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The Influence of Social Media Marketing and Brand Awareness on Consumers' Purchase Decisions for Sattka Pashmina Hijabs on TikTok Shop

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Abstract

This study aims to analyze the influence of Social Media Marketing and Brand Awareness on the Purchase Decision of Sattka brand pashmina hijabs on TikTok Shop. The study is motivated by the growing role of social media as a digital marketing platform that can enhance Brand Awareness and encourage consumer purchasing decisions. This research employed a quantitative method with a survey approach. Data were collected through questionnaires distributed to 40 consumers of Sattka pashmina hijabs on TikTok Shop residing in West Jakarta. The data were analyzed using validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, partial testing (t-test), simultaneous testing (F-test), and coefficient of determination analysis with IBM SPSS Statistics 27. The results indicate that Social Media Marketing has a positive and significant effect on Purchase Decisions, with a t-value of 2.822 and a significance level of 0.008. Brand Awareness also has a positive and significant effect on Purchase Decisions, with a t-value of 2.351 and a significance level of 0.024. Simultaneously, Social Media Marketing and Brand Awareness significantly influence Purchase Decisions, as indicated by an F-value of 90.514 and a significance level of less than 0.001. The coefficient of determination (R^2) of 0.830 shows that both independent variables explain 83% of the variation in Purchase Decisions, while the remaining 17% is influenced by other factors outside the scope of this study. Therefore, Social Media Marketing and Brand Awareness are important factors in increasing consumers' purchase decisions for Sattka pashmina hijabs on TikTok Shop.

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1. Introduction

The rapid development of digital technology has substantially transformed consumer behavior and the structure of contemporary retailing. Purchasing activities that were traditionally conducted through physical stores have increasingly shifted toward digital platforms that offer convenience, accessibility, speed, and greater opportunities for interaction. This transformation has affected not only how consumers obtain products but also how firms communicate value, develop relationships with customers, and create more interactive shopping experiences. Social media, which initially functioned primarily as a communication and entertainment medium, has consequently evolved into an important commercial environment where marketing communication and purchasing activities increasingly converge (Sularto & Kozlova, 2025; Rahmah & Tamamudin, 2026).

The expansion of social commerce has further blurred the boundaries between social interaction, product discovery, information search, and online transactions. Consumers increasingly use social media to identify products, compare alternatives, evaluate electronic word of mouth, observe product demonstrations, interact with sellers and content creators, and subsequently make purchase decisions. Social media therefore plays an important role throughout the consumer decision-making process rather than functioning merely as a promotional communication channel. Research has

demonstrated that interactive social-media environments and their information-processing mechanisms can shape consumer attitudes and subsequent purchasing behavior (Barta et al., 2023; Sularto & Kozlova, 2025).

Within this transformation, TikTok has developed from an entertainment-oriented short-video platform into an important environment for digital marketing and social commerce. Through TikTok Shop, consumers are exposed to short-form videos, creator recommendations, live-streaming sessions, product demonstrations, promotional offers, and direct purchasing facilities within a closely integrated digital ecosystem. These characteristics reduce the separation between exposure to marketing content and opportunities to complete a transaction. Empirical evidence indicates that the characteristics of TikTok content and the credibility of content creators can influence consumer engagement, trust, and purchase-related responses (Barta et al., 2023; Alcántara-Pilar et al., 2024).

Unlike conventional e-commerce platforms that primarily rely on deliberate product searches, TikTok combines entertainment, algorithmically distributed content, social interaction, creator-based communication, and commerce. Consequently, consumers may encounter brands even before consciously searching for a particular product. The originality, entertainment value, informativeness, credibility, and relevance of social-media content can influence how consumers engage with marketing messages and process product information. In the Indonesian context, TikTok marketing has also become an important digital-branding instrument through which brands attempt to establish visibility, strengthen relationships with younger consumers, and respond to changing digital consumption patterns (Rahmah & Tamamudin, 2026).

The increasing commercial use of social media has simultaneously intensified competition among brands. Consumers can encounter numerous competing products with relatively similar characteristics within a short period of time, making product quality alone insufficient to secure consumer attention. In such an information-intensive environment, firms must compete not only in terms of product attributes but also in their ability to produce relevant content, stimulate interaction, communicate distinctive brand associations, and maintain consistent visibility. Research on Indonesian local fashion brands indicates that social media marketing activities involving informativeness, interactivity, personalization, trendiness, and electronic word of mouth can contribute to consumers' brand experiences, attitudes, and purchase intentions (Utami & Astuti, 2024).

This competitive environment is particularly evident in the Muslim and modest-fashion industry. Indonesian consumers are increasingly exposed to numerous modest-fashion brands offering relatively comparable designs, materials, styles, and prices. At the same time, social media has become an increasingly important source of fashion inspiration and product information. Studies of Indonesian modest-fashion consumers demonstrate that social-media influencers, digital brand communication, brand image, and attitudes toward brands can play important roles in forming purchase-related intentions (Arianti & Hadiprawoto, 2024; Xaviera et al., 2026). TikTok is particularly relevant in this context because its short videos and live-streaming formats provide fashion brands with opportunities to visually demonstrate products while simultaneously encouraging interaction with potential consumers (Panlevi et al., 2025).

For fashion products, consumer evaluation through social media is particularly important because consumers cannot physically inspect the product before purchasing it. Visual presentation, product demonstrations, reviews, content credibility, and interactions with creators or sellers may therefore reduce information uncertainty and help consumers evaluate product suitability. Research concerning Muslim fashion on TikTok Shop in Indonesia found that product visualization and customer reviews significantly contribute to purchasing decisions, while research on fashion influencers indicates that source credibility and content characteristics stimulate consumer engagement and purchase intentions (Fikriyah & Alam, 2025; Sardar et al., 2024). These findings suggest that digital marketing effectiveness in fashion depends not merely on exposure but also on how marketing content assists consumers in evaluating products.

One local brand operating within this competitive environment is Sattka, which markets pashmina hijab products through TikTok Shop. The brand utilizes short-form video content, promotional activities, and live-

shopping features to communicate its products to potential consumers. However, the presence of numerous competing hijab brands employing similar digital-marketing strategies makes consumer attention increasingly difficult to secure. Under such circumstances, marketing effectiveness depends not only on the frequency of promotional content but also on whether such activities are capable of creating meaningful consumer engagement, strengthening brand recognition and recall, and ultimately encouraging consumers to select the brand when making a purchase.

This condition suggests that intensive social media marketing activities do not automatically translate into purchase decisions. High levels of content exposure or consumer interaction may increase attention without necessarily resulting in transactions. Sularto and Kozlova (2025), for example, found that social media marketing may operate through consumers' processing of advertising information rather than directly translating exposure into online purchases. Similarly, research in TikTok Shop contexts emphasizes that consumer responses to marketing activities may operate through other psychological and brand-related mechanisms, including brand awareness, engagement, credibility, and trust (Hidayatullah et al., 2025). Therefore, understanding purchase decisions requires consideration of how marketing exposure is transformed into consumer knowledge and evaluations of a brand.

Social media marketing refers to the strategic use of social-media platforms to communicate marketing information, facilitate interactions, create relevant content, encourage consumer engagement, and develop relationships between consumers and brands. Effective social media marketing can improve brand visibility and provide consumers with repeated opportunities to interact with and evaluate a product. Brand awareness, meanwhile, reflects consumers' ability to recognize or recall a brand within a particular product category. In increasingly competitive digital markets, marketing communication strategies such as social media marketing, content marketing, influencer communication, and digital advertising have been identified as important mechanisms for increasing brand awareness (Jufry, 2025). A brand that is more easily recognized and recalled is more likely to enter consumers' consideration sets when purchase alternatives are evaluated.

Previous empirical studies provide support for the relationships among social media marketing, brand awareness, and consumer purchasing behavior. Purnamasari and Abdi (2025) found that social media marketing and brand awareness are important predictors of purchase decisions among Generation Z consumers purchasing fashion products through TikTok Shop. Hidayatullah et al. (2025) similarly demonstrated the importance of brand awareness in the relationship between influencer marketing, social media marketing, and TikTok Shop purchase decisions. Research focusing on Indonesian Muslim fashion further shows that TikTok content can influence consumer purchase intention through the processes of attention, interest, information search, action, and sharing (Panlevi et al., 2025). Collectively, these studies indicate that social media communication and consumers' knowledge of a brand represent important elements in contemporary digital purchasing behavior.

Nevertheless, the existing evidence is not entirely uniform across product categories and research contexts. Some studies indicate a significant direct relationship between social media marketing and purchase decisions, whereas other findings suggest that social media marketing primarily affects purchasing through intermediary cognitive or brand-related mechanisms. Sularto and Kozlova (2025), for instance, emphasize the role of consumer information processing in connecting social-media exposure with online purchasing decisions. Other studies show that brand awareness can function as an important pathway connecting social media marketing with consumers' purchase decisions, while its effects may vary depending on the product category and consumer context (Hidayatullah et al., 2025; Purnamasari & Abdi, 2025).

Such differences indicate that the effectiveness of social media marketing cannot necessarily be generalized across products, brands, and consumer groups. Despite the growing literature on social media marketing and TikTok-based purchasing behavior, the studies reviewed for the present research remain largely concentrated on fashion products in general, Generation Z consumers, cosmetics, food and beverages, or broad Muslim/modest-fashion categories. Recent research has examined fashion purchasing on TikTok Shop (Purnamasari & Abdi, 2025), Muslim-fashion content on TikTok in Jakarta

(Panlevi et al., 2025), and social-media influence within the Indonesian modest-fashion industry (Arianti & Hadiprawoto, 2024; Xaviera et al., 2026). However, these contexts do not specifically address consumer purchase decisions for local pashmina hijab brands or the simultaneous roles of social media marketing and brand awareness among consumers of Sattka in West Jakarta. The specificity of pashmina hijab products is important because consumers may evaluate attributes such as visual appearance, styling possibilities, fabric characteristics, color, comfort, and compatibility with fashion preferences through digital content before making a purchase.

Accordingly, the novelty of this study lies in examining the effects of social media marketing and brand awareness, both individually and simultaneously, on the purchase decisions of Sattka pashmina hijab consumers through TikTok Shop in West Jakarta. Rather than examining broad fashion categories, this study focuses on a specific local brand and product category within the Muslim-fashion market. Furthermore, positioning the research within the TikTok Shop environment allows the study to examine consumer decision-making in a platform where entertainment content, social interaction, creator communication, live shopping, promotional activities, and purchase transactions coexist within a single digital ecosystem. This contextual focus is expected to extend the existing literature on digital marketing and consumer behavior by providing empirical evidence from a more specific product and geographical setting.

Based on these considerations, this study aims to analyze the effect of social media marketing on purchase decisions for Sattka pashmina hijabs through TikTok Shop, examine the effect of brand awareness on purchase decisions, and determine the simultaneous effect of social media marketing and brand awareness on purchase decisions among consumers in West Jakarta. The findings are expected to contribute empirically to the literature on social media marketing, brand awareness, and social-commerce consumer behavior. From a managerial perspective, the results may assist Sattka and other local modest-fashion businesses in designing digital-marketing strategies that not only generate online exposure but also strengthen brand recognition, improve consumer consideration, and more effectively convert social-media interactions into purchase decisions.

2. Literatur Review

2.1 Social Media Marketing

Social media marketing refers to the strategic use of social media platforms to communicate marketing information, create and distribute relevant content, facilitate interaction with consumers, strengthen brand relationships, and influence consumer responses. Unlike conventional one-way promotional communication, social media marketing enables consumers to participate in marketing activities through comments, content sharing, reviews, recommendations, and other forms of interaction. Recent research on Indonesian local fashion brands identifies informativeness, interactivity, personalization, trendiness, and electronic word of mouth as important dimensions of social media marketing activities that contribute to brand attitudes, brand experiences, and purchase intentions (Utami & Astuti, 2024).

The effectiveness of social media marketing is therefore determined not merely by the frequency of promotional messages but also by the ability of brands to provide relevant and engaging content. Marketing communication strategies that integrate social media, content marketing, influencer communication, and digital advertising can strengthen brand visibility and consumer engagement, particularly when messages are consistently adapted to the characteristics of the target audience (Jufry, 2025). In the TikTok environment, this process becomes increasingly interactive because short-form videos, viral content, creator participation, and user-generated content enable brands to combine entertainment and commercial communication within the same digital environment (Rahmah & Tamamudin, 2026).

TikTok is particularly relevant to social media marketing because consumer exposure to marketing messages occurs alongside entertainment and social interaction. TikTok-based marketing can stimulate consumer engagement and enhance brand awareness when the content is perceived as authentic, relevant, and compatible with ongoing digital trends. Repeated exposure to brand-related content and active interaction with that content can reinforce consumers' familiarity with brands and shape subsequent consumption responses (Rahmah &

Tamamudin, 2026). Research on Indonesian fashion brands similarly demonstrates that interactive and informative social media activities contribute to consumer attitudes, brand experience, and purchase-related responses (Utami & Astuti, 2024).

Promotional mechanisms are another important component of social media marketing within social-commerce platforms. TikTok Shop allows promotional messages to be integrated with product demonstrations, live-shopping activities, limited offers, discounts, and other sales incentives. Empirical evidence indicates that TikTok Live exposure and sales promotions can significantly influence users' purchase decisions, demonstrating that social-media communication becomes more persuasive when informative content is combined with attractive promotional incentives (Putri et al., 2026).

Based on the preceding literature, social media marketing in the present study is operationalized through three interrelated dimensions: content and creativity, user engagement, and promotion and offers. Content and creativity refer to the attractiveness, informativeness, clarity, variety, and trend relevance of Sattka's TikTok content. User engagement reflects consumer interactions through likes, comments, shares, responses, and other forms of participation. Promotion and offers represent marketing incentives communicated through TikTok Shop, including discounts, special offers, limited promotions, and other transaction-related benefits. These dimensions represent the informational, interactive, and persuasive functions of social media marketing within a social-commerce environment (Utami & Astuti, 2024; Putri et al., 2026).

2.2 Brand Awareness

Brand awareness represents the extent to which consumers are able to identify, recognize, or recall a particular brand within a product category. It constitutes an important component of consumer knowledge because consumers are more likely to consider brands that are familiar and easily retrieved from memory when evaluating competing alternatives. Contemporary research indicates that brand awareness can exert a substantial influence on purchasing decisions because familiarity with a brand reduces uncertainty and facilitates the evaluation of available choices (Khalid, 2024).

In digital markets, brand awareness can be developed through repeated brand exposure, consistent visual identity, relevant marketing messages, influencer communication, user-generated content, and interactions between consumers and brands. Digital marketing communication strategies can strengthen brand visibility by repeatedly exposing consumers to brand names, visual symbols, product information, and distinctive brand associations across social-media channels (Jufry, 2025). Within TikTok specifically, engagement with viral content, influencer-related communication, and repeated exposure to brand-related content can strengthen brand awareness and consumers' emotional attachment to brands (Rahmah & Tamamudin, 2026).

The relationship between social media marketing and brand awareness has also been demonstrated empirically within TikTok Shop. Social media marketing has been found to significantly strengthen brand awareness among Generation Z TikTok Shop consumers, while stronger awareness subsequently contributes to purchase decisions (Hidayatullah et al., 2025). More recent evidence from TikTok Shop consumers in Jakarta similarly indicates that brand awareness plays an important role in transforming brand-related information and consumer testimonials into purchase intentions (Pangestu et al., 2026).

Brand awareness can be understood at different levels of consumer memory. Recognition represents consumers' ability to identify a brand when they encounter its name or visual identity, whereas recall reflects their ability to retrieve the brand from memory without extensive external cues. Top-of-mind awareness represents a stronger condition in which a particular brand becomes one of the first alternatives recalled within a product category. Empirical research continues to apply brand recognition, brand recall, and top-of-mind awareness as important components of the brand-awareness construct (‘Adani & Dewanto, 2024).

Accordingly, brand awareness in the present study is measured through brand recognition, brand recall, brand familiarity, and top-of-mind awareness. Brand recognition refers to consumers' ability to identify the Sattka name, products, and visual characteristics. Brand recall represents their

ability to remember Sattka when thinking about pashmina hijab products, whereas brand familiarity reflects the degree to which consumers perceive Sattka as a known and familiar brand as a result of repeated exposure. Top-of-mind awareness indicates the extent to which Sattka emerges spontaneously among the first brands considered when consumers think about purchasing a pashmina hijab (‘Adani & Dewanto, 2024; Jufry, 2025).

2.3 Purchase Decision

Purchase decision refers to the cognitive and behavioral process through which consumers identify a need, search for relevant information, evaluate available alternatives, select a product, and subsequently assess the outcome of their choice. Although digital technologies have substantially altered how information is obtained and processed, recent consumer research confirms that need recognition, information search, evaluation of alternatives, purchasing, and post-purchase evaluation remain central components of the consumer decision-making process (Gurtner et al., 2025).

Social media has modified this process by providing consumers with immediate access to product information, consumer reviews, influencer-generated content, recommendations, comparisons, and promotional messages. The effects of social-media communication can therefore occur at multiple stages of the decision process. Evidence based on the Engel–Kollat–Blackwell decision model demonstrates that social-media content can influence need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, although the strength of the effect may differ across individual stages (Silveira et al., 2024).

Within TikTok Shop, purchasing decisions can be particularly responsive to the integration of product information, visual presentation, live interactions, testimonials, promotional incentives, and transaction facilities. Consumers can observe products, compare options, obtain information from other users, communicate with sellers, and proceed directly to a transaction within the same digital ecosystem. Research involving TikTok Shop consumers confirms that social media marketing can contribute to purchase decisions, although the mechanism through which this occurs may involve consumers' processing of marketing information and brand-related evaluations (Hidayatullah et al., 2025; Sularto & Kozlova, 2025).

Purchase decisions concerning fashion products are also closely related to consumers' ability to evaluate visual and functional product attributes before completing a transaction. This issue is relevant to hijab products because consumers may compare color, appearance, styling possibilities, price, promotional benefits, and other available alternatives through digital content. Research focusing specifically on Indonesian hijab consumers on TikTok Shop demonstrates that content marketing and live-shopping activities positively influence purchase decisions, highlighting the importance of interactive product presentation in digital fashion purchasing (Salsabiila & Wulandari, 2025).

For measurement purposes, the present study concentrates on three observable domains derived from the broader consumer decision-making process: initial purchase decision, evaluation of alternatives, and post-purchase behavior. The initial decision reflects consumers' willingness to purchase and their efforts to obtain information before making a transaction. Evaluation of alternatives concerns comparisons involving product attributes, price, quality, and competing products. Post-purchase behavior reflects consumers' evaluations after purchasing, including satisfaction, repurchase tendencies, and willingness to recommend the product to others (Gurtner et al., 2025; Silveira et al., 2024).

2.4 Previous Studies and Research Gap

Previous empirical studies generally indicate that social media marketing and brand awareness are important determinants of purchasing behavior in digital markets. A study of Generation Z consumers purchasing fashion products through TikTok Shop found that social media marketing significantly increased brand awareness and that social media marketing and brand awareness influenced purchase decisions both independently and simultaneously (Purnamasari & Abdi, 2025). These findings provide direct empirical support for examining both variables within a TikTok Shop fashion context.

Similar evidence was reported by who examined Generation Z TikTok Shop consumers and found that social media marketing significantly influenced both brand

awareness and purchase decisions (Hidayatullah et al., 2025). Their findings further indicated that brand awareness mediated the relationship between social media marketing and purchase decisions, suggesting that marketing exposure can influence purchasing behavior partly because it strengthens consumers' knowledge and awareness of the brand (Hidayatullah et al., 2025).

Studies involving Muslim fashion consumers provide additional evidence relevant to the present research. Social media marketing and brand awareness were found to exert positive and significant effects on purchase intention toward Lozy fashion products among Muslimah consumers using TikTok Shop (Melani et al., 2026). Research on Muslim-fashion consumers in Jakarta also showed that TikTok short-video and live-streaming content can stimulate attention, information search, consumer action, and purchase intention, indicating that TikTok content plays an important role throughout the digital consumer journey (Panlevi et al., 2025).

Evidence specifically involving hijab products further demonstrates the relevance of TikTok-based marketing. Research on Uneil Hijab consumers found that content marketing and live shopping significantly and positively affected purchasing decisions through TikTok Shop (Salsabiila & Wulandari, 2025). These findings are particularly relevant because hijab products involve visually evaluated attributes that can be effectively communicated through short videos and live product demonstrations.

Nevertheless, previous findings also suggest that the effect of social media marketing on purchasing behavior is not necessarily uniform across contexts. Social media marketing did not directly translate into online purchasing decisions; instead, its effect operated through the way consumers processed advertising information (Sularto & Kozlova, 2025). Similarly, reported that TikTok Shop testimonials contributed to brand awareness but did not exert a significant direct effect on purchase intention, whereas brand awareness had an important mediating role (Pangestu et al., 2026). These findings indicate that digital marketing exposure may influence purchasing behavior through cognitive and brand-related mechanisms rather than through a consistently direct pathway.

Despite these developments, several research gaps remain. First, previous studies have predominantly investigated fashion products in general, cosmetics, or broader Muslim-fashion categories, while empirical evidence specifically addressing pashmina hijab products remains limited. Second, related studies have focused on brands such as Lozy and Uneil Hijab or on fashion consumers without examining Sattka as a specific local pashmina hijab brand. Third, a substantial portion of recent TikTok research has examined purchase intention rather than actual purchase decisions, which represents a conceptually different stage of consumer behavior (Melani et al., 2026; Panlevi et al., 2025).

A contextual gap is also apparent. Although recent research has examined Muslim fashion consumers in Jakarta and TikTok Shop consumers in DKI Jakarta, the combination of social media marketing and brand awareness as predictors of Sattka pashmina hijab purchase decisions among consumers in West Jakarta has not been specifically examined in the studies reviewed for this research (Panlevi et al., 2025; Pangestu et al., 2026). This context is important because purchase responses can vary according to product characteristics, consumer segments, promotional strategies, and brand familiarity.

Therefore, the present study extends previous research by examining the partial and simultaneous effects of social media marketing and brand awareness on actual purchase decisions involving a specific local pashmina hijab brand within TikTok Shop. This more focused context is expected to provide empirical evidence regarding whether consumers' responses to Sattka's social media marketing activities and their awareness of the Sattka brand contribute to purchase decisions within the highly competitive Indonesian social-commerce fashion market.

2.5 Conceptual Framework

Social media marketing provides consumers with product information, visual content, interaction opportunities, promotional messages, and other marketing stimuli through TikTok. Content that is informative, creative, interactive, and relevant can strengthen consumers' evaluations of products and facilitate their progression from information exposure to purchase decisions. Empirical research has demonstrated positive associations between social media marketing and purchase-related outcomes in TikTok Shop

and local-fashion contexts (Utami & Astuti, 2024; Hidayatullah et al., 2025; Purnamasari & Abdi, 2025).

Brand awareness, meanwhile, represents consumers' ability to recognize and remember a brand when evaluating purchase alternatives. Higher brand awareness increases the accessibility of a brand in consumers' memory, making it more likely that the brand will be included in the consideration set when a purchasing decision is made. Recent empirical evidence demonstrates that brand awareness contributes significantly to purchase decisions and purchase intentions within digital and TikTok-based purchasing environments (Khalid, 2024; Hidayatullah et al., 2025; Pangestu et al., 2026).

Based on these theoretical arguments and empirical findings, social media marketing and brand awareness are expected to influence the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop. Social media marketing represents the external marketing stimuli received by consumers, whereas brand awareness reflects the cognitive accessibility of the Sattka brand in consumers' memory. Their individual and combined effects are therefore examined in the proposed research model.

2.6 Research Hypotheses

H1: Social media marketing has a significant effect on purchase decisions for Sattka pashmina hijabs on TikTok Shop.
H2: Brand awareness has a significant effect on purchase decisions for Sattka pashmina hijabs on TikTok Shop.
H3: Social media marketing and brand awareness simultaneously have a significant effect on purchase decisions for Sattka pashmina hijabs on TikTok Shop.

3. Research Method

3.1 Research Design

This study employed a quantitative cross-sectional survey design to examine the effects of social media marketing and brand awareness on the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop. A quantitative approach was considered appropriate because the constructs were operationalized into measurable indicators and analyzed statistically to test the proposed hypotheses. Recent quantitative studies have similarly employed structured questionnaires and regression-based analyses to investigate relationships among behavioral and perceptual variables (Dinda et al., 2026; Lesmana et al., 2025).

Primary data were collected using a structured online questionnaire administered through Google Forms. Online survey methods are particularly appropriate for digitally active consumer populations because they facilitate standardized data collection and enable respondents to report their perceptions and behavioral evaluations directly. Similar procedures have been applied in studies examining social media marketing and consumer behavior in digital environments (Negara, 2024).

The study was conducted among consumers of the Sattka pashmina hijab brand residing in West Jakarta, Indonesia. Data collection was carried out from April 1 to June 30, 2026.

3.2 Population and Sample

The target population consisted of all consumers residing in West Jakarta who purchased Sattka pashmina hijabs through TikTok Shop during the study period. Based on the available sales records and the predefined eligibility criteria, the accessible population consisted of 40 consumers.

Because the population was relatively small and all eligible members could be reached, this study employed total or saturated sampling, whereby the entire accessible population was included in the study. The use of a saturated sample is appropriate when complete enumeration of a relatively small population is feasible and has also been applied in recent quantitative survey research using regression analysis (Lesmana et al., 2025; Raskin et al., 2026). Accordingly, the final study sample comprised 40 respondents.

Respondents were required to meet the following inclusion criteria: (1) residing in West Jakarta; (2) having an active TikTok account; (3) having purchased a Sattka pashmina hijab through TikTok Shop during the study period; and (4) completing the questionnaire in full.

3.3 Variables and Operational Definitions

The study examined two independent variables, namely social media marketing (X_1) and brand awareness (X_2), and one dependent variable, namely purchase decision (Y). Each construct was operationalized into dimensions and measurable questionnaire items derived from relevant empirical literature.

Table 1. Research Variables and Measurement Dimensions

Variable	Measurement dimensions	Number of items
Social media marketing (X_1)	Content and creativity; user engagement; promotions and offers	15
Brand awareness (X_2)	Brand recognition; brand recall; brand familiarity; top-of-mind awareness	16
Purchase decision (Y)	Initial purchase decision; evaluation of alternatives; post-purchase behavior	12
Total		43

Table 1 presents the research variables and their respective measurement dimensions used in this study. The study consists of two independent variables, namely social media marketing (X_1) and brand awareness (X_2), and one dependent variable, namely purchase decision (Y). Social media marketing is measured through three dimensions: content and creativity, user engagement, and promotions and offers, with a total of 15 items. Brand awareness is measured through four dimensions: brand recognition, brand recall, brand familiarity, and top-of-mind awareness, consisting of 16 items. Meanwhile, purchase decision is measured through three dimensions, namely initial purchase decision, evaluation of alternatives, and post-purchase behavior, with 12 items. Overall, the research instrument consists of 43 items, indicating that each research variable is represented by several dimensions that comprehensively reflect the constructs being studied.

3.4 Social Media Marketing

Social media marketing refers to marketing activities conducted through social-media platforms to deliver information, create engaging content, facilitate consumer–brand interaction, and influence consumer responses. Previous empirical research has identified content quality, interaction, customization, and trend relevance as important components of social media marketing activities (Negara, 2024; Raj et al., 2025).

In the present study, social media marketing was measured using three dimensions: content and creativity, user engagement, and promotions and offers. Content and creativity covered the visual attractiveness, informativeness, clarity, variety, and relevance of Sattka's TikTok content. User engagement represented consumer interactions such as likes, comments, shares, and responses to brand content. Promotions and offers included discounts, limited-time promotions, free-shipping incentives, and other promotional benefits offered through TikTok Shop. Promotional incentives such as free-shipping vouchers and other sales promotions have been shown to be relevant to consumer purchasing behavior within TikTok Shop environments (Parwati et al., 2025).

3.5 Brand Awareness

Brand awareness refers to the extent to which consumers can identify, recognize, and retrieve a brand from memory when considering a particular product category. Brand recognition, brand recall, and top-of-mind awareness are widely applied subdimensions for assessing the accessibility of a brand in consumer memory (Bhebe et al., 2024).

In this study, brand awareness was measured through brand recognition, brand recall, brand familiarity, and top-of-mind awareness. Brand recognition measured respondents' ability to identify the Sattka name and brand characteristics. Brand recall reflected their ability to remember Sattka when considering pashmina hijab brands. Brand familiarity represented the extent to which respondents perceived the brand as known and familiar, whereas top-of-mind awareness reflected whether Sattka was among the first brands recalled when respondents considered purchasing a pashmina hijab.

3.6 Purchase Decision

Purchase decision refers to the process through which consumers identify purchasing needs, obtain and evaluate relevant information, compare available alternatives, make a purchase, and subsequently evaluate the outcome. Digital technologies increasingly shape information search, alternative evaluation, purchase, and post-purchase responses throughout the consumer decision-making process (Sharma et al., 2023).

In the present study, purchase decision was measured using three dimensions: initial purchase decision, evaluation of alternatives, and post-purchase behavior. These dimensions included willingness to purchase, information seeking, comparison of product quality and price, satisfaction following purchase, repurchase tendencies, and willingness to recommend Sattka products to others.

3.7 Research Instrument and Measurement Scale

The research instrument consisted of a closed-ended questionnaire containing 43 items, comprising 15 items measuring social media marketing, 16 items measuring brand awareness, and 12 items measuring purchase decision.

All questionnaire items were measured using a five-point Likert-type scale, ranging from 1 = strongly disagree to 5 = strongly agree. Likert-type scales are widely used in quantitative survey research because they enable respondents to express varying degrees of agreement with statements representing latent perceptions and attitudes (Mohd Rokeman, 2024). Recent methodological guidance also emphasizes that clearly labeled response categories and consistent response formats are important for improving the interpretability of Likert-scale data (Taufique et al., 2026).

3.8 Data Collection Procedures

Data were collected through questionnaires, observation, and documentation. The questionnaire served as the primary source of quantitative data and was distributed electronically through Google Forms to eligible respondents.

Observation was conducted to obtain contextual information regarding Sattka's marketing activities on TikTok, including content presentation, consumer interaction, and promotional practices. Documentation involved reviewing available sales records and supporting information related to the study object. Observation and documentation were used as supplementary sources to describe the research context, whereas the statistical analyses were based on respondents' questionnaire data.

Recent English-language quantitative studies published in *Journal Social Society* have similarly combined structured questionnaires with observation or documentation and subsequently analyzed questionnaire data using regression-based procedures (Lesmana et al., 2025).

3.9 Data Analysis

Data were analyzed using IBM SPSS Statistics. The analytical procedures included validity and reliability testing, regression assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination. Item validity was assessed using item–total correlations to determine whether each questionnaire item adequately represented the intended construct, while reliability was evaluated using Cronbach's alpha, with a coefficient of 0.70 or higher indicating acceptable internal consistency (Park, 2024).

Before conducting multiple linear regression, the assumptions of residual normality, multicollinearity, and heteroscedasticity were examined. Because the study involved 40 respondents, residual normality was assessed using the Shapiro–Wilk test, with a significance value greater than 0.05 indicating normally distributed residuals (Habibzadeh, 2024). Multicollinearity was evaluated using tolerance and Variance Inflation Factor (VIF), with tolerance values above 0.10 and VIF values below 10 indicating the absence of problematic multicollinearity (Roustaei, 2024). Heteroscedasticity was assessed using the Glejser test, and the model was considered free from heteroscedasticity when the significance value of each independent variable exceeded 0.05 (Alıca et al., 2025).

Multiple linear regression was used to examine the effects of social media marketing (X_1) and brand awareness (X_2) on purchase decision (Y), using the model $Y = a + b_1X_1 + b_2X_2 + e$. The t-test was used to assess the partial effect of each independent variable, whereas the F-test was used to evaluate their simultaneous effect on purchase decision. Statistical significance was determined at $p < 0.05$. The coefficient of determination (R^2) was used to determine the proportion of variation in purchase decision explained by the independent variables, while adjusted R^2 was used to provide a more conservative estimate of the model's explanatory power (Roustaei, 2024).

4. Results and Discussion

The study involved 40 consumers who had purchased Sattka pashmina hijabs through TikTok Shop and resided in West Jakarta. Data were collected using an online questionnaire distributed through Google Forms and analyzed using IBM SPSS Statistics 27.

4.1 Respondent Characteristics

Table 2. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Female	40	100%
Age	18–26 years	38	95%
	27–35 years	2	5%
Total		40	100%

Source: Primary data processed, 2026.

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 6, No. 2, July 2026, pp. 297-313
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Table 2 shows that all respondents were female, and the majority were aged 18–26 years. These findings indicate that Sattka pashmina hijab consumers are predominantly young women who are more likely to engage with fashion trends and make purchases through digital platforms.

4.2 Instrument Quality and Regression Assumption Tests

Table 3. Summary of Instrument Quality and Regression Assumption Tests

Test	Variable/ Indicator	Result	Criterion	Interpretation
Validity	All items	r-calculated > 0.312	r-calculated > r-table	Valid
Reliability	Social media marketing	0.764	Cronbach's alpha > 0.60	Reliable
	Brand awareness	0.764	Cronbach's alpha > 0.60	Reliable
	Purchase decision	0.771	Cronbach's alpha > 0.60	Reliable
Normality	Asymp. Sig. (2-tailed)	0.200	> 0.05	Normally distributed
Glejser test	Social media marketing	0.353	> 0.05	No heteroscedasticity
	Brand awareness	0.971	> 0.05	No heteroscedasticity
Multicollinearity	Social media marketing	Tolerance = 0.400; VIF = 2.502	Tolerance > 0.10; VIF < 10	No multicollinearity
	Brand awareness	Tolerance = 0.400; VIF = 2.502	Tolerance > 0.10; VIF < 10	No multicollinearity

Source: Primary data processed using IBM SPSS Statistics 27, 2026.

Table 3 indicates that all questionnaire items were valid and that all research variables demonstrated acceptable reliability. The regression residuals were normally distributed, and no evidence of heteroscedasticity or multicollinearity was identified. Therefore, both the research instrument and the regression model satisfied the requirements for further hypothesis testing.

4.3 Multiple Linear Regression Analysis and Partial Hypothesis Testing

Table 4. Multiple Linear Regression and Partial Test Results

Variable	B Coefficient	t-statistic	t-table	Significance	Decision
Constant	0.747	–	–	–	–
Social media marketing	0.407	2.822	1.687	0.008	H1 accepted
Brand awareness	0.292	2.351	1.687	0.024	H2 accepted

Source: Primary data processed using IBM SPSS Statistics 27, 2026.

Based on Table 4, the multiple linear regression equation is expressed as follows:

$$Y = 0.747 + 0.407X_1 + 0.292X_2 + e$$

The regression coefficients for both independent variables are positive, indicating that increases in social media marketing and brand awareness are associated with higher purchase decision scores. Social media marketing has a regression coefficient of 0.407 with a significance value of 0.008, while brand awareness has a coefficient of 0.292 with a significance value of 0.024. Since both significance values are below 0.05, H1 and H2 are supported.

4.4 Simultaneous Test and Coefficient of Determination

Table 5. Simultaneous Test and Coefficient of Determination

Test	Value	Criterion	Interpretation
F-statistic	90.514	> F-table 3.25	Significant
F significance	< 0.001	< 0.05	H3 accepted
R	0.911	Approaches 1	Very strong relationship
R^2	0.830	–	Model explains 83%
Other variables	0.170	–	Explain 17%

Source: Primary data processed using IBM SPSS Statistics 27, 2026.

Table 5 shows that social media marketing and brand awareness simultaneously have a significant effect on purchase decisions. The F-statistic of 90.514 exceeds the F-table value of 3.25, with a significance level below 0.001. Therefore, H3 is supported.

The coefficient of determination (R^2) is 0.830, indicating that social media marketing and brand awareness jointly explain 83% of the variation in purchase decisions. The remaining 17% is explained by other factors not included in the present research model.

4.5 Effective Contribution of the Independent Variables

To determine the relative contribution of each independent variable to purchase

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 6, No. 2, July 2026, pp. 297-313
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decisions, the effective contribution was calculated based on the regression results. This analysis shows the proportion of variance in Sattka pashmina hijab purchase decisions explained by social media marketing and brand awareness, as illustrated in Figure 1.

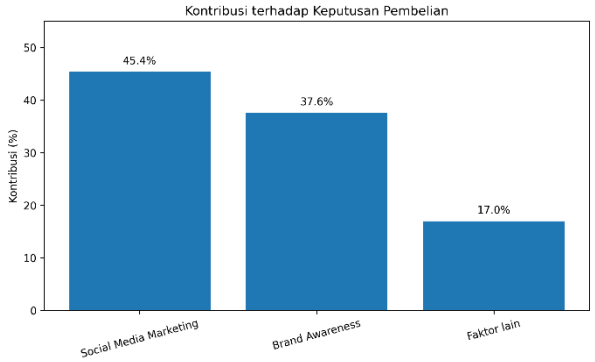


Figure 1. Contribution of Independent Variables to Purchase Decisions
Source: Primary data processed, 2026.

Figure 1 shows that social media marketing contributes 45.4% to purchase decisions, whereas brand awareness contributes 37.6%. This indicates that social media marketing provides a relatively larger contribution to the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop. Nevertheless, both variables make substantial and statistically significant contributions to consumer purchase decisions.

4.6 Discussion

4.6.1 Effect of Social Media Marketing on Purchase Decisions

The results demonstrate that social media marketing has a positive and significant effect on the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop, as indicated by a regression coefficient of 0.407, a t-statistic of 2.822, and a significance value of 0.008. These findings suggest that improvements in Sattka's social media marketing activities are associated with stronger consumer purchase decisions. Informative and visually appealing content, clear product information, interactive communication, and attractive promotional offers may facilitate consumers' evaluation of the product and encourage them to proceed from information exposure to an actual purchase.

Previous studies have similarly reported that social media marketing has a positive and significant effect on purchasing decisions for fashion products on TikTok Shop (Karlina & Hidayat, 2026). Social media marketing has also been found to significantly influence purchase decisions among TikTok Shop users, with consumer trust playing an important role in strengthening this relationship (Dedi et al., 2026). These findings indicate that social media does not merely function as a promotional channel but also provides an environment in which consumers obtain product information, evaluate marketing messages, and develop confidence before making a purchase.

Digital content marketing has also been shown to contribute to consumer purchase decisions through perceived quality, reinforcing the importance of relevant digital content in shaping consumer evaluations (Dewi & Thalib, 2026). In the fashion context, this mechanism is particularly important because consumers rely heavily on visual information to assess product appearance, style, and suitability before purchasing. The strategic optimization of digital marketing through social media has also been identified as an important factor for fashion-related MSMEs operating in increasingly competitive markets (Princessa et al., 2026).

For Sattka, these findings imply that social media marketing effectiveness should not be evaluated solely by the frequency of content publication. The quality, relevance, clarity, and interactivity of TikTok content are more likely to contribute to purchase decisions when consumers can clearly understand product characteristics and perceive meaningful benefits from promotional offers. The relatively larger effective contribution of social media marketing found in this study further indicates that TikTok-based marketing represents an important component of Sattka's consumer decision environment.

4.6.2 Effect of Brand Awareness on Purchase Decisions

The results also indicate that brand awareness has a positive and significant effect on purchase decisions, with a regression coefficient of 0.292, a t-statistic of 2.351, and a significance value of 0.024. This finding suggests that consumers who are more capable of recognizing, recalling, and distinguishing Sattka from competing pashmina hijab brands are more likely to select the brand when making a purchase decision. Brand awareness therefore appears to reduce the cognitive effort required to identify relevant alternatives in a

market characterized by numerous competing fashion brands.

Brand awareness has been found to have a positive and significant effect on purchase decisions among TikTok Shop consumers, indicating that brand familiarity remains important even when consumers are continuously exposed to numerous competing products and promotional messages (Febrianti & Armaniah, 2026). In such conditions, a familiar brand is more likely to be retrieved from memory and included in the consumer's consideration set.

Similar evidence has been reported in the context of Indonesian local fashion brands, where brand awareness positively and significantly influenced consumer purchase decisions (Ermawan & Mubarok, 2025). This finding highlights the importance of brand recognition in highly competitive fashion markets. The result is particularly relevant to Sattka because pashmina hijab products are offered by many local brands with relatively similar functional characteristics. Consequently, establishing a distinctive and memorable brand identity can help consumers differentiate Sattka from competing alternatives.

Nevertheless, the role of brand awareness is not completely consistent across social-commerce studies. Brand awareness has been found to have no significant direct effect on purchase decisions in some TikTok Shop contexts, while viral trends exerted a stronger influence on consumer behavior (Amandasari et al., 2026). This difference indicates that the influence of brand awareness may depend on product characteristics, consumer segments, platform dynamics, and other marketing stimuli included in the model. In the present study, however, the significant effect of brand awareness suggests that familiarity with Sattka remains an important consideration among pashmina hijab consumers in West Jakarta.

4.6.3 Simultaneous Effect of Social Media Marketing and Brand Awareness on Purchase Decisions

The simultaneous test demonstrates that social media marketing and brand awareness jointly have a significant effect on the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop. The F-statistic of 90.514 with a significance value below 0.001 confirms the statistical significance of the overall regression model. Furthermore, the R^2 value of 0.830 indicates that social media marketing and brand awareness jointly explain 83.0% of the observed variance in purchase decision scores within the study sample, while the remaining 17.0% is associated with factors outside the model.

The high explanatory value of the model suggests that consumers' purchasing decisions are closely associated with both the marketing stimuli they receive through TikTok and their existing awareness of the Sattka brand. Social media marketing can attract attention, communicate product information, stimulate interaction, and provide promotional incentives, whereas brand awareness increases the accessibility of Sattka in consumers' memory when alternative products are evaluated. These mechanisms are therefore complementary rather than independent, because marketing activities create and reinforce consumer exposure, while brand awareness helps transform repeated exposure into a recognizable and memorable purchase alternative.

Digital promotion has been shown to contribute to purchasing decisions through the strengthening of brand awareness in the fashion-business context, indicating that digital marketing and brand-related cognitive processes can operate together in shaping purchasing behavior (Jufri et al., 2025). Recent TikTok Shop studies also indicate that digital communication, trust, brand-related perceptions, and other consumer responses frequently interact rather than operate as isolated determinants of purchasing decisions (Karlina & Hidayat, 2026; Dedi et al., 2026).

From a managerial perspective, the results indicate that Sattka should integrate content-oriented social media marketing with consistent brand-building activities. TikTok content should not only emphasize short-term promotional incentives but also consistently display identifiable brand elements, product characteristics, visual identity, and communication style. Such integration may strengthen consumer recognition while simultaneously providing persuasive information that supports purchase evaluation. Thus, an effective TikTok Shop strategy for Sattka requires both strong marketing execution and sustained brand visibility to convert digital exposure into purchase decisions.

5. Conclusion

This study demonstrates that social media marketing and brand awareness have positive and significant effects on the purchase decisions of Sattka pashmina hijab consumers on TikTok Shop. Partially, social media marketing obtained a t-statistic of 2.822 with a significance value of 0.008, while brand awareness obtained a t-statistic of 2.351 with a significance value of 0.024. Simultaneously, both variables produced an F-statistic of 90.514 with a significance value below 0.001. The R^2 value of 0.830 indicates that social media marketing and brand awareness jointly explain 83% of the variance in purchase decisions, while the remaining 17% is associated with other factors outside the research model. These findings imply that Sattka should optimize creative, informative, consistent, and interactive content while strengthening its brand identity to enhance consumer recognition and recall.

This study is limited by the relatively small sample size of 40 respondents, the geographical scope restricted to West Jakarta, and the inclusion of only two independent variables, which limits the broader generalizability of the findings. Future research is therefore recommended to involve larger samples across wider geographical areas and to incorporate additional variables, such as electronic word of mouth, trust, product quality, price, promotion, and customer engagement. Such extensions are expected to provide a more comprehensive understanding of the factors influencing consumer purchase decisions through TikTok Shop.

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