

# The Effect of TikTok Social Media Marketing, Celebrity Endorsers, and Product Quality on Jiniso Product Purchase Decisions Through Trust in Endorsers

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## ABSTRACT

*In the current digital landscape, social media has emerged as one of the most effective and efficient online marketing tools. Among the widely used platforms today is TikTok, which now offers the TikTok for Business feature that enables companies to promote and showcase their products. Celebrity endorsers play an important role in supporting product promotion by creating engaging and creative content through their TikTok accounts. Additionally, product quality remains a crucial factor considered by consumers when making purchase decisions. This study aims to examine the influence of TikTok social media marketing, celebrity endorsers, and product quality on purchase decisions for Jiniso products, with trust in endorsers as a mediating variable. The research employs a descriptive quantitative approach using purposive sampling and non-probability sampling techniques. The descriptive results indicate that all variables demonstrate strong percentage scores. Hypothesis testing shows that TikTok social media marketing, celebrity endorsers, and product quality each have a positive and significant partial effect on purchase decisions. Furthermore, trust in endorsers moderates the relationship between TikTok social media marketing and purchase decisions; however, it does not moderate the relationship between celebrity endorsers and product quality toward purchase decisions.*

## ABSTRAK

*Di era digital saat ini, media sosial telah menjadi salah satu teknik pemasaran online yang paling efektif dan efisien. Salah satu platform media sosial yang populer adalah TikTok, yang kini menyediakan fitur TikTok for Business yang dapat dimanfaatkan oleh pelaku usaha sebagai sarana promosi dan memperkenalkan produk. Celebrity endorser juga berperan penting dalam mendukung kegiatan promosi melalui pembuatan konten kreatif di akun TikTok mereka. Selain itu, kualitas produk merupakan faktor utama yang dipertimbangkan konsumen dalam mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial TikTok, celebrity endorser, dan kualitas produk terhadap keputusan pembelian produk Jiniso, dengan kepercayaan pada endorser sebagai variabel moderasi. Metode penelitian yang digunakan adalah kuantitatif deskriptif dengan teknik purposive sampling dan non-probability sampling. Hasil analisis deskriptif menunjukkan bahwa seluruh variabel dalam penelitian ini memiliki persentase hasil yang baik. Hasil uji hipotesis menunjukkan bahwa pemasaran media sosial TikTok, celebrity endorser, dan kualitas produk berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian. Selain itu, kepercayaan pada endorser memoderasi hubungan antara pemasaran media sosial TikTok dan keputusan pembelian; namun tidak memoderasi hubungan antara celebrity endorser maupun kualitas produk terhadap keputusan pembelian.*



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## INTRODUCTION

In the current digital era, the retail industry – particularly in the fashion sector – plays a crucial role in supporting Indonesia's economic growth. The fashion industry continues to develop rapidly, driven by changes in consumer behavior and advancements in technology. Shifting consumer behavior presents a significant challenge for retail businesses, especially those operating in fashion. Based on industry data (2023), the textile and apparel business experienced growth from 2021 to 2022, but saw a decline in 2023.

According to Sadya (2023), the decline in the retail and apparel industry was caused by the loss of domestic and export markets.

Fashion products are among the most popular online product categories in Indonesia, ranking first in consumer online purchase preferences. The popularity of online fashion products is supported by technological developments, lifestyle changes, marketing strategies, and promotional activities. The rapid progress of information and communication technology began with the expansion of high-speed internet access. The number of internet users in Indonesia continues to increase each year, encouraging businesses to utilize social media as a medium for digital marketing. Digital marketing refers to marketing activities involving the use of digital and social media technologies. One example of digital marketing is social media marketing, and one of the most widely used platforms today is TikTok. According to Databoks (2023), Indonesia currently ranks second in the world for the highest number of TikTok users.

Social media marketing now focuses on attracting consumers to the products being promoted. Through engaging content, businesses can deliver information in real time and interact with consumers in a two-way communication process. TikTok, in particular, has shown significant growth in user numbers, indicating that the platform plays an increasingly important role in influencing consumer perceptions and purchase decisions. TikTok has reintroduced the **TikTok for Business** feature, which provides businesses with opportunities to reach broader target markets and effectively promote their products through creative and innovative content.

One local brand that consistently maximizes the use of TikTok is **Jiniso**. The selection of Jiniso as the research object is supported by performance data indicating its strong presence on the platform. Fluenshion (2023) reports that Jiniso ranks as one of the most popular fashion brands on TikTok, with a following of 1.9 million users, demonstrating high engagement and audience reach compared to other local brands. In addition to establishing a youthful image—active, creative, and supportive of local products—Jiniso actively strengthens its marketing strategy through collaborations with celebrity endorsers who align with its brand identity. Since its establishment in December 2018 by Dian Fiona, Jiniso has continuously enhanced its online presence by producing engaging and informative TikTok content. This combination of strong performance data and target audience alignment forms the foundation for selecting Jiniso as the focus of this study.

Promotional strategy is one of the primary functions of digital marketing, and the right approach can attract consumers and encourage purchasing decisions. In its promotional activities, Jiniso collaborates with several celebrity endorsers. Celebrity endorsers help brands reach a wider and more accurate market. Trust in endorsers plays a key role in determining how consumers receive and interpret promotional messages. Such trust influences consumer purchase decisions and is shaped not only by the endorser's popularity, but also by credibility, behavior, communication quality, and honesty demonstrated by the endorser.

## **LITERATURE**

This study focuses on the influence of TikTok social media marketing, celebrity endorsers, and product quality on purchase decisions for Jiniso products, with endorser trust as a mediating variable. This approach addresses research gaps in prior studies that have not investigated the comprehensive relationships among TikTok digital marketing strategies, endorser characteristics, product quality perceptions, and the mediating role of trust in shaping consumer purchase decisions.

### **Marketing**

Kotler and Keller (2022) describe marketing as a process of communicating and distributing information regarding products or services to fulfill human needs. Sudaryono (2022) adds that marketing is a managerial function aimed at creating value and profit through relationships with customers. This marketing theory is utilized in the present study because it provides a foundation for understanding how companies shape consumer perceptions and decision-making—an area that remains a gap in previous research related to purchasing behavior on social media.

### **Online Marketing**

Gunawan et al. (2021) define digital marketing as the application of technology to achieve strategic marketing objectives, while Wati et al. (2020) emphasize its ability to deliver measurable and segmented promotional activities. This theory is selected because digital platforms, particularly TikTok, have become a central space for consumer interaction, whereas earlier studies have not specifically examined the effectiveness of TikTok digital marketing on purchase decisions for local fashion products.

### **Social Media**

Nasution (2020) defines social media as an online communication medium that enables users to connect and interact, while Zulia (2022) views it as a platform for sharing messages and opinions. This theoretical foundation is used to explain the role of social media in building exposure to marketing content—an aspect that previous studies have insufficiently addressed within the context of consumer behavior on TikTok Shop.

### **Social Media Marketing**

According to Hasan et al. (2020), social media marketing enables businesses to create engaging content in visual and video formats. Firdiansyah (2022) highlights it as a marketing process executed through strategic use of social media. The indicators of Social Media Marketing proposed by Solis (2010) in Tito (2023)—context, communication, collaboration, and connection—were adopted because they are relevant for analyzing TikTok marketing strategies that emphasize interaction and user participation. This theory addresses the research gap in prior studies that have not integrated these four indicators in the context of TikTok fashion brands.

### **Celebrity Endorser**

Prasojo (2019) explains that celebrities are well-known individuals believed to enhance promotional effectiveness. Herjanto et al. (2020) reaffirm that celebrity endorsers strengthen product appeal and credibility. The five indicators from Shimp (2014) in Tito (2023)—trustworthiness, expertise, attractiveness, reputation, and similarity—are applied due to their demonstrated influence on consumer perception. This theory is relevant to address previous gaps concerning how endorser characteristics on TikTok influence consumer trust and consequent purchase decisions.

## **Product Quality**

Gunawan (2022) defines product quality as the ability of a product to meet consumer expectations, including durability and ease of use. Nurunnisha et al. (2020) emphasize product quality based on strength, features, and supporting attributes. The six indicators proposed by Kotler and Keller (2016)—form, performance, conformance, durability, reliability, and design—are applicable in assessing the attractiveness of fashion products such as Jiniso, which have not previously been examined alongside social media marketing and celebrity endorsers.

## **Endorser Trust**

Haryanto (2020) states that endorser trust refers to consumer confidence that the endorser possesses goodwill and competence in recommending products. Nugroho and Kurniawan (2022) add that such trust is shaped by reputation and moral integrity. Ohanian (1990) in Kusuma (2021) identifies indicators including honesty, reliability, sincerity, and credibility. Endorser trust is used as a mediating variable because previous studies have not examined its mediating role between TikTok endorser characteristics and purchase decisions for fashion products.

## **Purchase Decision**

Tanady and Fuad (2020) describe purchase decisions as the stage where consumers select brands based on integrity and preference evaluations. Barus (2021) views it as an information integration process to choose the best alternative. Kotler and Keller (2016) in Tito (2023) outline decision phases beginning with problem recognition through the purchasing stage. This variable is used as the main outcome to fill the research gap that has not examined the integrated influence of social media marketing, endorsers, and product quality on purchase decisions in the TikTok Shop environment.

In today's digital marketplace, businesses must use effective marketing strategies to influence consumer purchasing decisions. TikTok, as one of the fastest-growing social media platforms, has become an important channel for digital marketing. Creative content shared on TikTok can attract attention, increase engagement, and encourage purchase intentions. The use of celebrity endorsers is also a popular strategy because it helps strengthen brand image, build credibility, and influence consumer decisions. In addition to marketing strategies, product quality remains a key factor in purchase decisions, as consumers consider it before choosing a product. However, marketing efforts will be more effective when consumers have trust in the endorser, which strengthens the impact of promotional messages on purchasing behavior. Therefore, this study investigates the effects of TikTok social media marketing, celebrity endorsers, and product quality on purchase decisions, and examines the moderating role of trust in endorsers.

## **Research Hypotheses**

**H1:** TikTok social media marketing has a direct effect on purchase decisions.

**H2:** Celebrity endorsers have a direct effect on purchase decisions.

**H3:** Product quality has a direct effect on purchase decisions.

**H4:** Trust in endorsers moderates the relationship between TikTok social media marketing and purchase decisions.

**H5:** Trust in endorsers moderates the relationship between celebrity endorsers and purchase decisions.

**H6:** Trust in endorsers moderates the relationship between product quality and purchase decisions.

## RESEARCH METHOD

According to Creswell in Sugiyono (2022), a research method is a process of collecting and analyzing information to help interpret a research problem. This study employs a quantitative descriptive approach with a causal relationship, and the data were analyzed using multiple linear regression with SmartPLS 4. Data were collected through a questionnaire distributed via Google Forms to respondents who had purchased Jiniso products and were active TikTok users in Bandung City, using a five-point Likert scale.

The research variables consist of independent variables – TikTok social media marketing, celebrity endorsers, and product quality; the dependent variable – purchase decision; and the moderating variable – endorser trust. The population in this study is Jiniso consumers who use TikTok in Bandung City, with an unknown total size. The sampling technique used was non-probability sampling with purposive sampling. The sample size was determined using the Bernoulli formula with a 5% precision level, 95% confidence level, 10% error rate, and questionnaire response probability of 0.5. The calculation resulted in a minimum sample requirement of 96.04, which was rounded to 100 respondents for research purposes.

Validity testing was conducted to ensure accuracy of the research instrument. According to Ghozali and Kusumadewi (2023:98), indicators are considered valid if they have a loading factor greater than 0.70, Average Variance Extracted (AVE) greater than 0.50, and cross-loading values that exceed correlations with other latent variables. Reliability was assessed to ensure measurement consistency, and variables are considered reliable if they meet the criteria of Cronbach's Alpha greater than 0.70 and Composite Reliability greater than 0.60.

## RESULT and DISCUSSION

### VALIDITY TEST

#### Convergent Validity Test

**Table 1** *Convergent Validity Test*

Variable	Indicator	Outer Loading (0.5)	Result
Social Media Marketing (X1)	X1.1	0.883	Valid
	X1.2	0.858	Valid
	X1.3	0.866	Valid
	X1.4	0.855	Valid
Celebrity Endorser (X2)	X2.1	0.867	Valid
	X2.2	0.877	Valid
	X2.3	0.889	Valid
	X2.4	0.793	Valid
	X2.5	0.886	Valid
Product Quality (X3)	X3.1	0.869	Valid
	X3.2	0.852	Valid
	X3.3	0.907	Valid
	X3.4	0.891	Valid

Purchase Decision (Y)	X3.5	0.895	Valid
	X3.6	0.909	Valid
	Y1	0.744	Valid
	Y2	0.877	Valid
	Y3	0.880	Valid
	Y4	0.863	Valid
Endorser Trust (Z)	Z1	0.888	Valid
	Z2	0.876	Valid
	Z3	0.853	Valid
	Z4	0.846	Valid

**Source:** Research Data Processed

Based on Table 1, all indicators show outer loading values greater than **0.70**, indicating acceptable convergent validity. Therefore, all indicators used in this research are valid and appropriate for further analysis.

**Table 2** AVE Values (Convergent Validity)

Variable	AVE	Critical Value	Result
TikTok Social Media Marketing	0.745	0.50	Valid
Celebrity Endorser	0.750	0.50	Valid
Product Quality	0.710	0.50	Valid
Purchase Decision	0.788	0.50	Valid
Endorser Trust	0.749	0.50	Valid

**Source:** Research Data Processed

Table 2 demonstrates that all AVE values exceed **0.50**, confirming that all constructs meet the convergent validity criteria.

## DISCRIMINANT VALIDITY

**Table 3** Cross Loading Test

	TikTok Social Media Marketing (X1)	Celebrity Endorser (X2)	Product Quality (X3)	Purchase Decision (Y)	Trust in Endorser (Z)
X1.1	0,883	0,551	0,547	0,579	0,489
X1.2	0,858	0,609	0,577	0,564	0,502
X1.3	0,866	0,536	0,591	0,570	0,580
X1.4	0,855	0,664	0,676	0,622	0,671
X2.1	0,578	0,867	0,640	0,624	0,656
X2.2	0,542	0,877	0,607	0,642	0,554
X2.3	0,685	0,889	0,783	0,690	0,681
X2.4	0,553	0,793	0,525	0,510	0,521
X2.5	0,586	0,886	0,720	0,685	0,628
X3.1	0,633	0,646	0,869	0,639	0,687



X3.2	0,536	0,624	0,852	0,623	0,545
X3.3	0,644	0,701	0,907	0,690	0,661
X3.4	0,596	0,658	0,891	0,630	0,626
X3.5	0,578	0,658	0,895	0,656	0,668
X3.6	0,687	0,775	0,909	0,769	0,722
Y.1	0,445	0,562	0,502	0,744	0,439
Y.2	0,630	0,625	0,692	0,877	0,547
Y.3	0,596	0,593	0,628	0,880	0,571
Y.4	0,589	0,692	0,704	0,863	0,683
Z.1	0,553	0,663	0,584	0,554	0,888
Z.2	0,560	0,587	0,663	0,585	0,876
Z.3	0,592	0,608	0,745	0,613	0,853
Z.4	0,545	0,595	0,549	0,570	0,846

Based on the results presented in Table 3, the cross-loading values demonstrate that each indicator in this study loads more strongly on its respective construct than on any other construct within the model. This finding confirms that every indicator uniquely represents the variable it is intended to measure. In other words, the cross-loading values for each item are higher on their associated latent construct than on the alternative constructs, which fulfills the fundamental criteria for establishing discriminant validity in Partial Least Squares Structural Equation Modeling (PLS-SEM). Discriminant validity is a crucial aspect of measurement model evaluation, ensuring that constructs within the model are empirically distinct and do not exhibit excessive overlap. When discriminant validity is achieved, it indicates that the indicators used in the model accurately differentiate between the constructs under investigation and ensure that each construct captures a unique dimension of the conceptual framework.

The results support that the measurement items for TikTok social media marketing (X1), celebrity endorser (X2), product quality (X3), purchase decision (Y), and endorser trust (Z) are appropriately defined and theoretically consistent. For example, the indicators for social media marketing demonstrate higher correlations with their own construct rather than with celebrity endorser, product quality, purchase decision, or endorser trust. Likewise, each celebrity endorser item demonstrates strong association with the celebrity endorser construct and significantly weaker correlations with the other constructs. A similar pattern is observed for product quality indicators, which consistently display the highest loading values within their respective construct, validating the distinctiveness of perceived product quality as measured in this study. This pattern also applies to the purchase decision and endorser trust variables, further confirming the separation between constructs.

The fulfillment of discriminant validity through the cross-loading assessment strengthens the reliability and accuracy of the structural model used in this research.

Without sufficient discriminant validity, conclusions drawn from structural relationships may be misleading, as any overlap in measurement could imply multicollinearity or redundancy between constructs. The strong discriminant validity demonstrated in these results ensures that the subsequent hypothesis testing and structural analysis can be interpreted with confidence, as the relationships among variables are not distorted by construct measurement errors.

Moreover, the findings confirm that the reflective measurement model used in this study is statistically sound. Establishing discriminant validity is essential, particularly in studies analyzing behavioral responses and marketing influences in digital platforms, where constructs such as credibility, engagement, perceived quality, and purchase intention may present conceptual proximity. In the context of TikTok-based marketing and consumer decision-making, the evidence of discriminant validity indicates that respondents were able to clearly distinguish their perceptions regarding social media marketing activities, the role of celebrity endorsers, product quality, trust toward endorsers, and their actual purchase decisions. Therefore, it can be concluded that all indicators used in this research effectively represent their intended constructs, and the measurement model satisfies the required standards for discriminant validity, allowing further structural analysis and hypothesis testing to be conducted reliably.

**Table 4** Summary of Measurement Model and Structural Model Evaluation

Variable / Indicator	Celebrity Endorser (X2)	Endorser Trust (Z)	Purchase Decision (Y)	Product Quality (X3)	TikTok Social Media Marketing (X1)
Celebrity Endorser (X2)	<b>0,863</b>				
Endorser Trust (Z)	0,708	<b>0,866</b>			
Purchase Decision (Y)	0,736	0,672	<b>0,843</b>		
Product Quality (X3)	0,766	0,737	0,756	<b>0,887</b>	
TikTok Social Media Marketing (X1)	0,683	0,650	0,676	0,693	<b>0,866</b>
Cronbach's Alpha (>0.7)	Composite Reliability (>0.6)	AVE (>0.5)	R-Square	F-Square	Q <sup>2</sup>
0.889	0.923	0.750		0.045	
0.888	0.923	0.749			
0.946	0.957	0.788	0.680 (before moderation) / 0.656 (after moderation)		0.580
0.863	0.907	0.710		0.073	
0.914	0.936	0.745		0.054	



Overall, the combined results confirm that the measurement model meets all necessary criteria of reliability, convergent validity, and discriminant validity. The structural model demonstrates strong predictive ability and offers meaningful insights into consumer purchasing decisions on TikTok. These findings reinforce that the constructs examined – particularly product quality and TikTok social media marketing – play significant roles in shaping consumer decision-making behavior.

The combined statistical table presents a comprehensive evaluation of both the measurement model and structural model used in this study. The diagonal values displayed in bold represent the square root of Average Variance Extracted (AVE) for each construct. These values demonstrate that the square root of AVE for all variables – Celebrity Endorser (0.863), Endorser Trust (0.866), Purchase Decision (0.843), Product Quality (0.887), and TikTok Social Media Marketing (0.866) – are higher than their correlations with other constructs. This confirms that each construct is empirically distinct and fulfills the requirement of discriminant validity according to the Fornell-Larcker criterion.

In terms of reliability, the results show that all constructs exceed the recommended thresholds for Cronbach's Alpha ( $>0.70$ ) and Composite Reliability ( $>0.60$ ). The Cronbach's Alpha values range from 0.863 to 0.946, while Composite Reliability values range from 0.907 to 0.957. These results indicate that the measurement instruments used to assess each construct are internally consistent and reliable, supporting strong measurement model accuracy. The Average Variance Extracted (AVE) values further support convergent validity, with all constructs scoring well above the minimum threshold of 0.50. AVE values for the variables range between 0.710 and 0.788, demonstrating that more than half of the variance in each construct is explained by its indicators. Therefore, the instrument possesses strong construct validity and is suitable for hypothesis testing.

The R-Square ( $R^2$ ) values provide insight into the explanatory power of the structural model. The variable Purchase Decision (Y) shows an R-Square value of 0.680 before the moderating variable is introduced, which indicates a strong level of explanatory power. This means that TikTok social media marketing, celebrity endorsers, and product quality collectively explain 68% of the variance in consumers' purchase decisions. After the inclusion of the moderating variable (Endorser Trust), the R-Square value decreases slightly to 0.656, indicating a moderate explanatory effect. This suggests that while endorser trust contributes to the model, it does not significantly enhance predictive strength in combination with the original variables.

The F-Square results reveal the effect size of each independent variable on Purchase Decision. The values (0.054 for TikTok social media marketing, 0.045 for celebrity endorser, and 0.073 for product quality) indicate small effect sizes, meaning that each variable contributes modestly yet meaningfully to the prediction of purchase decisions. Furthermore, the  $Q^2$  predictive relevance value of 0.580 confirms that the model

demonstrates strong predictive relevance, implying that the constructs used in the study are capable of predicting real purchasing behavior in a meaningful way.

## HYPOTHESIS TESTING

**Table 5** *Path Coefficient*

HYPOTHESIS	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
H1	0,206	0,193	0,091	2,271	0,023	Accepted
H2	0,233	0,242	0,118	1,977	0,048	Accepted
H3	0,283	0,318	0,144	1,966	0,049	Accepted
H4	-0,198	-0,212	0,093	2,127	0,003	Accepted
H5	-0,086	-0,067	0,149	0,581	0,562	Rejected
H6	0,114	0,139	0,146	0,781	0,435	Rejected

The hypothesis testing results show that TikTok social media marketing has a positive and significant effect on purchase decisions, indicated by a T-value of 2.271, which is bigger than 1.96. The P-value of 0.023 is lower than 0.05, and the original sample value is 0.206. Therefore, H1 is accepted and H0 is rejected. Celebrity endorser also has a positive and significant effect on purchase decisions, with a T-value of 1.977, which is bigger than 1.96, a P-value of 0.048 that is lower than 0.05, and an original sample value of 0.233. Thus, H2 is accepted and H0 is rejected. Likewise, product quality has a positive and significant effect on purchase decisions, supported by a T-value of 1.966, which is bigger than 1.96, a P-value of 0.049 that is lower than 0.05, and an original sample value of 0.283. Therefore, H3 is accepted and H0 is rejected.

The moderation test results reveal that TikTok social media marketing moderated by endorser trust has a negative and significant effect on purchase decisions, indicated by a T-value of 2.127, which is bigger than 1.96, a P-value of 0.033 that is lower than 0.05, and an original sample value of -0.198. This finding indicates that trust in the endorser actually weakens the influence of TikTok marketing on purchase decisions; therefore, H4 is accepted and H0 is rejected. This result is consistent with Hasan et al. (2020), who argue that consumer trust does not always enhance digital promotional effectiveness when perceived endorser credibility is weak; however, it contrasts with Prasojo (2019), who states that trust in endorsers generally strengthens purchase intentions through digital promotional content.

For the celebrity endorser variable, trust does not have a positive or significant moderating effect on purchase decisions, as shown by a T-value of 0.581, which is lower than 1.96, a P-value of 0.562, which is bigger than 0.05, and an original sample value of -0.086. Therefore, H0 is accepted and H5 is rejected. This outcome does not align with Ohanian (1990), who emphasizes that trust is a key component in effective celebrity endorsement, but supports Gunawan (2022), who highlights that not all celebrity endorsers affect purchase decisions if their credibility is not perceived as relevant.

Similarly, trust in the endorser does not moderate the relationship between product quality and purchase decisions, reflected by a T-value of 0.781, which is lower than 1.96, a P-value of 0.435, which is bigger than 0.05, and an original sample value of 0.144. Thus, H0 is accepted and H6 is rejected. This finding reinforces Nurunnisha et al. (2020), who argue that purchase decisions for fashion products are more strongly influenced by objective factors such as product quality rather than marketing communication or endorsers.

Overall, these findings align with the introduction, suggesting that fashion consumers—especially on the TikTok platform—respond more strongly to product quality and engaging marketing content than to endorser credibility. This indicates a shift in digital consumer behavior within the competitive fashion industry. Therefore, businesses like Jiniso should focus on enhancing creative TikTok content and maintaining consistent product quality rather than relying solely on celebrity endorsers. The results also highlight that the effectiveness of social media marketing among younger audiences is more strongly driven by message relevance and product value than by the influence of public figures.

## CONCLUSION & IMPLICATION

This study aimed to analyze the influence of TikTok social media marketing, celebrity endorsers, and product quality on consumer purchase decisions for Jiniso fashion products, with endorser trust as a moderating variable. The research findings demonstrate that TikTok social media marketing, celebrity endorsers, and product quality each have a positive and significant effect on purchase decisions. These results indicate that digital marketing strategies that utilize creative and engaging content, credible personalities, and strong product value are capable of shaping consumer purchasing behavior in the competitive fashion industry. However, the moderation analysis reveals differing effects. Trust in the endorser negatively moderates the relationship between TikTok marketing and purchase decisions, suggesting that while marketing through TikTok can influence purchasing behavior, excessive reliance on trust in endorsers may reduce its effectiveness. This outcome implies that consumers increasingly evaluate content based on perceived authenticity rather than the image or reputation of endorsers. Additionally, trust in the endorser does not moderate the relationship between celebrity endorsers and purchase decisions, nor between product quality and purchase decisions. This further reinforces the notion that young digital consumers—particularly on TikTok—tend to prioritize product quality and message relevance over celebrity persuasion. Overall, the results align with contemporary shifts in consumer behavior, where digital audiences are becoming more selective and critical in assessing marketing messages. This study contributes to the literature by highlighting the nuanced role of trust in influencing digital marketing effectiveness and emphasizing the importance of developing credible, engaging, and value-driven marketing strategies.

The findings provide practical guidance for fashion businesses such as Jiniso. Companies should prioritize producing authentic and creative TikTok content, maintaining consistent product quality, and carefully selecting endorsers whose credibility aligns with brand identity and consumer values. Rather than focusing solely on celebrity status, marketers should emphasize meaningful communication that enhances consumer trust and reinforces product value. This study acknowledges several limitations. First, it does not incorporate other psychological variables that may influence purchase decisions, such as brand credibility, consumer skepticism, perceived risk, or emotional engagement. Future research is recommended to include these factors to achieve a more comprehensive model of digital consumer decision-making. Second, the study was conducted in a single geographical area (Bandung), limiting generalizability. Future studies could expand the sample across different regions or countries and compare cultural differences among TikTok consumers.

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