

The Effect of TikTok Fashion Influencer Review Content on Purchase Decisions for Eid Fashion Trends Through Consumer Trust in Students of The Faculty of Economics and Business, Universitas Negeri Jakarta

Wulan Oktavia Febriyanti¹, Iccafadilah², Osly Usman³

¹Department of Office Administration Education, Universitas Negeri Jakarta, Jakarta, Indonesia.

²Department of Office Administration Education, Universitas Negeri Jakarta, Jakarta, Indonesia.

³Faculty of Economy, Universitas Negeri Jakarta, Jakarta, Indonesia.

Wulanoktafia030@gmail.com¹, iccafadilah08@gmail.com², oslyusman@unj.ac.id³

Abstract. This study aims to analyze the effect of TikTok review content and fashion influencer credibility on purchase decisions for Eid clothing trends, with consumer confidence as a mediating variable. The study used a quantitative approach with Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis technique. The population and research samples were students of the Faculty of Economics and Business Universitas Negeri Jakarta, with a total of 100 respondents. The results of the analysis show that both TikTok review content and fashion influencer credibility have a significant effect on consumer trust. However, both have no direct effect on purchase decisions. Consumer trust is shown to have a significant influence on purchase decisions and mediates the relationship between the TikTok fashion influencer review content variable and purchase decisions. This finding suggests that consumer trust is a key element in the purchase process, especially in seasonal products such as Eid clothes.

Keywords: TikTok review content, fashion influencer, consumer trust, purchase decision, Eid clothes.

Introduction

In today's digital era, social media has become one of the main means for individuals to access information, form opinions, and influence consumption behavior. This phenomenon is in line with the Sustainable Development Goals (SDGs), particularly point 12 on responsible consumption and production, which encourages consumers to make consumption decisions based on accurate and reliable information. In this context, the presence of review content and opinions from other users on platforms such as TikTok plays an important role in shaping consumer mindsets and preferences, including in the purchase of seasonal products such as Eid clothes.

As digital development and interest in seasonal fashion trends increases, especially around the holidays, consumers increasingly rely on the experiences and opinions of others shared through social media. Unlike the live streaming feature or endorsement content, TikTok review content is not commercial in nature. Product review content on TikTok is a short video that presents information about a product so that potential consumers do not need to go to an offline store to find out this information (Vitara and Kurniawati, 2023). Usually, review content influencers review products based on real personal experiences. Previous research has shown that social media has an influence on purchase decisions (Yanti et al, 2025). However, most studies still focus on commercial content or live streaming features of stores and paid influencers.

Thus, this study aims to address the gap of previous studies. The difference of this study lies in the approach to non-commercial content on TikTok social media and how consumer trust acts as a mediator in purchase

decision-making, particularly in the context of culturally nuanced seasonal products such as Eid clothes. As such, from the r's This is relevant because the decision to purchase Eid clothes is not only driven by functional needs, but also by social aspects, religious values, and the desire to appear on trend.

Literature Review

TikTok Review Content

TikTok content is a series of short videos created and shared through the TikTok social media platform. This content includes various types of videos, such as challenges, dance, lip-sync, comedy, education, life hacks, recipes, and many more. To produce interesting content, TikTok users usually utilize various features such as filters, special effects, and background music in their content creation (Rosita & Darlin, 2024). Online customer reviews are reviews sent by previous consumers of purchased products which include negative and positive reviews that can be used as a reference by other consumers before buying the product (Maulana in Wulandari et al., 2024). Product reviews are not only in the form of sentences sent to the place where the product is sold, but can also be in the form of video content uploaded on social media. According to Vitara and Kurniawati (2023) Product review content on TikTok is a short video that presents information about a product so that potential customers do not need to go to an offline store to find out this information.

According to Rosita and Darlin (2024), there are seven indicators of review content, namely relevance, originality, engagement, entertainment and information value, clarity and presentation, consistency and emotionality.

Influencer Fashion

Influencers are defined as customers who provide reviews to sellers or online stores that contain information about product ratings after customers make purchases (Fachmi et al in Fitri & Syefulloh, 2023). The assessment of a product does not have to be in the form of text sentences but can be in the form of video content. According to Virus (2023) fashion influencer comes from the word fashion which means style of dress and influencer which means someone who has influence. Fashion influencers have a large following on social media. So it can be interpreted that a fashion influencer is someone who has many followers on social media and has an influence on clothing styles. According to Prasetyo et al (2023) fashion influencer is someone who has a large number of followers on social media who produces content about fashion and has the power to influence followers' opinions and purchase behavior. Each influencer usually has their own appeal and delivery style to attract the attention of the audience and characterize their content.

According to Haerunnisa et al. (2019) fashion influencers have several indicators, namely: 1) trustworthiness, 2) attractiveness, 3) expertise. Meanwhile, according to Rachman (2018) Mentioning Influencer Indicators include, a) Relationship (Relatability), b) Knowledge (Knowledge), c) Helpfulness, d) Trust (Confidence), e) Articulation (Articulation).

Consumer Trust

According to Sunarto (2006), consumer trust is all the knowledge possessed by consumers and the various conclusions they draw about an object, the attributes and benefits that object provides. In addition, according to Nurrahmanto (2017) consumer trust is the consumer's belief that the other party has integrity and can be trusted, and the person he trusts will fulfill all his obligations in making transactions as expected. In line with Rosdiana & Haris (2018) who define consumer trust as a person's willingness to accept the risk of another party's actions in the hope that the other party will take important actions for the person who trusts him regardless of his ability to monitor and control the actions of the trusted party.

According to Syahrani (2008), the consumer trust variable is measured using 3 indicator items, namely as follows: Can fulfill its promises, transactions can be trusted, the information offered is honest.

Purchase Decision

Decision making is basically a process of selecting from various alternative options that may be chosen in the hope that it will result in the best decision (Hastuti & Anasrulloh, 2020). According to Regatirta & Tiningrum

(2020) purchase decisions are an important component in consumer behavior that causes them to buy a product, this decision is made by consumers inseparable from various factors that influence and motivate them to buy the product. Kotler (2000: 251-252) defines a purchase decision as a problem-solving process consisting of analysis or recognition of needs and wants, information search, evaluation of sources of selection of alternative purchases, purchase decisions, and behavior after purchase.

According to Soewito (2013) the indicators used to measure purchase decision variables are, Perceived needs, activities before purchase, behavior while wearing, post-purchase behavior.

Conceptual Framework

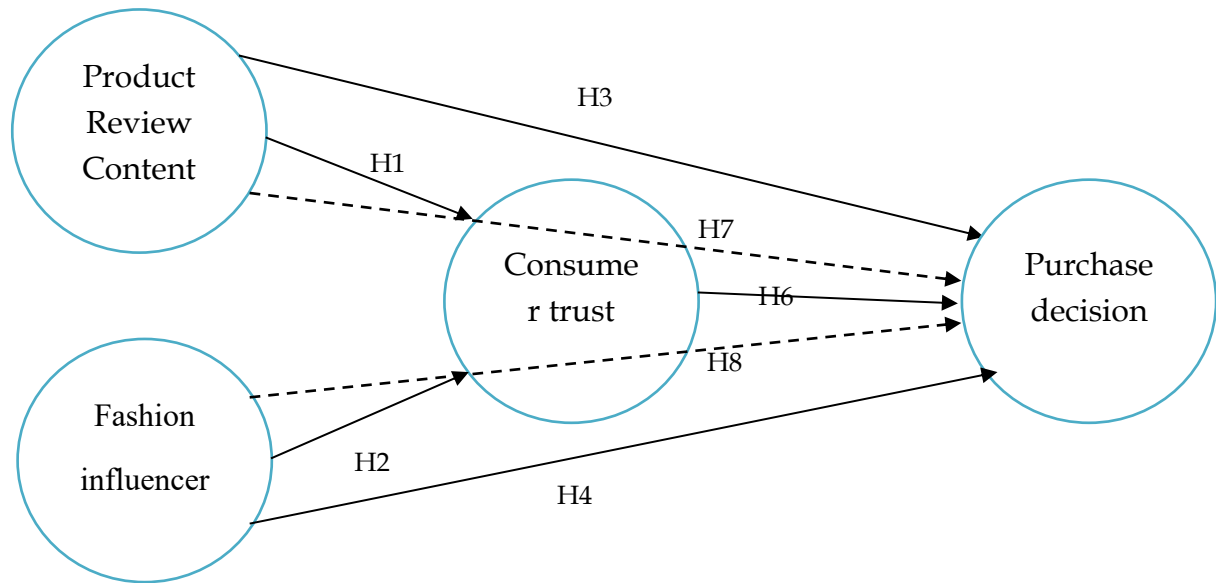


Figure 1. Conceptual Framework

Methods

This study uses quantitative methods with an explanatory research design that aims to examine the effect of TikTok review content and fashion influencers on purchase decisions for Eid clothing trends with consumer confidence as a mediating variable. The population in this study were active students of the Faculty of Economics and Business, Universitas Negeri Jakarta. The sampling technique used is purposive sampling with the criteria of student respondents who are Muslim and are TikTok users. The number of samples obtained was 100 respondents. Data collection was carried out through online distribution of (closed) questionnaires prepared using Google Form. The research instrument was compiled based on indicators from theories relevant to the four research variables, namely TikTok review content, fashion influencers, purchase decisions, and consumer confidence. Each indicator was measured using a Likert scale of 1-5. Data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS 4.0 software. The data analysis includes testing the outer model (validity and reliability), inner model (R-square and VIF test), and hypothesis testing.

Result and Discussion

To determine the relationship between variables in this study, hypothesis testing was carried out using path analysis through the Partial Least Squares (PLS) approach. This test aims to see whether the independent variable has a direct or indirect effect on the dependent variable. With the condition that the T-statistic value > 1.96 and the P-values < 0.05 (Harahap, 2020). The results of hypothesis testing are shown in the following table:

Table 1: Results of Path Coefficients Calculation

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
TikTok review content → Consumer trust	-0.019	-0.017	0.124	0.155	0.877	Significant
Fashion influencer → Consumer trust	0.196	0.201	0.135	1.445	0.149	Significant
TikTok review content → Purchase decisions	0.243	0.235	0.113	2.155	0.031	Not Significant
Fashion influencer → Purchase decisions	0.494	0.508	0.112	4.430	0.000	Not Significant
Consumer trust → Purchase decisions	0.660	0.655	0.106	6.199	0.000	Significant

To determine the relationship between variables in this study, hypothesis testing was carried out using analysis specific indirect effect through the Partial Least Squares (PLS) approach. This test aims to see how the independent variable affects the dependent variable through the mediator. With the condition that the T-statistic value > 1.96 and the P-values < 0.05 (Harahap, 2020). The results of hypothesis testing are shown in the following table:

Table 2: Specific Indirect Effect Calculation Results

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
TikTok review content → Consumer trust → Purchase decisions	0.160	0.152	0.074	2.166	0.030	Significant
Fashion influencer → Consumer trust → Purchase decisions	0.326	0.334	0.096	3.383	0.001	Significant

The results of the analysis show that TikTok review content has a significant influence on consumer trust, but has no direct effect on purchase decisions. This shows that although review content is able to shape consumer perceptions and beliefs, its influence on the final decision is only felt if it can build consumer trust first. TikTok review content should have a unique content style, present product visualizations, and clear and honest information such as based on personal experience.

Meanwhile, the credibility of fashion influencers is proven to have a strong influence on consumer trust, but does not directly have a significant impact on purchase decisions. This indicates that trust in influencers is an important bridge before consumers make buying decisions. This influence arises because consumers assess influencers from several aspects, such as delivery style, strong image or visual appeal, and honesty in providing information.

The most prominent finding is that consumer trust directly and significantly influences the purchase decision of Eid clothing trends, this confirms that trust is the main key that moves consumers from considering to making a purchase.

In addition, the mediation analysis reinforces that both TikTok review content and fashion influencers can influence purchase decisions for Eid clothing trends indirectly through consumer trust. This makes it clear that building trust is the most effective strategy in influencing purchase behavior compared to a direct

approach, especially in the context of consumption of Eid clothing trends that have many considerations of style, social image, and personal values. Considerations for purchase Eid clothes are complex enough that consumers really consider the appeal of influencers who create content about the trend. Like the influencer's physical appearance that looks perfect when trying the product, which will make consumers interested and think they will look just as beautiful as the influencer. This finding is in line with the results of research conducted by Octaviani and Selamat (2023) which revealed that there is a positive and significant mediating effect of consumer confidence in the relationship between influencer credibility and purchase intentions supported by attractiveness and trust in influencers.

Overall, the results of this analysis show how consumer trust can be an important bridge that connects exposure to digital content such as TikTok reviews and fashion influencer credibility with the final decision to purchase the Eid clothing trend. Although the direct effect of these two variables on purchase decisions is not significant, the presence of trust as a mediating variable can strengthen the relationship. This means that consumers do not necessarily make decisions based on the information they see, but rather go through a process of internalizing information that fosters confidence first.

Conclusion

This study can be concluded that TikTok review content and fashion influencer credibility have a significant effect on consumer trust, but do not directly influence purchase decisions for Eid clothing trends. Consumer trust proved to be a strong mediating factor in bridging the influence of TikTok review content and fashion influencers on purchase decisions. This means that the presence of informative review content and positive ratings from fashion influencer reviews can increase consumer confidence, which in turn encourages them to make purchase decisions. This finding suggests that in the context of purchase seasonal products such as Eid clothes that require a lot of consideration, consumers do not necessarily make decisions based on the content or reviews they see on social media. Instead, they first build trust in the information conveyed before proceeding to the purchase stage. Therefore, consumer trust plays an important role in the decision-making process.

References

- Amalia, K., & Nurlinda, R. A. (2022). Pengaruh influencer marketing dan online customer review terhadap purchase intention melalui perceived value produk serum somethinc. *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383-2398.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publications.
- Fatkhurrahman, M., & Yahya, Y. (2024). PENGARUH KEPERCAYAAN, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN ONLINE VIA MARKETPLACE SHOPEE. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 13(9).
- Fitri, T. A., & Syaefulloh, S. (2023). Pengaruh *Influencer* Marketing Dan Viral Marketing Terhadap Purchase Intention Melalui Online Customer Review pada *Fashion* Terkini di Tiktok Shop. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(6), 3946-3971.
- Ginting, D. B. (2009). Structural equation model (SEM). *Media Informatika*, 8(3), 121-134.
- Ghozali, I., & Latan, H. (2012). *Partial least squares : konsep, teknik dan aplikasi menggunakan program SmartPLS3.0 untuk penelitian empiris* (Ed.2). Badan Penerbit Universitas Diponegoro Semarang.
- Haerunnisa, Z.N. dan R.I. Yusuf. (2019). Beauty Influencer di Instagram terhadap gaya hidup mahasiswi Universitas Islam Makassar. *Jurnal Komunikasi Dan Organisasi* 1(2), 46-54.
- Haque, M. G. (2020). Pengaruh kualitas produk dan harga terhadap keputusan pembelian. *E-Mabis: Jurnal Ekonomi Manajemen dan Bisnis*, 21(1), 31-38.
- Harahap, L. K., & Pd, M. (2020). Analisis SEM (Structural Equation Modelling) dengan SMARTPLS (partial least square). *Fakultas Sains Dan Teknologi Uin Walisongo Semarang*, 1(1), 1-11.
- Hastuti, M. A. S. W., & Anasrulloh, M. (2020). Pengaruh Promosi Terhadap Keputusan Pembelian. *Jurnal Ilmiah Ecobuss*, 8(2), 99-102.
- Iqbal, I., & Veronica, M. (2024). Pengaruh Siaran Langsung dan Konten Review Terhadap Keputusan Pembelian Konsumen Tiktok Shop Pada Mahasiswa Fakultas Ekonomi Universitas Indo Global

- Mandiri. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(2), 1304-1317.
- Kirana, A. S., Damayanti, A., Tumanggor, N. N., & Purnamasari, P. (2025). Pengaruh Kredibilitas Influencer, Kualitas Konten, dan Interaksi Sosial terhadap Keputusan Pembelian di E-Commerce TikTok. *Jurnal Bisnis dan Komunikasi Digital*, 2(2), 9-9.
- Kodarisman, R., & Nugroho, E. (2013). Evaluasi Penerapan Sistem Informasi Manajemen Kepegawaian (SIMPEG) di Pemerintah Kota Bogor. *Jurnal Nasional Teknik Elektro dan Teknologi Informasi*, 2(2), 24-32.
- Kotler, P. (2000). *Prinsip – Prinsip Pemasaran Manajemen*. Prenhalindo: Jakarta.
- Lestiyani, D. N., & Purwanto, S. (2024). Analisis Pengaruh Influencer Marketing dan Brand Love terhadap Keputusan Pembelian Produk Skincare Skintific. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(2), 886-898.
- Listiyani, F., Haque, M. G., & Nurochani, N. (2023). Pengaruh Content dan Review Marketing Tiktok Terhadap Keputusan Membeli Makanan Halal Gen Z: Studi di Wilayah Jakarta Selatan. *PENGARUH CONTENT DAN REVIEW MARKETING TIKTOK TERHADAP KEPUTUSAN MEMBELI MAKANAN HALAL GEN Z: STUDI DI WILAYAH JAKARTA SELATAN*, 5(3), 494-505.
- Marlina, V., & Lusia, A. (2023). Pengaruh Ulasan Produk, Pengendalian Diri, *Influencer* dan Shopping Lifestyle Terhadap Perilaku Konsumtif Berbelanja Online di Tiktoshop. *Sanskara Manajemen Dan Bisnis*, 2(01), 1-15.
- Nabilah, I., Nursal, M. F., & Wulandari, D. S. (2023). Peran Influencer Dalam Konten Marketing Dan Persepsi Harga Terhadap Keputusan Pembelian Pada Produk Maybelline. *Jurnal Economina*, 2(10), 2791-2805.
- Nathania, K. S. (2024). *PENGARUH KREDIBILITAS TITAN TYRA SEBAGAI BEAUTY INFLUENCER TERHADAP KEPERCAYAAN KONSUMEN PADA PRODUK SECONDATE BEAUTY (Studi Eksplanatif terhadap Member Broadcast Channel Instagram@ titantyra)* (Doctoral dissertation, UNIVERSITAS ATMA JAYA YOGYAKARTA).
- Nazihih, S. M., Sangka, K. B., & Octoria, D. (2021). Pengaruh *Influencer* Review Pada Media Sosial Tiktok Terhadap Minat Beli Produk *Fashion* Mahasiswa Pendidikan Ekonomi UNS Angkatan 2018-2020. *BISE: Jurnal Pendidikan Bisnis dan Ekonomi*, 7(2), 47-54.
- Nurrahmanto, A.P. (2015). Pengaruh Kemudahan Penggunaan, Kenikmatan Berbelanja, Pengalaman Berbelanja dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen di Situs Jual Beli Online Bukalapak.com. Skripsi Sarjana Ekonomika dan Bisnis Universitas Diponegoro. Semarang.
- Nurhalizah, S., Kholijah, G., & Gusmanely, Z. (2024). Analisis Structural Equation Modeling Partial Least Square pada Kinerja Pegawai PT. Bank Pembangunan Daerah Jambi. *Indonesian Journal of Applied Statistics*, 6(2), 125-139.
- Nurwidawati, D. (2023). Hubungan antara Kepercayaan Konsumen terhadap Keputusan Pembelian pada Pelanggan E-commerce. *Character Jurnal Penelitian Psikologi*, 10(2).
- Octaviani, F., & Selamat, F. (2023). Pengaruh kredibilitas influencer terhadap intensi pembelian produk fashion melalui kepercayaan merek pada pengguna instagram di jakarta. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 7(2), 274-285.
- Prasetio, M. S., Alkausar, D. B., & Hardjanti, A. (2023). Pengaruh Influencer terhadap Minat Beli. *Journal on Education*, 5(3), 7903-7912. <https://doi.org/10.31004/joe.v5i3.1580>
- Rachman, T. (2018). *PENGARUH INFLUENCER DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE MEREK OPPO PADA MAHASISWA FAKULTAS EKONOMI DAN ILMU SOSIAL UNIVERSITAS SARI MUTIARA INDONESIA*. Angewandte Chemie International Edition, 6(11), 951-952., 3(2), 10-27.
- Ragatirta, L. P., & Tiningrum, E. (2020). Pengaruh atmosphere store, desain produk dan citra merek terhadap keputusan pembelian (Studi kasus di rown division Surakarta). *Excellent*, 7(2), 143-152.
- Ramdhani, R. F., Rahmawati, E. D., & Suyatno, A. (2024). *PENGARUH VIDEO CONTENT DAN INFLUENCER TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION DI TIKTOK DENGAN CUSTOMER TRUST SEBAGAI INTERVENING*.
- Rosdiana, R., & Haris, I. A. (2018). Pengaruh kepercayaan konsumen terhadap minat beli produk pakaian secara online. *International Journal of Social Science and Business*, 2(3), 169-175.
- Rosita, R., & Darlin, E. (2024). Pengaruh Kualitas Konten Tik Tok Terhadap Customer Engagement Pada Customer Queensha. *Jurnal Lentera Bisnis*, 13(2), 1061-1071.
- Sakinah, N., Nanda, D. M., & Tohiruddin, T. (2022). *Trend Fashion* di Kalangan Mahasiswa-Mahasiswi

- Universitas Negeri Surabaya. In *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)* (Vol. 1, pp. 32-38).
- Setiabudhi, H., Suwono, S., Setiawan, Y. A., & Karim, S. (2025). Analisis Data Kuantitatif dengan SmartPLS 4.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
- Soewito, Y. (2013). Kualitas produk, merek dan desain pengaruhnya terhadap keputusan pembelian sepeda motor Yamaha Mio. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 1(3).
- Sunarto, A. (2006). *Pengantar Manajemen Pemasaran*. Yogyakarta: Yogyakarta, UST Press.
- Syahrani. 2008. Pengaruh Privasi, keamanan, Kepercayaan dan Pengalaman terhadap Niat untuk Bertransaksi Online. Tesis. Program S2 Magister Manajemen Universitas Gajah Mada. Yogyakarta.
- Teguh, M. T. S., Wulan, T. N., & Juansah, D. E. (2023). Teknik pengumpulan data kuantitatif dan kualitatif pada metode penelitian. *Pendas: Jurnal Ilmiah Pendidikan Dasar*, 8(3), 5962-5974.
- Virus Media Investara. (2023). Apa Itu Fashion Influencer dan Contohnya di Indonesia. <https://virus.co.id/apa-itu-fashion-influencer/>
- Vitara, V., & Kurniawati, M. (2023). Pengaruh Social Media Engagement Tiktok Terhadap Impulse Buying Produk Pakaian Pada Dewasa Awal. *Jurnal Humanipreneur*, 2(2), 15-21.
- Wulandarii, D., Khalikussabir, K., & Wahyuningtyas, N. (2024). Pengaruh Pemasaran Konten, Gaya Hidup Dan Ulasan Pelanggan Online Terhadap Keputusan Pembelian Pengguna Produk Suncreen Azarine Pada TikTok Dikota Malang Lowokwaru. *E-JRM: Elektronik Jurnal Riset Manajemen*, 13(01), 3952-3959.
- Yanti et al. (2025). Peran Media Sosial dalam Mempromosikan Produk Superstar. *Prosiding Seminar Nasional Manajemen*, 112-125.
- Yuhana, Y., Setiawan, D., & Utomo, P. E. P. (2024). Analisis Sistem E-Dimas Universitas Jambi dengan Pendekatan HOT-FIT Model. *Jurnal Sistem Informasi Bisnis*, 14(1), 77-87.
- Zed, E. Z., Saputra, A. R., Nabillah, W. S., & Utami, L. D. (2025). PENGARUH INFLUENCER MARKETING TERHADAP KEPERCAYAAN KONSUMEN DALAM INDUSTRI FASHION. *Integrative Perspectives of Social and Science Journal*, 2(01 Februari), 578-585.