proven true and can be accepted.

6. Merchant ethics have a significant effect on the intention to repurchase Online Shop Products in Syari'ah with Brand image as an intervening (a case study of students from the Faculty of Economics and Business, Malikussaleh University) was rejected because the Direct Effect value was 0.25 > Effect Size 0.098, meaning a well-known brand and the better for online fashion products according to sharia, it will not necessarily increase the interest in repurchasing these products. This is in line with research conducted by Dzul Faidah (2018) entitled The Effect of Marketing Communication Ethics and Personal Selling on Oriflame Product Purchase Decision Making Through Brand Image as an Intervening Variable. With the result that brand image

cannot mediate the relationship between communication ethics and personal selling on decision making because in the brand image statement there is one statement that most of them disagree that the price of Oriflame products is relatively cheap so that it is one of the reasons why brand image cannot mediate between communication ethics and personal selling and purchasing decisions (indirectly) so that the hypothesis is rejected but communication ethics and personal selling can directly influence product purchasing decisions

7. Fashion Trends have a significant effect on the intention to repurchase Online Shop Products in Syari'ah with Brand image as an intervening (a case study of students from the Faculty of Economics and Business, Malikussaleh University) was rejected because the Direct Effect value was 0.45 > Effect Size 0.0045, meaning Fashion Trend which is well-known and increasingly modern for online fashion products according to sharia will not necessarily increase the interest in repurchasing these products. This is not in line with the research conducted by Rachman & Santoso, (2014) entitled Analysis of the Effect of Product Design and Promotion on the Stability of Purchase Decisions Mediated by Brand Image with the results of packaging design variables and purchasing decisions showing that packaging design is proven to have a positive and negative effect. significant to purchasing decisions. Meanwhile, the product design variables and the stability of purchasing decisions show that product design has a positive and insignificant effect on purchasing decisions.

CONCLUSION

1. Trader's ethics have a significant effect on increasing the brand image of online shop products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the P-Value value is 0.01 < Effect Size 0.34 which means the better the merchant's ethics in selling online fashion products in sharia, the brand image of the product will be better and increase.

2. Fashion Trends have a significant effect on increasing the Brand Image of Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the p-Value value is 0.01 < Effect Size 0.45, which means that the fashion and modern trends are getting better. online fashion products in sharia, the brand image of the product will be better and increase.

3. Brand Image has a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) accepted because the p-Value 0.01 < Effect Size 0.29 means the better the Brand Image of fashion products online in sharia, then the repurchase of these products will be more frequent.

4. Trader's ethics have a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students of the Faculty of Economics and Business, Malikussaleh University) accepted because the P-Value value is 0.01 < Effect Size 0.25, meaning the better the ethics of traders in selling online fashion products in sharia, the brand image of the product will be better and increase.

5. Fashion Trends have a significant effect on the intention to repurchase Online Shop Products in Syari'ah (a case study of students from the Faculty of Economics and Business, Malikussaleh University) rejected because the P-Value value is 0.45 > Effect Size 0.01, meaning that the more modern and the more models the fashion trend of online fashion products in sharia, the interest in repurchasing these products will decrease.

6. Merchant ethics have a significant effect on the intention to repurchase Online Shop Products in Syari'ah with Brand image as an intervening (a case study of students from the Faculty of Economics and Business, Malikussaleh University) was rejected because the Direct Effect value was 0.25 > Effect Size 0.098, meaning a well-known brand and the better for online fashion products according to sharia, it will not necessarily increase the interest in repurchasing these products.

7. Fashion Trends have a significant effect on the intention to repurchase Online Shop Products in Syari'ah with Brand image as an intervening (a case study of students from the Faculty of Economics and Business, Malikussaleh University) was rejected because the Direct Effect value was 0.45 > Effect Size 0.0045, which means Fashion Trend which is famous and increasingly modern for online fashion products according to sharia will not necessarily increase the interest in repurchasing these products.

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