

Role of Consumer Engagement in TikTok Content and Fashion Purchase Decisions among Gen Z Muslims

Aryogi Adi Saputra¹, Muhammad Sholahuddin²

^{1,2} Management Department, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta

Abstract

The emergence of digital marketing strategies centered around social media platforms, notably TikTok, has significantly transformed the purchasing behaviors of Generation Z consumers in the fashion sector. Nonetheless, the underlying psychological processes that connect the impact of digital content to purchasing decisions remain underexplored. This research endeavors to examine the effect of TikTok content on fashion-related purchasing choices, specifically considering consumer engagement as a mediating factor among Muslim Generation Z individuals. Employing a quantitative methodology, the study surveyed 150 participants and analyzed the data using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The findings indicated that TikTok content exerted a positive and statistically significant influence on both consumer engagement and purchasing decisions, with consumer engagement serving as a significant mediator in these dynamics. The originality of this study resides in the incorporation of consumer engagement as a mediating construct within the framework of Muslim fashion and the Generation Z demographic. The research contributes to the theoretical discourse surrounding digital consumer behavior and offers practical insights for content-oriented marketing strategies on the TikTok platform.

Keywords: Tiktok; Consumer Engagement; Purchase Decision; Generation Z; Islamic Apparel

Copyright (c) 2026 Aryogi Adi Saputra

✉ Corresponding author :

Email Address : ms242@ums.ac.id

INTRODUCTION

Digital transformation has significantly altered global marketing methodologies, especially regarding the ways in which organizations establish communication and engagement with consumers. The advancement of information technology is propelling a transition from conventional marketing practices towards a more interactive, participatory, and data-centric digital paradigm. Within this framework, social media has emerged as the principal channel due to its capacity to effectively reach a broad audience in real-time (Omar & Dequan, 2020). A rapidly expanding platform in this domain is TikTok, which functions not only as a medium for entertainment but also as a resource for product information and lifestyle inspiration. Given the predominance of Generation Z users, TikTok wields considerable influence over the formation of consumption preferences, particularly within the fashion sector, which heavily depends on visual content and trends (Zeng & Kaye, 2022).

Generation Z, characterized as digital natives, exhibit adaptability to technology and typically regard social media as their primary reference in the purchasing decision-making process. This process encompasses information seeking, alternative evaluation, and ultimately, the purchase decision. In the realm of Muslim consumers, preferences become more nuanced as they factor in not only aesthetic considerations but also religious values and social identity (Grigoreva et al., 2021). Consequently, digital content, especially on TikTok, plays a critical role in shaping consumer perceptions and inclinations. Visually captivating, pertinent, and personalized content possesses the potential to profoundly impact fashion purchasing behaviors. Therefore, comprehending the manner in which TikTok content affects consumption behavior is a pivotal subject in digital marketing research (Mutmainah & Romadhon, 2023).

This research utilizes the Theory of Planned Behavior (TPB) posited by Ajzen (1991) as a theoretical framework to elucidate consumer behavior. TPB asserts that an individual's conduct is influenced by intention, which is cultivated through attitudes, subjective norms, and perceived behavioral control. In the context of social media, attitudes towards TikTok content are shaped by perceptions regarding information quality and visual attractiveness, while subjective norms arise from social interactions such as comments and sharing. Furthermore, the accessibility of digital platforms enhances perceived behavioral control during the purchasing process. Ying et al. (2025) demonstrated that all three components remain pertinent in explicating Gen Z behaviors within the digital era. Thus, TPB effectively elucidates the interrelationship between TikTok content, consumer engagement, and purchasing decisions in a methodical manner (Ajzen, 1991).

Extensive research has indicated that social media content exerts a substantial influence on consumer behavior. In the context of TikTok, Indriana et al. (2022) identified that electronic word-of-mouth (e-WOM) significantly impacts purchasing intentions through the process of information adoption. These findings align with Ismagilova et al. (2020), who contend that information provided by other users is perceived as more credible compared to traditional advertising. Moreover, the quality of information, including relevance, accuracy, and completeness, are critical factors that shape consumer perception. In the fashion industry, visual content such as fashion hauls and OOTD (outfit of the day) has been demonstrated to enhance product attractiveness and influence purchasing decisions. Therefore, TikTok content can be regarded as a significant stimulus in forming consumer perceptions and preferences in the contemporary digital landscape (Indriana et al., 2022).

In addition to the direct impact of content, scholarly research underscores the significance of consumer engagement as a mechanism elucidating the connection between content and purchasing behavior. Putri et al. (2022) demonstrate that consumer engagement functions as a mediating variable within the nexus of content marketing and purchasing decisions. This assertion is corroborated by Bazi et al. (2023), who discovered that consumer engagement enhances the probability of a purchase being made through cognitive and emotional attachments. Within the TikTok platform, interactions such as likes, comments, and shares signify elevated levels of engagement and facilitate the development of purchasing decisions. Therefore, consumer engagement is not merely a response indicator to content, but also serves as a crucial mechanism in converting information into purchasing actions (Bazi et al., 2023).

Despite numerous studies investigating the impact of digital content on purchasing decisions, the majority predominantly emphasize direct relationships, neglecting the mediation processes involved. Achim et al. (2024) stress the necessity of a deeper comprehension of psychological factors such as attitudes and social influences to elucidate digital consumer behavior. Furthermore, inquiries specifically exploring the role of consumer engagement within the context of Muslim fashion and Generation Z segmentation remain scarce. The characteristics of this demographic are, in fact, shaped by religious values and

distinctive social identities. Conversely, content dimensions such as entertainment, education, and promotion have not been thoroughly analyzed in an integrative manner regarding their influence on engagement. Consequently, there is a pressing need for research that can elucidate the relationship in a more holistic manner (Fan et al., 2023).

In light of this overview, the present study aims to investigate the influence of TikTok content on fashion purchasing decisions among Gen Z Muslims, both directly and through consumer engagement as a mediating variable. Additionally, the research examines the role of content dimensions in fostering consumer engagement. Theoretically, the study aspires to enhance the digital marketing literature by amalgamating the Theory of Planned Behavior (TPB) and the concept of consumer engagement within the social media context (Khairunisa et al., 2025). Practically, the findings of this investigation may serve as a valuable reference for stakeholders in the Muslim fashion industry, enabling them to devise content strategies that are more effective and pertinent to the preferences of Generation Z. Thus, this research contributes to the advancement of content-driven marketing methodologies in the digital era (Indriana et al., 2022).

METHOD

This study employs a quantitative methodology with an explanatory design to examine causal relationships among variables, particularly the influence of TikTok content on purchasing decisions with consumer engagement as a mediating variable. The quantitative approach enables objective hypothesis testing through numerical data and inferential statistical analysis, making it appropriate for analyzing patterns of digital consumer behavior. Data were collected between January and March 2025 through an online survey conducted in Indonesia, focusing on Generation Z Muslim TikTok users. The sampling technique applied was purposive sampling, based on criteria including individuals aged 17–26 years, identifying as Muslim, actively using TikTok, and having been exposed to fashion-related content. A total of 150 respondents were selected, following the recommendation of Hair & Alamer (2022), which suggests a minimum of five to ten times the number of indicators.

The research instrument consisted of a structured questionnaire distributed online via Google Forms through social media platforms and the researcher's network to ensure respondents met the inclusion criteria. The questionnaire utilized a five-point Likert scale ranging from "strongly disagree" to "strongly agree" to systematically measure respondents' attitudes and perceptions (Hair & Alamer, 2022). The instrument was adapted from previous validated studies to ensure content validity and contextual relevance. The TikTok content variable was measured using four items reflecting entertainment, educational, and promotional dimensions (Alhanatleh et al., 2023). Consumer engagement was measured using four items capturing cognitive, affective, and behavioral aspects, such as interaction frequency, viewing duration, and engagement activities including likes, comments, and shares (Rimbahari et al., 2023). Purchasing decisions were assessed using four items covering purchase intention, actual purchase behavior, and expectation–reality alignment.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the SmartPLS 4.0 software. This method was selected due to its ability to analyze complex models with relatively small sample sizes and minimal distributional assumptions. The analysis process involved evaluating both the measurement model and the structural model. Construct validity was assessed using outer loadings (>0.70) and Average Variance Extracted (AVE >0.50), while reliability was evaluated using Composite Reliability (>0.70) to ensure internal consistency (Hair & Alamer, 2022). The structural model was assessed using the coefficient of determination (R^2) and predictive relevance (Q^2). Hypothesis testing was performed using bootstrapping procedures, with

significance determined based on p-values less than 0.05, indicating statistically significant relationships among variables.

RESULT AND DISCUSSION

Result

The analysis of data was conducted utilizing Structural Equation Modeling (SEM) through the application of Partial Least Squares (PLS) model assessment, facilitated by the SmartPLS software. The assessment of the Partial Least Squares (PLS) model encompasses an examination of both the outer model and the inner model.

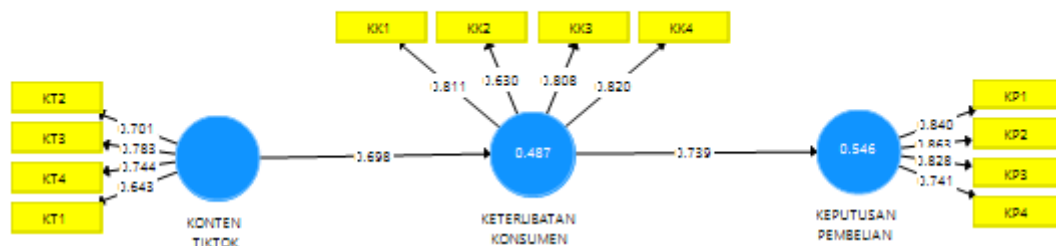


Figure 1. Outer Loading

Source: Author, 2026

Table 1. Outer Loading Result

Variable	Indicator	Outer Loading
TikTok Content	X.1	0,643
	X.2	0,701
	X.3	0,783
	X.4	0,744
Consumer Engagement	Z.1	0,811
	Z.2	0,630
	Z.3	0,808
	Z.4	0,820
Purchase Decision	Y.1	0,840
	Y.2	0,828
	Y.3	0,864
	Y.4	0,721

Source: Author, 2026

From Table 1, the outer loading values for each indicator within the study variable are presented. Generally, an optimal outer loading value is considered to be above 0.70; however, as noted by Achim et al. (2024), outer loading values ranging from 0.5 to 0.6 remain acceptable. This implies that these indicators are still capable of adequately representing the latent construct under measurement. Consequently, all the indicators in this research exhibit a sufficient correlation with the latent variables they embody, thereby allowing them to be deemed valid and suitable for further analysis. As a result, the measurement model employed in this study fulfills the criteria for convergent validity.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	
TikTok Content	0,671	Valid
Consumer Engagement	0,595	Valid
Purchase decision	0,518	Valid

Source: Author, 2026

According to the data presented in Table 2 regarding the Average Variance Extracted (AVE), it is apparent that all variables examined in this research exhibit AVE values exceeding the threshold of 0.50. Specifically, the AVE for TikTok Content is 0.671, for Consumer Engagement it is 0.595, and for Purchase Decision it is 0.518. This indicates that each construct is capable of elucidating more than 50% of the variance in its respective indicators, thereby demonstrating a commendable level of convergent validity. The TikTok Content variable possesses the highest AVE value, signifying that its indicators are the most robust in encapsulating the construct, with Consumer Engagement and Purchase Decisions following suit. Consequently, it can be asserted that all variables within the framework of this study are deemed valid and suitable for subsequent analysis, as they satisfy the stipulated criteria for Average Variance Extracted (AVE).

Table 3. Composite Validity

Variable	Purchase decision	Consumer Engagement	TikTok Content
Purchase decision	0,819		
Consumer Engagement	0,739	0,771	
TikTok Content	0,744	0,698	0,720

Source: Author, 2026

From Table 3, the composite scores for each variable, specifically Purchase Decision (0.819), Consumer Engagement (0.771), and TikTok Content (0.720), exhibit the highest diagonal values in comparison to the correlations among the variables. Consequently, this outcome indicates that each construct within the model demonstrates robust discriminant validity, signifying that each variable effectively distinguishes itself from other constructs and assesses distinct concepts with clarity.

Table 4. Composite Reliability

Variable	Composite Reliability	
TikTok Content	0,891	Reliable
Consumer Engagement	0,853	Reliable
Purchase decision	0,810	Reliable

Source: Author, 2026

From Table 4, the findings of the reliability assessment indicated that every variable exhibited Composite Reliability exceeding 0.70, specifically, TikTok Content achieved a score of 0.891, Consumer Engagement scored 0.853, and Purchase Decision recorded a value of 0.810. The outcomes of this investigation demonstrate that all variables possess reliability, as the values obtained fulfill the minimum criteria established by Hair & Alamer (2022).

Table 5. R-Squared

	R-Square
Purchase Decision	0,546
Consumer Engagement	0,487

Source: Author, 2026

From Table 5, the R-Square (R²) statistics are employed to assess the degree to which independent variables elucidate the dependent variables. Regarding the Purchase Decision construct, the R² coefficient is 0.546, signifying that 54.6% of the purchase decisions are accounted for by the TikTok content factor and Consumer Engagement. The R² coefficient for Consumer Engagement is 0.487, indicating that 48.7% of the variance can be attributed to TikTok Content and Purchase Decision constructs.

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.487) \times (1 - 0.546)] \\
 &= 1 - (0.513 \times 0.454) \\
 &= 1 - 0.2329
 \end{aligned}$$

The computed outcomes indicate a Q² value of 0.7670, signifying that this model possesses exceptionally strong predictive capabilities. Q² values exceeding 0.35 are classified as indicative of models with substantial predictive relevance; thus, the models examined in this research were assessed to be both viable and resilient in elucidating and forecasting the variables under investigation.

Table 6. Direct Effect

	Coeff	t-stat	p-value
TikTok Content → Purchase Decision (H1)	0,445	6,079	0,000
TikTok Content → Consumer Engagement (H2)	0,695	15,869	0,000
Consumer Engagement → Purchase Decision (H3)	0,430	5,583	0,000
TikTok Content → Consumer Engagement → Purchase Decision (H4)	0,299	5,044	0,000

Source: Author, 2026

According to table 6, the interpretation is as follows:

1. The initial hypothesis assessed the impact of TikTok Content on Purchase Decisions. Based on the presented table, a t-statistical value of 6.079 was recorded, with an effect size of 0.445 and a p-value of 0.000. Since the t-statistical value exceeds 1.96 and the p-value is less than 0.05, it can be inferred that the first hypothesis is validated and demonstrates a significant positive effect.
2. The second hypothesis analyzed the effect of TikTok Content on Consumer Engagement. As indicated in the table, a t-statistical value of 15.869 was determined, with an effect size of 0.695 and a p-value of 0.000. Considering the t-statistical value exceeds 1.96 and the p-value is below 0.05, it can be concluded that the second hypothesis is validated and illustrates a significant positive effect.
3. The third hypothesis investigates the relationship between Consumer Engagement and Purchasing Decisions. As per the data in the table, a t-statistical value of 5.583 was recorded, with an effect size of 0.430 and a p-value of 0.000. Given that the t-statistical value is greater than 1.96 and the p-value is less than 0.05, it can be determined that the third hypothesis is validated and indicates a significant positive effect.
4. The fourth hypothesis explored the indirect effect of TikTok Content on Purchase Decisions via Consumer Engagement. From the data presented, a t-statistical value of 5.044 was observed, with an effect size of 0.299 and a p-value of 0.000. Since the t-statistical value is greater than 1.96 and the p-value is less than 0.05, it can be concluded that the fourth hypothesis is validated and signifies a significant positive effect.

Discussion

1. The Influence of TikTok Content

Upon conducting the analysis, the initial hypothesis has been validated. The results indicate that TikTok content exerts a considerable impact on the fashion-related purchasing

decisions of Gen Z Muslims and Muslims at large. From a conceptual standpoint, it can be articulated that the inherent attributes of TikTok content—namely its visual appeal, interactivity, and alignment with current trends—effectively cultivate a favorable consumer perception regarding the showcased products. Formats such as Outfit of the Day (OOTD), fashion haul videos, and hijab tutorials function not merely as promotional tools, but also as vital references for style and avenues for social validation pertinent to the identity of Muslim consumers (Indriana et al., 2022).

The results are corroborated by antecedent studies demonstrating that information disseminated through TikTok, especially in the context of electronic word-of-mouth (e-WOM), significantly influences consumer behavior. Research conducted by (Indriana et al., 2022) highlighted that the assimilation of information from TikTok content positively and substantially affects purchase intentions, a cornerstone of the decision-making process regarding purchases. Furthermore, it illustrates that e-WOM fosters trust and assists consumers in product evaluation, simultaneously affirming its substantial impact on information adoption and purchase intentions. These assertions are further substantiated by (Kuswati et al., 2021), who posited that the credibility of information in e-WOM is a pivotal factor that shapes consumers' purchasing intentions and behaviors. Consequently, within the context of fashion for Gen Z Muslims and Muslims, TikTok content can be perceived as a primary catalyst that activates consumers' cognitive and emotional processes through e-WOM mechanisms and information assimilation, ultimately influencing purchasing decisions (Putra & Lestari, 2025).

2. The Influence of TikTok Content on Consumer Engagement

The findings from the analysis indicate that the second hypothesis is validated, suggesting that TikTok content exerts a substantial influence on consumer engagement. These results affirm that the material disseminated on TikTok is highly efficacious in enhancing users' cognitive, affective, and behavioral connections. From a cognitive perspective, informative content successfully captures attention and motivates consumers to engage in deeper processing of product-related information (Bouchra & Hasnaa, 2020). Affective engagement is stimulated by content that is both appealing and aligned with the consumer's lifestyle, fostering feelings of affection, comfort, and attraction. Concurrently, in terms of behavior, pertinent content facilitates active engagement through actions such as completing videos, liking, commenting, saving, or sharing. These insights imply that the quality of content functions not merely as a communicative instrument but also as a pivotal catalyst for the development of consumer engagement (Indriana et al., 2022).

Theoretically, these findings corroborate the Theory of Planned Behavior (TPB), particularly concerning attitudes and subjective norms. Engaging TikTok content possesses the capacity to cultivate a favorable attitude towards the product among users, while the elevated levels of social interaction on the platform bolster subjective norms via social cues such as comments, sharing, and content popularity. Furthermore, prior studies have indicated that captivating, informative, and pertinent digital content significantly enhances consumer engagement on social media, which ultimately impacts consumer behavior (Qurniawati et al., 2025). Therefore, the results of this investigation substantiate that consumer engagement on the TikTok platform is profoundly influenced by the quality and characteristics of the content consumed.

3. The Influence of Consumer Involvement on Fashion Purchasing Decisions among Gen Z Muslims/Muslimahs

A third hypothesis has been substantiated, positing that consumer engagement exerts a considerable impact on the purchasing decisions pertaining to fashion products among Generation Z Muslims and the Muslim demographic at large. These results indicate that an

elevated level of consumer engagement with TikTok content correlates with an increased likelihood of purchase. Engagement transcends mere superficial interaction; it embodies a deeper psychological process wherein consumers establish a connection with the content, comprehend the product's advantages, and evaluate its alignment with their individual needs and identity (R Kuswati & Saleha, 2018). Within the sphere of Muslim fashion, this becomes essential as purchasing choices are influenced not solely by aesthetic qualities but also by religious principles, lifestyle considerations, and self-representation. Consequently, engagement acts as a bolster to consumer confidence prior to the finalization of a purchase decision.

Theoretically, these findings corroborate the Theory of Planned Behavior (TPB), particularly concerning attitudes and subjective norms. Engaging TikTok content possesses the capacity to cultivate a favorable attitude towards the product among users, while the elevated levels of social interaction on the platform bolster subjective norms via social cues such as comments, sharing, and content popularity. Furthermore, prior studies have indicated that captivating, informative, and pertinent digital content significantly enhances consumer engagement on social media, which ultimately impacts consumer behavior (Indrawati et al., 2023). Therefore, the results of this investigation substantiate that consumer engagement on the TikTok platform is profoundly influenced by the quality and characteristics of the content consumed.

4. The Mediating Role of Consumer Engagement in the Relationship between TikTok Content and Fashion Purchase Decisions

The findings derived from the analysis indicated that the fourth hypothesis was substantiated, specifically that consumer engagement emerged as a mediating variable in the nexus between TikTok content and fashion purchasing behaviors among Generation Z Muslims. These results imply that the impact of TikTok content on purchasing behaviors is not direct; rather, it is mediated by psychological processes encapsulated in consumer engagement. Content that is captivating, informative, and pertinent has the potential to enhance consumer attention, interest, and interaction, subsequently bolstering their likelihood of making purchases (Ismagilova et al., 2020). Hence, consumer engagement serves as a crucial intermediary that converts the stimulus from digital content into actual purchasing actions. This indicates that in the absence of engagement, content remains confined to the exposure phase, whereas through engagement, the content is subject to deeper processing, thereby affecting consumer assessments and decisions.

These mediation results align closely with the conceptual framework of the research and substantiate the theoretical stance of the Theory of Planned Behavior (TPB) within a digital milieu. TikTok content functions to shape attitudes and offers social stimuli; however, it is consumer engagement that personalizes and enriches the exposure experience. From the perspective of the Stimulus-Organism-Response (SOR) model, TikTok content acts as the stimulus, consumer engagement is the organism, and purchase decisions represent the response, whereby consumer engagement becomes a psychological conduit linking content influence to purchasing conduct. These findings corroborate earlier studies that assert consumer engagement serves as a mediating variable in the correlation between digital marketing and purchasing behaviors. (Indrawati et al., 2023) posits that customer engagement mediates the impact of digital marketing on purchase intentions among Generation Z. Consequently, the outcomes of this investigation imply that for Generation Z Muslims, the efficacy of TikTok content in facilitating purchasing decisions is predominantly contingent upon its capacity to foster elevated levels of engagement. The greater the intensity of engagement cultivated, the more efficacious the content becomes in motivating consumers towards fashion purchasing decisions.

CONCLUSION

This research elucidates that TikTok content significantly influences consumer engagement and fashion purchasing behaviors among Generation Z Muslims. Captivating, informative, and pertinent content has been demonstrated to enhance consumer interaction, thereby increasing the likelihood of purchase decisions. Furthermore, consumer engagement exerts a direct influence on purchasing choices and serves as a mediating variable that connects the impact of TikTok content on consumption patterns. These results underscore that the efficacy of digital marketing relies not merely on the caliber of content but also on its capacity to foster meaningful engagement. Conceptually, the findings of this study bolster the significance of psychological mechanisms in elucidating the connection between digital stimuli and consumer behavioral responses.

However, the study presents certain limitations that warrant consideration. The relatively small sample size and the singular focus on one social media platform restrict the generalizability of the conclusions. Additionally, the variables examined remain limited and do not encompass factors such as trust, brand image, or the role of influencers. Survey methodologies may also be susceptible to subjective bias, while cross-sectional designs fail to capture the evolving dynamics of consumer behavior over time. Consequently, future research is recommended to broaden the sample scope, incorporate a wider array of variables, and adopt more varied methodological approaches, such as mixed methods. From a practical perspective, stakeholders in the Muslim fashion industry should enhance content strategies that are not only aesthetically pleasing but also effective in fostering engagement to stimulate purchasing decisions.

References:

- Achim, N., Mohamed, D. B., Miji, S. C., Zuraini, N. N. A., Idil, M. I. R., Hilmen, A. J. L. & Anuar, A. F. (2024). Trust, Social Influence and Perceived Usefulness: Examining Online Purchase Intentions among Gen Z. *Information Management and Business Review*, 16(1(I)S), 261–271. [https://doi.org/10.22610/imbr.v16i1\(I\)S.3748](https://doi.org/10.22610/imbr.v16i1(I)S.3748)
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alhanatleh, H., Alghizzawi, M., Habes, M., Tahat, K. & Tahat, D. N. (2023). The Impact of Digital Marketing Through the TikTok Application on Purchase Intent. *2023 Tenth International Conference on Social Networks Analysis, Management and Security (SNAMS)*, 1–6. <https://doi.org/10.1109/SNAMS60348.2023.10375451>
- Bazi, S., Filieri, R. & Gorton, M. (2023). Social media content aesthetic quality and customer engagement: The mediating role of entertainment and impacts on brand love and loyalty. *Journal of Business Research*, 160, 113778. <https://doi.org/10.1016/j.jbusres.2023.113778>
- Bouchra, D. & Hasnaa, G. (2020). Content marketing and website users engagement: The impact of relevant content on the web on user engagement behaviors. *Periodicals of Engineering and Natural Sciences (PEN)*, 8(3), 1860–1872. <https://doi.org/10.21533/pen.v8.i3.1219>
- Fan, F., Chan, K., Wang, Y., Li, Y. & Prieler, M. (2023). How influencers' social media posts have an influence on audience engagement among young consumers. *Young Consumers*, 24(4), 427–444. <https://doi.org/10.1108/YC-08-2022-1588>
- Grigoreva, E. A., Garifova, L. F. & Polovkina, E. A. (2021). Consumer Behavior in the Information Economy: Generation Z. *International Journal of Financial Research*, 12(2), 164. <https://doi.org/10.5430/ijfr.v12n2p164>

- Hair, J. & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027.
- Indrawati, Putri Yones, P. C. & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Indriana, A., Sholahuddin, M., Kuswati, R. & Soepatini. (2022). The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products. *Journal of Business and Management Studies*, 4(4), 197–210. <https://doi.org/10.32996/jbms.2022.4.4.29>
- Ismagilova, E., Slade, E. L., Rana, N. P. & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Khairunisa, N. F., Brabo, N. A. & Sriyanto, A. (2025). How Social Media Marketing, Key Opinion Leaders, and e-WOM Shape Consumers' Purchase Decisions for Azarine Products. *Jurnal Manajemen Dayasaing*, 27(1), 18–31. <https://journals2.ums.ac.id/dayasaing/article/view/9119>
- Kuswati, R & Saleha, A. (2018). Antecedents of online purchasing behavior Antesenden perilaku pembelian secara daring. *Benefit: Jurnal Manajemen dan Bisnis (Jurnal ini Sudah Migrasi)*, 3(1), 39–48.
- Kuswati, R., Putro, W. T., Mukharomah, W. & Isa, M. (2021). The Effects of Brand Image on Consumer Loyalty: The Role of Consumer Satisfaction and Brand Trust as Intervening Variables. *Urecol Journal. Part B: Economics and Business*, 1(2), 58–71. <https://doi.org/10.53017/ujeb.91>
- Mutmainah & Romadhon, M. R. (2023). Influence of Halal Lifestyle, Islamic Branding, and Social Media Marketing on Muslim Fashion Purchasing Decisions. *Airlangga Journal of Innovation Management*, 4(2), 158–171. <https://doi.org/10.20473/ajim.v4i2.49714>
- Omar, B. & Dequan, W. (2020). Watch, Share or Create: The Influence of Personality Traits and User Motivation on TikTok Mobile Video Usage. *International Journal of Interactive Mobile Technologies (IJIM)*, 14(04), 121. <https://doi.org/10.3991/ijim.v14i04.12429>
- Putra, A. D. P. & Lestari, W. D. (2025). The Effect Of Price, Brand Image, And Product Quality On The Purchase Decision Of Aerostreet Products Among Generation Z Tiktok Shop Users In Surakarta. *Majapahit Journal of Islamic Finance and Management*, 5(2), 1567–1583.
- Putri, D. O., Suci, R. P. & Mulyono. (2022). Peranan Consumer Engagement Sebagai Variabel Mediasi Atas Pengaruh Content Marketing Terhadap Keputusan Pembelian Online Di Era Digital Marketing (Studi Pada Konsumen Brand Fashion Realizm87). *Bulletin of Management and Business*, 3(1), 284–293. <https://doi.org/10.31328/bmb.v3i1.203>
- Qurniawati, R. S., Indriastuti, A. & Nurohman, Y. A. (2025). Pengalaman, Brand Attitude, dan FoMo pada Perilaku Pembelian Impulsif Generasi Z Saat Berbelanja Online. *Jurnal Manajemen Dayasaing*, 27(1), 1–17. <https://doi.org/10.23917/dayasaing.v27i2.8706>
- Rimbasari, A., Widjayanti, R. E. & Thahira, A. (2023). Pengaruh Viral Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Di Platform Tiktok. *CAPITAL: Jurnal Ekonomi Dan Manajemen*, 6(2), 457. <https://doi.org/10.25273/capital.v6i2.15304>

- Ying, L. J., Te Chuan, L., Rashid, U. K. & Abu Seman, N. A. (2025). Social Media Marketing in Industry 4.0: The Role of TikTok in Shaping Generation Z's Purchase Intentions. *Procedia Computer Science*, 253, 2176–2185. <https://doi.org/10.1016/j.procs.2025.01.278>
- Zeng, J. & Kaye, D. B. V. (2022). From content moderation to *visibility moderation* : A case study of platform governance on TikTok. *Policy & Internet*, 14(1), 79–95. <https://doi.org/10.1002/poi3.287>