

## Influencer Marketing Model of Purchase Decisions With Customer Engagement As a Mediation Variable

Natasya Dara Irdiyanti<sup>1</sup>, Riris Roisah<sup>2</sup>, Ani Solihat<sup>3</sup>, Djunarto<sup>4</sup>, Andry Trijumansyah<sup>5</sup>

<sup>1</sup>Universitas Adhirajasa Reswara Sanjaya, [tasyadara131@gmail.com](mailto:tasyadara131@gmail.com)

<sup>2</sup> Universitas Adhirajasa Reswara Sanjaya, [riris.rio@ars.ac.id](mailto:riris.rio@ars.ac.id)

<sup>3</sup> Universitas Adhirajasa Reswara Sanjaya, [ani.ani@ars.ac.id](mailto:ani.ani@ars.ac.id)

<sup>4</sup> Universitas Jayabaya, [dr.djunarto@pascajayabaya.ac.id](mailto:dr.djunarto@pascajayabaya.ac.id)

<sup>5</sup>Universitas Adhirajasa Reswara Sanjaya, [andrytrijumansyah@yahoo.co.id](mailto:andrytrijumansyah@yahoo.co.id)

### Abstract

RDA Hijab as a modest fashion brand utilizes this strategy through collaboration with micro to macro influencers on TikTok to produce creative content. The effectiveness of influencer marketing does not always go hand in hand with increased sales. Although TikTok Shop engagement and visits are increasing, sales remain volatile. Many comments on influencer content are irrelevant to the product, showing the audience is more focused on the influencer's personal branding than the product message. This study aims to have a limited influence on influencer marketing on TikTok on purchase decisions through customer engagement in local brands. This study uses a survey method with a quantitative approach. Data was collected through a questionnaire using the Likert scale, with respondents having seen RDA Hijab promotions on TikTok and buying the products. The sampling technique used was purposive sampling with a total of 130 respondents, The results of influencer marketing research influenced purchase decisions, and customer engagement and customer engagement on the purchase decision of RDA Hijab products on the TikTok platform, Indirectly, there was a significant influence of influencer marketing on the decision to purchase RDA Hijab products through customer engagement. Thus, customer engagement plays a significant role as a mediator in the relationship, which falls into the category of complementary mediation.

Keywords: Influencer Marketing, Customer Engagement, Purchase Decisions

*JBE Jurnal is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.*



### 1. Introduction

The development of internet technology is driving significant changes in various aspects of life, including marketing, with social media being one of the main means in digital marketing strategies (Yuniar & Suryaningsih, 2023). Based on the report We Are Social (2024), The number of active social media users globally will reach 5.04 billion in 2024, an increase of 5.6% compared to the previous year. This increase reflects the strategic role of social media in building communication, entertainment, and wider promotion.

TikTok is rapidly growing as a digital marketing platform through interactive short video formats and interest-based algorithms, which allow brands to reach their target audiences. (Sangadji et al., 2024). In Indonesia itself, TikTok is the platform with the most users

in the world, reaching 157.6 million users as of July 2024 (KOL.ID, 2025). This phenomenon provides a great opportunity for business actors, including MSMEs, to utilize TikTok as an effective promotional medium.

The increasing use of TikTok has driven the popularity of influencer marketing strategies, which offer more personalized, credible, and authentic promotions than conventional advertising. Nielsen in Roisah et al. (2024) It noted that 92% of global consumers trust recommendations from individuals more than traditional advertising. This shows that influencers have an important role in building trust in brands as well as influencing consumer purchasing decisions.

In the fashion industry, influencer marketing is a very relevant strategy. According to Digital Marketing Institute (2024), The fashion and

beauty sector is the largest user of influencer marketing with 21.6% of brands making it a core strategy. In Indonesia, RDA Hijab as a modest fashion brand utilizes this strategy through collaboration with micro to macro influencers on TikTok to produce creative content.

However, the effectiveness of influencer marketing is not always in line with increasing sales. Although TikTok Shop engagement and visits are increasing, sales remain volatile. Many comments on influencer content are irrelevant to the product, showing the audience is more focused on the influencer's personal branding than the product message.

The importance of customer engagement as a mediastatic factor that connects influencer marketing with purchase decisions. Customer engagement can create an emotional connection between consumers and brands, which ultimately affects Kotler & Keller's loyalty and sales conversion in (Azrani & Sarah, 2025). Therefore, a deep understanding of the role of customer engagement in digital marketing strategies is crucial.

A number of previous studies have shown a link between influencer marketing, customer engagement, and purchasing decisions. Sekar (2023) examined the influence of influencer marketing on buying interest in Kimka Hijab products on Instagram, and found that influencers have an important role in shaping consumer perception. Tsaqifah & Rahmawati (2023) examines the influence of social media marketing, electronic word of mouth, and brand image on the purchase intention of Lafiye Hijab products through the TikTok platform, which shows that interactive content can encourage purchase intent. Meanwhile, research by Syalsabila & Hermina (2023) Discusses the role of celebrity endorsements and the use of social media on customer engagement and purchase decisions, and concludes that consumer engagement is an important element in creating optimal marketing effects.

However, research on the influence of influencer marketing on TikTok on purchasing decisions through customer engagement on local brands is still limited. This study aimed to test this relationship in RDA Hijab consumers.

## 2. Methods

This study uses a survey method with a quantitative approach. Data was collected through a questionnaire using the Likert scale, with respondents having seen RDA Hijab promotions on TikTok and buying the products. The sampling technique used was purposive sampling with a

total of 130 respondents, according to the 10 times rule guideline (Hair et al., 2022).

Data analysis using SmartPLS, including outer models and inner models. External model testing includes two main aspects, namely validity and reliability testing. The inner model testing in this study includes collinearity tests (VIF), uji koefisien determinasi ( $R^2$ ), predictive relevance ( $Q^2$ ) test, and effect size ( $f^2$ ) test. And hypothesis testing. Direct and indirect influences are tested through the bootstrapping method, while mediation testing is determined based on mediation classification.

## 3. Results and Discussions

Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. This method is suitable for analyzing complex models with latent variables and mediated relationships (Ghozali & Latan dalam Sihombing et al., 2024). Model evaluation is carried out through two stages, namely the outer model to test validity and reliability, and the inner model to test the relationship between constructs and the mediating role of customer engagement.

The theoretical model in this study is prepared based on the hypothesis that has been formulated, then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The analysis stage begins with the preparation of a theoretical model, which can be seen in Figure 1 below:

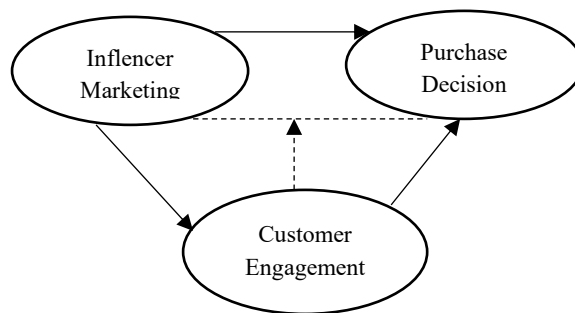


Figure 1. Model Research

Furthermore, the model was developed in the form of an SEM diagram using the help of SmartPLS to visualize the causal relationships between constructs.

### Outer Model Test

Testing the outer model includes two main aspects, namely validity and reliability testing.

### Validitas Test

#### Convergent Validity

Convergent validity shows the ability of the indicator to represent constructs, with the criteria of loading factor > 0.70 and Average Variance Extracted (AVE) > 0.50 (Hair et al., 2022).

All indicators in the influencer marketing (X), customer engagement (Z), and purchase decision (Y) variables have an outer loading value above 0.70. This indicates that all statement items are valid because they are able to represent the measured construct precisely.

Table 2. Results of the Average Variance Extracted (AVE) Test

Variabel	Value AVE	Value Limit AVE	Verdict
Influencer Marketing	0.686	0,50	Fulfilled
Customer Engagement	0.794	0,50	Fulfilled
Purchase Decision	0.687	0,50	Fulfilled

All variables had an AVE value above the minimum limit of 0.50. Thus, all three constructs are declared to have good convergent validity.

**Discriminant Validity**

Discriminant validity is met if each construct represents a different concept and the HTMT value between constructs does not exceed 0.90. (Henseler et al.; Hair et al., 2022).

Table 3. Discriminant Validity

	VIF
Customer Engagement -> Purchase Decision	3.678
Influencer Marketing -> Customer Engagement	1.000
Influencer Marketing -> Purchase Decision	3.678

Table 4. Heterotrait-Monotrait Ratio Test Results (HTMT).

	Customer Engagement	Influencer Marketing	Purchase Decision
Customer Engagement			
Influencer Marketing	0.897		
Purchase Decision	0.850	0.807	

The overall HTMT value between constructs was below 0.90—namely 0.897 between customer engagement and influencer marketing, 0.850 between customer engagement and purchase decision, and 0.807 between influencer marketing and purchase decision. Thus, the validity of the

discriminant in this model has been adequately met.

**Reliabilitas Test**

After the validity test, the reliability of the construct is evaluated to assess the internal consistency of the indicators. Construct is declared reliable if it has a Composite Reliability value of > 0.70 and Cronbach's Alpha > 0.60 (Hair et al., 2022).

Table 5. Results Reliabilitas Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Engagement	0.948	0.949	0.959	0.794
Influencer Marketing	0.935	0.937	0.946	0.686
Purchase Decision	0.958	0.963	0.963	0.687

The entire Variance Inflation Factor (VIF) value is below the critical number of 5.0, which is between 1,000 and 3.678. This indicates the absence of multicollinearity problems, so the entire construct can be used in structural model analysis without modification.

**Koefisien Determinasi (R<sup>2</sup>) Test**

Value R<sup>2</sup> shows how much exogenous variables explain endogenous variables. According to (Hair et al., 2020), The R<sup>2</sup> value of 0.75 is categorized as strong, 0.50 is considered moderate or moderate, and 0.25 is categorized as low.

Table 6. Results Koefisien Determinasi (R<sup>2</sup>) Test

	R-square	R-square adjusted
Customer Engagement	0.728	0.726
Purchase Decision	0.705	0.700

The R-square value in the customer engagement construct of 0.728 indicates that 72.8% of the variability is explained by influencer marketing. As for the R-square on the purchase decision by 0.705, Which means that 70.5% variability of purchase decisions is explained by a combination of influencer marketing and customer engagement.

**Predictive Relevance (Q<sup>2</sup>) Test**

The Q<sup>2</sup> test measures the predictive relevance of the model, with the Q<sup>2</sup> criterion > 0 indicating the model has predictive relevance. The calculation is done manually using the formula (Hair et al., 2022):

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

Based on the R-square value in the Table IV.40, namely 0.728 for customer engagement and 0.705 for purchase decisions, the Q<sup>2</sup> value is obtained as follows:

$$\begin{aligned} Q^2 &= 1 - (1 - 0,728)(1 - 0,705) \\ &= 1 - (0,272)(0,295) \\ &= 1 - 0,080 = 0,919 \end{aligned}$$

Because the Q<sup>2</sup> value is 0.919 > 0, it can be concluded that the model in this study has good predictive relevance.

**Effect Size (f<sup>2</sup>) Test**

The f-square analysis assesses the magnitude of the influence of independent variables on dependent variables. The f<sup>2</sup> value < 0.02 is categorized as weak, > 0.15 moderate, and > 0.35 strong (Hair et al., 2022).

Table 7. Results Effect Size (f<sup>2</sup>) Test

	Customer Engagement	Influencer Marketing	Purchase Decision
Customer Engagement			0.316
Influencer Marketing	2.678		0.073
Purchase Decision			

The f-square value shows that the influence of influencer marketing on customer engagement is relatively strong (2.678), while the influence of customer engagement on purchase decisions is moderate (0.316). Meanwhile, the direct influence of influencer marketing on purchase decisions was relatively weak (0.073), but still had a contribution even though it was not dominant.

**Hipotesis Test**

Hypothesis testing was carried out using PLS-SEM through SmartPLS with a bootstrapping technique of 5,000 samples. The results of the analysis produced path coefficient, t-statistic, and p-value values to assess the significance of the relationship between variables, The effects tested

included direct and indirect effects. The relationship is considered significant if the t-statistic > 1.96 and the p-value < 0.05 (Hair et al., 2022).

**Path Coefficient Test (path coefficient/direct influence)**

The path coefficient test aims to determine the magnitude and strength of the direct influence between latent variables.

Table 8. Path Coefficient Test Results (path coefficient/direct influence)

	T statistics ( O/STDEV )	P values	Remarks
Influencer Marketing -> Purchase Decision	3.270	0.001	Significance
Influencer Marketing -> Customer Engagement	26.439	0.000	Significance
Customer Engagement -> Purchase Decisions	6.692	0.000	Significance

Based on the results of the path coefficient analysis, all relationships between variables showed a significant influence. Influencer marketing had a significant influence on purchasing decisions (t = 3,270; p = 0.001), and customer engagement (t = 26.439; p = 0.000). In addition, customer engagement also showed a significant influence on purchasing decisions (t = 6,692; p = 0.000). Thus, the three hypotheses in this study are accepted.

**Indirect Effect Test**

Indirect influence analysis was carried out by bootstrapping method using SmartPLS software, to obtain path coefficient, t-statistic, and p-value values. The indirect effect is declared significant if the p-value < 0.05 (Hair et al., 2022).

Table 9. Indirect Effect Test

	T statistics ( O/STD EV)	P values	Remarks
Influencer Marketing -> Customer Engagement -> Purchase Decisions	6.824	0.000	Significance

The results of the analysis show that the indirect influence of influencer marketing on purchase decisions through customer engagement is significant, with a path coefficient value of 0.500, t-statistic of 6.824, and p-value of 0.000. This confirms that customer engagement plays a significant role as a mediator in the relationship.

**Mediasi Test**

The mediation test was conducted to evaluate the role of customer engagement as a mediator in the relationship between influencer marketing and purchase decisions. The assessment is based on the significance of direct and indirect influences, with reference to the classification.

**Table 10. Mediation Test Results**

	T statisti cs ( O/S TDE V )	P value s	Remarks	Category Mediatio n
Influencer Marketing -> Purchase Decision	6.824	0.000	Significance	Complem entary
Influencer Marketing -> Customer Engagemen t -> Purchase Decision	6.824	0.000	Significance	

Based on the results of the path coefficient and indirect effect test, both direct and indirect effects were proven to be significant and unidirectional (positive). This shows that customer engagement plays a role as a mediator in the form of complementary mediation, according to the classification of (Hair et al., 2022).

**Overview of Influencer Marketing Implemented by RDA Hijab on the TikTok Platform**

Influencer marketing leverages influential individuals on social media to shape audience opinions and behaviors, with TikTok as a platform that supports through personal interaction and engaging visual content Fitrianti et al. (2022).

Based on the results of respondents' responses to eight statements that measured

influencer marketing variables, a total score of 3,788 was obtained with an average percentage of 72.8%. These results show that the influencer marketing variable is in the range of 3,536 to 4,368, which is classified as "good" category. This means that respondents positively assessed RDA Hijab's influencer marketing on TikTok, with the frequency of influencers appearing getting the highest scores, indicating the success of creating audience awareness. The challenge is to increase the appeal of the content to drive buying interest..

**Overview of customer engagement on RDA Hijab product content on the TikTok platform.**

Customer engagement is a psychological engagement of consumers who play an important role in building a long-term relationship with the Brodie brand in (Meilano & Hidayat, 2020). This engagement drives consumer loyalty, trust, and advocacy for the brand Tourchian et al. (2022).

The results of the analysis showed that customer engagement with RDA Hijab's promotional content was included in the "good" category, with a total score of 2,686 out of a maximum score of 3,900. This shows that the audience is quite engaged with the content delivered through influencers on TikTok. Overall, RDA Hijab's promotional content is considered to be able to build an emotional connection with the audience, but it needs to improve the informative aspect in order to encourage further interest in the product.

**Overview of consumer purchase decisions of RDA Hijab products on the TikTok platform.**

According to Kotler and Amstrong in (Kholik et al., 2020) Purchasing decisions are part of consumer behavior that is influenced by needs, wants, and external factors such as promotion and brand image. In this context, the purchase decision reflects the extent to which consumers show interest in buying RDA Hijab products after seeing promotions through influencers on TikTok.

The results of the analysis showed a total score of 3,410, which was classified as "not good". This shows that even though consumers

are exposed to promotions, the drive to make purchases is not optimal. Overall, even if the product is considered relevant, barriers in the convenience of the transaction have the potential to hinder the conversion of interest into an actual purchase. Therefore, improving the quality of the shopping experience needs to be optimized so that promotional strategies through influencers have a more effective impact on purchase decisions.

### **Influencer Marketing On RDA Hijab Product Purchase Decisions on the TikTok Platform**

According to Brown and Hayes in Evania et al. (2023), Influencer marketing is an effective strategy that relies on public figures on social media to shape perceptions and encourage consumer behavior. Through personalized and relatable content, influencers are able to bridge brands with audiences emotionally.

(Hair et al., 2022) Nilai R-square ( $R^2$ ) sebesar 0,705 menunjukkan bahwa 70,5% variasi keputusan pembelian dapat dijelaskan oleh variabel influencer marketing dan variabel lain dalam model. Berdasarkan kriteria yang dikemukakan oleh Nilai (Hair et al., 2022) R-square ( $R^2$ ) tersebut berada pada kategori sedang atau moderat karena berada di atas ambang batas 0,50.

Based on the results of previous research by (Rahardjo et al., 2025) titled "The Influence of Influencer Marketing on TikTok Social Commerce on DAMA KARA's Fashion Product Purchase Decisions", which shows an influence of 47.2%, the influence in this study is higher. This difference is likely due to the match of market segmentation, content quality, and the appeal of the TikTok platform as a promotional medium.

### **Marketing Influencers Towards Customer Engagement on RDA Hijab Products on the TikTok Platform**

According to Brown and Hayes in Evania et al. (2023) Influencer marketing is a strategy that utilizes influential individuals on social media to shape the opinions and behavior of the audience through personal and emotional messages. This strategy is effective in building

trust and closeness between brands and consumers.

According to Brodie in (Meilano & Hidayat, 2020), Customer engagement is a psychological condition that reflects the emotional engagement and interaction of consumers with the brand.

The results of this study show that influencer marketing has a significant effect on customer engagement, with a t-statistic value of 26,439 and a p-value of 0.000. An R-square ( $R^2$ ) value of 0.728 indicates that 72.8% of the variation in customer engagement can be explained by influencer marketing, which falls into the moderate category by (Hair et al., 2022)

When compared to research (Dewi et al., 2025). Entitled "The Influence of Social Media Influencers on Purchase Decisions Mediated by Customer Engagement and Consumer Attitudes (Case Study on Sunscreen Facetology of the TikTok platform in Yogyakarta)" which showed an influence of 38.2%, the results of this study were higher. These differences are likely due to audience segmentation, content quality, and the effectiveness of using the TikTok platform as a more interactive and trendy communication medium.

Thus, these findings confirm that influencer marketing is a powerful strategy for increasing consumer engagement, with the level of effectiveness highly dependent on the context, audience characteristics, and content approach used.

### **The Influence of Customer Engagement on the Purchase Decision of RDA Hijab Products on the TikTok Platform**

According to Brodie in (Meilano & Hidayat, 2020), Customer engagement is a psychological condition that reflects emotional and interactive engagement between consumers and brands. According to Kotler and Armstrong in (Kholik et al., 2020) This engagement drives trust and loyalty, which ultimately strengthens the purchase decision.

This study found that customer engagement has a significant effect on purchase decisions, with a t-statistic value of 6.692 and a p-value of 0.000. An R-square value of 70.5% indicates that

this variable has a moderate ability to explain purchasing decisions (Hair et al., 2022)

When compared to research (Dewi et al., 2025) entitled "The Influence of Social Media Influencers on Purchase Decisions Mediated by Customer Engagement and Consumer Attitudes (Case Study on Sunscreen Facetology of TikTok platform in Yogyakarta)" which showed an influence of 77.3%, the results of this study were slightly lower. However, these differences can be caused by differences in product types, marketing strategies, and audience characteristics. Instead, research (Azrani & Sarah, 2025) entitled "The Influence of Brand Image, Marketing Activities, and Customer Engagement on Social Media on Consumer Purchase Decisions on Rabbani Products Kopo Branch in Bandung" shows that customer engagement does not have a significant effect on purchase decisions on Rabbani products, with an influence of only 31.5%.

This difference confirms that the effectiveness of customer engagement is very contextual, depending on the quality of interaction, brand strength, and the suitability of the strategy with the target market. Thus, the results of this study confirm that customer engagement is an important factor in driving purchase decisions, but its success depends heavily on the implementation of strategies that are appropriate and relevant to the character of the audiences.

#### **Influencer Marketing Towards Purchase Decisions Through Customer Engagement as a Mediating Variable in RDA Hijab Products on the TikTok Platform**

Influencer marketing is a strategy that utilizes influential figures on social media to shape the audience's opinion emotionally (Brown dan Hayes dalam Evania et al. 2023). This strategy has proven to be effective in driving purchase decisions, especially if supported by strong customer engagement. This study shows that customer engagement significantly mediates the relationship between influencer marketing and purchase decisions. The path coefficient value of 0.500 with a t-statistic of 6.824 and a p-value of 0.000 confirms that influencer marketing has a

direct or indirect impact on purchase decisions, through increased consumer engagement.

With an  $R^2$  value of 70.5% for the purchase decision, this model has quite strong explanatory power. This means that most of the variation in purchasing decisions can be explained by the influence of influencer marketing mediated by customer engagement. The rest (29.5%) is explained by factors other than the model.

These findings are reinforced by previous research such as (Rahardjo et al., 2025) and (Dewi et al., 2025) which shows a positive relationship between influencer marketing, customer engagement, and purchase decisions. However, different results were found in the study (Azrani & Sarah, 2025) stating that customer engagement has no significant effect in the context of Rabbani's products, shows the importance of considering the context of the product and the characteristics of the audience. Overall, these findings underscore the importance of building emotional and interactive engagement with consumers to maximize the effectiveness of influencer marketing strategies in driving purchase decisions.

#### **4. Conclusion**

Based on the research and the results of the analysis that has been carried out, several conclusions are obtained as follows:

1. The image of influencer marketing applied by RDA Hijab on the TikTok platform is categorized as good.
2. The description of customer engagement in RDA Hijab product content on the TikTok platform is categorized as good.
3. The picture of consumer purchase decisions for RDA Hijab products on the TikTok platform is categorized as not good.
4. There is a significant influence between influencer marketing on the purchase decision of RDA Hijab products on the TikTok platform.
5. There is a significant influence between influencer marketing on customer engagement on RDA Hijab products on the TikTok platform.
6. There is a significant influence between customer engagement on the purchase decision of RDA Hijab products on the TikTok platform.

Indirectly, there is a significant influence of influencer marketing on the purchase decision of RDA Hijab products through customer

engagement. Thus, customer engagement plays a significant role as a mediator in the relationship, which falls into the category of complementary mediation.



## References

- Azrani, S. D., & Sarah, S. (2025). The Influence of Brand Image, Marketing Activities, and Customer Engagement on Social Media on Consumer Purchase Decisions on Rabbani Products Kopo Branch in Bandung. *JEMSI (Journal of Economics, Management, and Accounting)*, 11(1), 445–459. <https://doi.org/10.35870/jemsi.v11i1.3682>
- Digital Marketing Institute. (2024, April 14). 20 Surprising Influencer Marketing Statistics. Digital Marketing Institute Part of the BPP Education Group. <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>
- Evania, S., Listiana, E., Wendy, ., Rosnani, T., & Fahrana, Y. (2023). The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers. *Asian Journal of Economics, Business and Accounting*, 23(2), 12–20. <https://doi.org/10.9734/ajeba/2023/v23i2917>
- Hair, J. F., Ringle, C., Hult, G. T., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling. *Long Range Planning*, 46(1–2), 184–185. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2020). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Kholik, A., Maulida, S., Suganda, A. D., Hanika, I. M., Ismainar, H., Muniart, P., Marlina, H., Febrianty, Merung, Y. A., Nufus, H., & Nurhayati. (2020). Perilaku Konsumen Ruang Lingkup dan Konsep Dasar. In ISSN 2502-3632 (Online) ISSN 2356-0304 (Paper) *Jurnal Online Internasional & Nasional Vol. 7 No.1, Januari – Juni 2019 Universitas 17 Agustus 1945 Jakarta (Vol. 53, Issue 9)*. [www.journal.uta45jakarta.ac.id](http://www.journal.uta45jakarta.ac.id)
- KOL.ID. (2025, February 2). KOL.ID Insight: User Data, Number of Content & Average Screentime Duration of TikTok Users!
- Meilano, Y., & Hidayat, R. (2020). Analysis of the Effect of Customer Engagement and Brand Trust on Purchase Decisions on Skind Aesthetic Products. *E-Proceeding of Applied Science*, 6(2), 886–893. <https://doi.org/ISSN : 2442-5826>
- Rahardjo, P., Wirakanda, G. G., & Permana, M. N. (2025). The influence of influencer marketing on TikTok social commerce on the purchase decision of fashion products dama kara. *Journal of Business and Marketing*.
- Roisah, R., Khusnaini, K., & Maulyan, F. F. (2024). Pengaruh direct marketing dan influencer marketing terhadap minat beli pada live streaming tiktok (Studi Kasus pada Viewers Live Streaming TikTok Akun Jiniso di Kota Bandung). In *Jurnal Sains Manajemen (Vol. 6, Issue 1)*. <https://ejournal.ars.ac.id/index.php/jsm/index>
- Sangadji, A. P., Fitri, F. C. S., Sitanggang, A. A., Hidayat, D., Ikaningtyas, R., & Maharani. (2024). The Role of TikTok Social Media as a Platform for Business Development in the Digital Era. In *Journal of Community Service (Vol. 4, Issue 1)*. [https://jurnal.fkip.samawa-university.ac.id/karya\\_jpm/index](https://jurnal.fkip.samawa-university.ac.id/karya_jpm/index)
- Solihat, A., Solihah, S., Rahayu, Y. S., & Trijumansyah, A. (2025). The effect of beauty reviews and product quality on purchase decisions on somethinc skincare products. *JEBI: Journal of Economics and Business*, 3(2), 408–422.
- Syalsabila, N., & Hermina, N. (2023). The interrelations of celebrity endorsement, social media use, and customer engagement in achieving purchase decision Naila. <https://doi.org/10.30587/manajerial.v10i1.4650>
- Tsaqifah, Z., & Rahmawati, L. (2023). The Influence of Social Media Marketing, Electronic Word of Mouth, and Brand Image through Social Media TikTok on Purchase Intention of Lafiye Hijab Products.
- We Are Social. (2024, February 1). We are Social Data Digital Indonesia 2024. <https://Andi.Link/Hootsuite-We-Are-Social-Data-Digital-Indonesia-2024/>.
- Yuniar, S. R. H., & Suryaningsih, S. A. (2023). The influence of celebrity endorsers and brand image on the purchase decision of Muslim

fashion products Lozy hijab Journal of Islamic Economics and Business, 21–31.

**Biographies of Authors**

	<p><b>Natasya Dara Irdiyanti</b>, She is a student of the management study program at Adhirajasa Reswara Sanjaya University. tasyadara131@gmail.com</p>
	<p><b>Riris Roisah</b>, is a lecturer at the Faculty of Economics, Adhirajasa Reswara Sanjaya University with a focus on the management study program. <u><a href="mailto:riris.rio@ars.ac.id">riris.rio@ars.ac.id</a></u></p>
	<p><b>Ani Solihat</b>, is a lecturer at the Faculty of Economics,</p>

	<p>Adhirajasa Reswara Sanjaya University with a focus on the management study program. No orchid <a href="https://orcid.org/0000-0003-1136-2499">https://orcid.org/0000-0003-1136-2499</a>. ani.ani@ars.ac.id</p>
	<p><b>Djunarto</b>, is a Pascasarjana lecturer at Jayabaya University dr.djunarto@pascajayabaya.ac.id</p>
	<p><b>Andry Trijumansyah</b>, is a lecturer at the Faculty of Economics, Adhirajasa Reswara Sanjaya University with a focus on the management study program. andrytrijumansyah@yahoo.co.id</p>