

Gen Z consumers. As TikTok videos go viral, they can quickly reach a massive audience. This sudden surge in exposure can generate significant brand awareness and interest, leading to increased website traffic, social media engagement and sales. Local fashion brands can leverage this potential by encouraging Gen Z consumers to create TikTok videos featuring their products or services (Wijaya, 2023). Thus, we postulate the following hypothesis:

H2. Local brand TikTok videos have a significant and positive influence on trust in the brand.

Purchase intentions

Intentions convey motivational factors that influence attitudes and determine the effort individuals are willing to engage in. A stronger intention to engage increases the likelihood of performance (Mirabi *et al.*, 2015). Purchase intention reflects consumer transaction attitudes after evaluating products and services, and is measured by willingness to buy and return (Khóa *et al.*, 2020). TikTok videos enhance advertising using high-quality marketing strategies to capture consumer attention (Yosep *et al.*, 2021). Businesses can collaborate with influencers to promote products by leveraging TikTok as an entertainment tool, and showcasing diverse marketing strategies. TikTok allows influencers and content creators to profit by promoting products and often offers discounts to attract purchasers (Yosep *et al.*, 2021). TikTok facilitates direct purchasing through interactive features like "yellow baskets," displayed in short videos to showcase available products (Putri *et al.*, 2024). Informative and emotionally engaging TikTok advertisements affect purchase decisions (Machrus and Marlana, 2021), with Gen Z members responding to videos that evoke fun and practicality. Purchase intention has been studied in various marketing contexts, including green marketing, luxury brands, business-to-business (B2B) transactions and online shopping (Sundström *et al.*, 2019). Consumer purchase intentions indicate willingness to act; however, a primary barrier to e-commerce adoption remains the lack of intent to purchase online, as intention and attitude require reinforcement (Peña-García *et al.*, 2020c). This study evaluates the effect of local-brand TikTok videos on consumer purchase intentions and proposes that Gen Z's engagement with TikTok videos is strongly correlated with purchasing behavior. Therefore, we postulate the following:

H3. Local brand TikTok videos have a significant and positive influence on purchase intentions.

Recently, Gen Z has emerged as the predominant consumer demographic globally, and its digital engagement through social media presents the most effective means of outreach – one of the most used social media platforms among this generation, TikTok. The fast pace of engagement of TikTok traits many Gen Z members exhibit their attitudes and purchase intentions toward purchasing products from TikTok videos (Plötz *et al.*, 2023). Purchase intention is a form of subjective consumer attitude whereby consumers are more inclined to purchase a particular good or service in a specific circumstance because of their personal experiences and preferences, social influence and cultural factors (Kotler and Keller, 2016). Moreover, purchase intentions increase consumers' attitudes or propensity to purchase a brand or engage in purchase-related attitudes that are influenced by the likelihood of buying a good or service. Thus, after assessing a positive attitude toward products or services, Gen Z members' purchase intentions increase and they are likely to be made (Belch and Belch, 2009).

One element that affects consumer attitude is the information provided about the product. Consumers with favorable opinions about a product or service are likely to buy it (Nguyen *et al.*, 2019, 2021). Thus, the impact of TikTok videos on Gen Z consumers' attitudes influences their purchase intentions in buying products from local fashion brands, based on

experience and feedback or reviews (Jamil *et al.*, 2023a). Hence, improving consumer attitudes is necessary to enhance purchase intention. Manufacturers are, therefore, required to post additional product information on their websites, social media accounts and other channels (Bamoriya and Singh, 2019). Hence, we hypothesize as follows:

H4. Consumer attitude has a significant and positive influence on purchase intentions.

In the modern age of digital technology, social media platforms, specifically the TikTok app, have transformed every aspect of brand engagement with consumers into magical scenery (Sari and Karsono, 2023). TikTok has become a potent instrument for local marketers to foster trust and improve purchase intentions. The short-form TikTok video content (10–60 s), its dynamic community (*the use of FYP or For Your Page*) and the use of hashtags have established a distinctive environment for businesses to connect with their target markets, potential consumers and existing consumers (Algiffary *et al.*, 2020). Moreover, trust in TikTok videos and purchase intentions are well-supported by research on consumer attitudes, social media influence and trust. One of the factors of TikTok videos is the ability to foster authentic content and engage videos, and community-driven satisfaction helps build consumer trust, influencing their willingness to purchase (Mahbob *et al.*, 2024b). As the TikTok app enables Gen Z consumers to connect with local brands personally, they are more likely to trust those brands because of the connection between the brand and the product; this forms a positive purchase intention. Other findings in various studies have emphasized the role of trust, brand engagement and social influence in shaping modern consumer attitudes toward digital platforms, such as TikTok (Liu and Wang, 2023). Therefore, this study hypothesizes the following:

H5. Trust in local brand TikTok videos has a significant and positive influence on purchase intentions.

According to Pieter *et al.* (2021), consumer attitudes affect the connection between local fashion brand TikTok videos and purchase intentions. Consumer attitudes are important in transitioning from social media exposure to purchase intention. Trust in brands, particularly local brands, is critical for enhancing these attitudes, as consumers are more likely to form positive attitudes toward trusted brands. TikTok videos and content, if perceived as authentic and trustworthy, can significantly influence consumer attitudes and purchase intentions. Brand exposure through TikTok videos is linked to consumer behavior through consumer attitudes as a mediator (Puzon *et al.*, 2023).

Trust is a crucial driver of consumer attitudes, particularly among Gen Z consumers. With the rapid advancement of the digital age, platforms such as TikTok have become powerful marketing tools. Studies have consistently shown that trust is crucial for cultivating consumer purchasing intentions through authentic brand representations, significantly affecting consumers' willingness to purchase products (Irshad *et al.*, 2020). Trust mediates the relationship between the TikTok video content and consumers' purchase intentions. TikTok's short entertaining videos attract emotional engagement and build trust. It emphasizes perceived content information as authentic and aligns with brand values, fostering emotional connections with consumers that enhance marketing effectiveness (Mettasari *et al.*, 2023). These emotional connections are vital to local brand businesses, making consumers relate to the brand, creating a positive attitude and high purchase intentions. This mediating role of trust facilitates the relationship between video content and purchasing intentions and enhances the overall consumer–brand relationship (Gökerik, 2024). Therefore, this study hypothesizes the following:

H6. Consumer attitude has a mediating influence on the link between local brand TikTok videos and purchase intentions.

H7. Trust in local brand TikTok videos has a mediating influence on the link between these videos and purchase intentions.

A conceptual framework was established based on the theoretical framework and the hypotheses (see Figure 1).

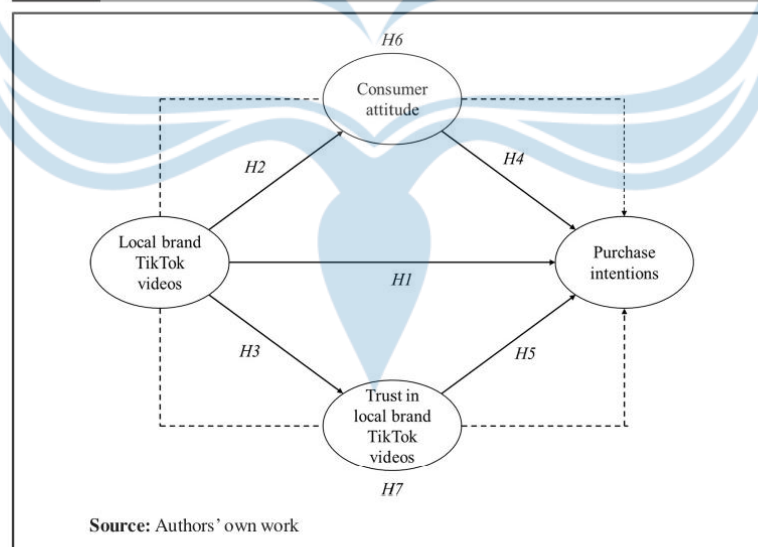
Methods

Study's respondents

The study concentrated on Filipinos from Gen Z, born between 1997 and 2012, a cohort characterized by their upbringing in a digital environment dominated by the internet, smartphones and social media (Fodor *et al.*, 2018). This generation is noted for its technological and media proficiency, rendering it an ideal demographic for research on digital platforms such as TikTok. Gen Z was selected as the primary focus of this research because of its technology-centric lifestyle and distinctive values, attitudes and behaviors, which are significantly influenced by contemporary digital media (Brandon, 2023). The study specifically targeted Gen Z TikTok users who purchased items from local fashion brands after viewing the related TikTok content. To ensure the accuracy and relevance of the sample, the online survey incorporated screening questions based on well-defined inclusion and exclusion criteria. These questions effectively identified the suitable participants. The inclusion criteria required participants to (1) be at least 18 years old, and thereby legally capable of providing informed consent; (2) have viewed TikTok videos featuring local brands; and (3) have purchased one or more products from local fashion brands as a result of such exposure. These criteria ensured the inclusion of only participants with direct experience pertinent to the research objectives, thereby enhancing the validity and reliability of the study.

This study examined participants' demographic profiles, levels of agreement and the influence of TikTok videos on Filipino Gen Z's purchasing intention (Bhandari, 2022). Participants were selected through online surveys using Google Forms distributed via social media from October 21 to November 9, 2024. Participation was voluntary with no compensation.

Figure 1 Conceptual framework



Purposive sampling was used to select participants who answered significant research questions. This sampling design involved selection of an easily accessible sample (Robinson, 2024). Of the 504 initial participants, 406 met the criteria for Gen Z TikTok users, who attempted to purchase local fashion brand products from the app.

Table 1 presents the demographic and behavioral profiles of the respondents, indicating that the sample comprised predominantly female respondents, accounting for 67.7% of the total, whereas male respondents constituted 32.3%. Regarding TikTok usage, a significant majority of the participants reported daily use of the application (89.4%), with smaller proportions indicating weekly (8.4%) and monthly (2.2%) usage.

Instrumentation

The research instrument used in this study comprised the latent constructs: local fashion brand TikTok videos (five items) adopted from Araujo *et al.* (2022), trust in local brands TikTok videos (five items) derived from Jani and Han (2011) and Pavlou (2003), consumer attitude (five items) adopted from Jain *et al.* (2018) and purchase intention (three items) adopted from Freling *et al.* (2011). All items were assessed using a five-point Likert scale, ranging from strongly agree (5) to strongly disagree (1), with the exception of purchase intention, which used a seven-point semantic differential scale (e.g. impossible to possible, unlikely to likely, improbable to probable). See Appendix for the items used for each latent construct.

Data analysis

This study uses a predictive-causal research design to identify causal relationships between variables and forecast future outcomes. It uses predictive causal models to understand the connections among the four examined variables (Hair *et al.*, 2021a, 2021b). This study explored the influence of local brand TikTok videos, consumer attitude and trust on purchase intention, and the mediating effects of consumer attitude and trust in the direct relationship between local brand TikTok videos and purchase intention.

This study uses partial least squares-structural equation modeling (PLS-SEM) using WarpPLS 8.0, a widely used statistical method for analyzing relationships among variables and developing a structural model. This approach predicts and explains target outcomes evaluated using in-sample and out-of-sample metrics. This study investigated the conceptual framework and examined the relationships between the four variables. PLS-SEM is a popular multivariate technique that does not require a large sample size or a normal data distribution (Hair *et al.*, 2019).

Results

Measurement model assessment

Evaluation of the measurement model included reliability and validity tests. Convergent and discriminant validity tests were also conducted. For convergent validity, average variance

Table 1 Demographic and behavioral profile of the respondents

Respondents' profile	Frequency	%
Sex		
Male	131	32.3
Female	275	67.7
Frequency of TikTok App use		
Daily	363	89.4
Weekly	34	8.4
Monthly	9	2.2

Source(s): Authors' own work

extracted and factor loadings must be equal to or greater than 0.5. Moreover, each factor loading was significant ($p < 0.05$) (Amora, 2021). For discriminant validity, the heterotrait-monotrait (HTMT) ratio of correlations must be less than 0.9 (Voorhees *et al.*, 2016). Based on the results in Tables 2 and 3, all the latent constructs satisfied the validity test requirements.

As for the reliability, composite reliability (rho_c) was gauged. To achieve internal consistency of items, rho_c must be at least 0.7 (Kock, 2014). Based on the results in Table 3, the rho_c values range from 0.893 to 0.948, indicating that all constructs are reliable.

Structural model evaluation

Figure 2 and Table 4 show the results of the structural model assessment. The data analysis revealed that local TikTok videos significantly and directly influenced purchase intentions ($\beta = 0.323$, $p < 0.001$), consumer attitudes ($\beta = 0.696$, $p < 0.001$) and trust ($\beta = 0.676$, $p < 0.001$), with effect sizes ranging from medium to large (0.155–0.485). Moreover, consumer attitude

Latent construct	Item	Factor loading	Average variance extracted	Composite reliability
Local brand TikTok videos	LOC1	0.801	0.626	0.893
	LOC2	0.818		
	LOC3	0.812		
	LOC4	0.756		
	LOC5	0.768		
Trust in local TikTok videos	TRU1	0.914	0.786	0.948
	TRU2	0.890		
	TRU3	0.849		
	TRU4	0.876		
	TRU5	0.901		
Consumer attitude	ATT1	0.842	0.691	0.918
	ATT2	0.842		
	ATT3	0.794		
	ATT4	0.847		
	ATT5	0.830		
Purchase intentions	INT1	0.904	0.799	0.923
	INT2	0.903		
	INT3	0.874		

Note(s): All factor loadings are significant ($p < 0.001$)
Source(s): Authors' own work

Latent constructs	LOC	TRU	ATT	INT
LOC				
TRU	0.702			
ATT	0.714	0.854		
INT	0.545	0.411	0.543	

Note(s): LOC = Local brand TikTok videos; TRU = Trust in local TikTok videos; ATT = Consumer attitude; INT = Purchase intention
Source(s): Authors' own work

Figure 2 The study's path model with estimates

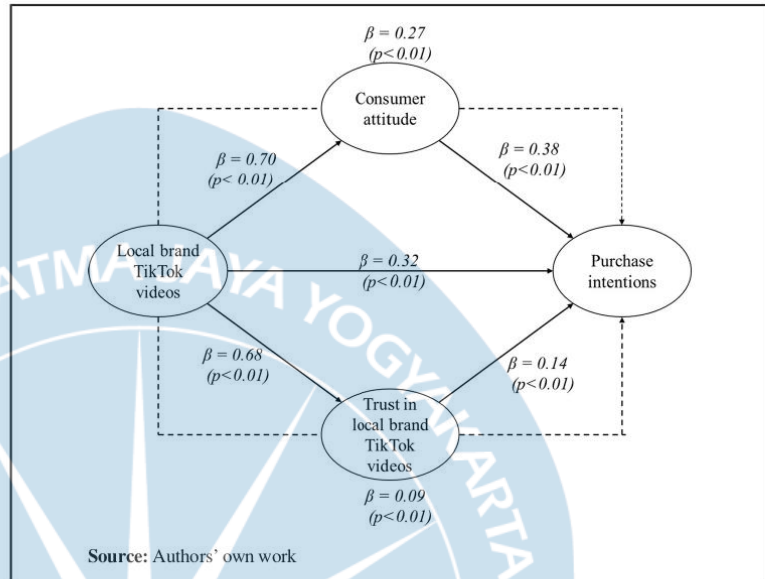


Table 4 Direct and indirect effects

Hypothesis	Path coefficient	Standard error	f ²	Decision
<i>Direct effects</i>				
H1. LOC → INT	0.323***	0.048	0.155	Supported
H2. LOC → ATT	0.696***	0.045	0.485	Supported
H3. LOC → TRU	0.676***	0.045	0.456	Supported
H4. ATT → INT	0.380***	0.047	0.182	Supported
H5. TRU → INT	0.138**	0.049	0.052	Supported
<i>Mediating effects</i>				
H6. LOC → ATT → INT	0.265***	0.034	0.127	Supported
H7. LOC → TRU → INT	0.093**	0.035	0.045	Supported

Note(s): ** $p < 0.01$; *** $p < 0.001$; effect size (f^2) evaluation (Cohen, 1988): 0.02 – small; 0.15 – medium; 0.35 – large. LOC = Local brand TikTok videos; TRU = Trust in local TikTok videos; ATT = consumer attitude; INT = purchase intentions
Source(s): Authors' own work

($\beta = 0.380$, $p < 0.001$) and trust in local TikTok videos ($\beta = 0.138$, $p = 0.002$) were found to have significant and positive influences on purchase intentions, with small to medium effect sizes (0.052–0.182).

The results further showed that consumer attitude ($\beta = 0.265$, $p < 0.001$) and trust ($\beta = 0.093$, $p = 0.004$) mediated the link between local TikTok videos and purchase intentions with a small mediating effect size (0.045–0.127).

In Table 5, the model's variance inflation factor (VIF) and full collinearity VIF (FCVIF) values were both below the recommended threshold of 3.3, indicating the absence of multicollinearity and common method bias (Hair et al., 2021a, 2021b; Kock, 2015). The R^2 values for trust

Latent construct	Item	VIF	FCVIF	R^2
Local brand TikTok videos			1.899	
	LOC1	1.867		
	LOC2	2.006		
	LOC3	1.937		
	LOC4	1.625		
	LOC5	1.675		
Trust in local TikTok videos			2.770	0.456
	TRU1	3.293		
	TRU2	3.267		
	TRU3	2.629		
	TRU4	3.223		
	TRU5	3.220		
Consumer attitude			2.929	0.485
	ATT1	2.290		
	ATT2	2.344		
	ATT3	1.905		
	ATT4	2.303		
	ATT5	2.146		
Purchase intentions			1.393	0.388
	INT1	2.551		
	INT2	2.536		
	INT3	2.102		

Source(s): Authors' own work

(0.456), consumer attitude (0.485) and purchase intention (0.388) demonstrate a moderate level of explanatory power, thereby confirming the model's efficacy in accounting for consumer behavior outcomes (Hair *et al.*, 2021a, 2021b). The findings substantiate the reliability and validity of the structural model.

To enhance the robustness of the structural model, control variables were integrated to account for potential demographic and behavioral influences on Gen Z's intention to purchase local fashion brands on TikTok. The results in Table 6 revealed that sex of the respondents exerted a minor effect on purchase intention ($\beta = 0.066$, $p = 0.090$), with a negligible effect size ($f^2 = 0.009$), indicating that gender-related differences in purchasing behavior are not statistically significant. Similarly, the frequency of TikTok usage (FRE) did not significantly predict purchase intention ($\beta = -0.031$, $p = 0.265$, $f^2 = 0.006$), demonstrating that the regularity of TikTok interaction among Gen Z users did not substantially influence their intention to purchase from local fashion brands. These findings suggest that psychological factors such as attitude and trust exert a more substantial influence on purchase intentions than demographic or behavioral usage patterns.

Discussion

The results show that TikTok videos significantly impact purchase intentions ($H1$) with a medium effect size. The study suggests that TikTok videos of local brands significantly influence Gen Z because of their short-form content of 10–60 s, ideal for showcasing

Path	Path coefficient	p-value	Effect size
SEX $\rightarrow$ INT	0.066	0.090	0.009
FRE $\rightarrow$ INT	-0.031	0.265	0.006

Source(s): Authors' own work

features, usage and product benefits. Gen Z's purchasing intentions were influenced by browsing TikTok with popular hashtags, increasing visibility and likelihood of considering local fashion brands. The straightforward process of clicking on yellow baskets and product links in local TikTok videos also affected Gen Z's purchasing intentions. Singh (2024) indicated that perceived value, ease of use, customer benefits and trust in local brand owners directly affect Gen Z consumers' online purchase intentions. Filho *et al.* (2019) noted that TikTok's focus on creativity and entertainment positively affects local TikTok videos. TikTok videos often use mini-vlogs, comedies, music, trends and viral challenges to attract Gen Z customers. Local brands that leverage these factors can influence Gen Z consumers' purchase intentions.

Local TikTok videos significantly and positively influence consumer attitudes (H2), demonstrating a significant effect. These include Gen Z consumers' positive emotions, cultures, beliefs and perceived values. TikTok videos affect both immediate purchases and attitudes toward products seen in local brands' videos. Local brands that consistently engage with Gen Z in TikTok are likely to cultivate significant communities surrounding their products. Lauring and Van Steenburg (2019) indicate that TikTok videos attract Gen Z members through short-form entertainment, influencer engagement and positive self-expression. Kalupski (2021) showed that local brand TikTok videos positively influenced consumer attitudes through genuineness and reliability. Unlike traditional commercials, TikTok videos are raw, casual and accessible. Local brands present behind-the-scenes footage, influencer advertisements and practical product implementations that foster trust in their target audience. Most individuals are Gen Z members who value entertainment engagement and candid real-life experiences shared online, with TikTok embodying the authenticity of videos shared by the local brands (Morris, 2021). The local fashion brand TikTok videos significantly influenced trust with a large effect. These videos establish consumer trust and influence behavior, especially for Gen Z, which values authenticity and transparency. High trust indicates that the videos are credible, reliable, entertaining and relatable. This study emphasizes that trust in local fashion brand TikTok videos builds reliability and authenticity, encouraging Gen Z engagement. Therefore, it is important for local fashion brands to use TikTok as their marketing tool. Brands can build consumer trust by creating authentic, unique, transparent, knowledgeable and engaging content that attracts Gen Z members. Future studies should explore how trust influences digital marketing factors. Previous studies support our findings on the relationship between trust and purchase intention. Ekström and Eriksson (2024) demonstrated that the factors affecting consumer trust in TikTok content are virality, awareness and source credibility, including authenticity, expertise and trustworthiness. Although virality and awareness may boost engagement, they do not necessarily enhance trust. Authenticity, expertise and trustworthiness are essential to building consumer trust. Rizki and Kussudyarsana (2023) examined how trust affects purchasing decisions among TikTok users, and found that content marketing significantly influences consumer trust in purchasing a product.

The study's findings reveal that consumer attitudes significantly influence Gen Z's purchase intentions, with a medium effect. Gen Z's positive attitude toward a product or brand increases the likelihood of purchasing. Satisfaction with product quality, value, durability, accessibility and suitability leads to positive feedback and enhances purchase desire. Consumer attitude includes emotional aspects such as enthusiasm, pleasure or assurance, which impact purchasing intentions. Positive emotions during brand engagement, such as watching influencers on TikTok, foster favorable brand impressions and a strong desire to interact with products. These findings can aid brands, especially local fashion brands, in achieving long-term successes. This study underscores the importance of fostering consumer attitudes among Gen Z. Understanding Gen Z members' opinions, feedback, attitudes, habits, needs and expectations is crucial for brands' long-term success and building strong consumer relationships. However, further studies are required to confirm these results. Nguyen *et al.* (2019) highlighted the role of social media platforms, such as

TikTok, in shaping Gen Z's attitudes through recommendations, feedback, reviews and influencer endorsements. Understanding consumer attitudes and identifying enhancement opportunities help businesses create appealing products (Tandon *et al.*, 2020). Trust in the local fashion brands' TikTok videos significantly influenced purchase intentions (H5), with a small effect size. This finding highlights the importance of trust in shaping Gen Z consumers' purchase intentions. Trust assures Gen Z a brand's legitimacy, reliability and authenticity. Establishing consumer trust in TikTok is crucial for local fashion brands, because the platform's short-form video format requires a strategy that appears accessible and authentic, enhancing credibility. Research shows that when Gen Z consumers perceive TikTok content as short, entertaining and featuring influencer advertising, it builds trust and influences product purchases (Marquez-Diaz, 2022). Authentic content aligned with brand value fosters emotional connections and enhances marketing effectiveness (Mettasari *et al.*, 2023). These connections are vital for local brands, helping Gen Z relate to the brand, creating a positive attitude and resulting in a high purchase intention. Previous studies support our findings on the relationship between trust and purchase intention. Chen *et al.* (2021) explored how influencer traits and consumer relationships influence purchase intentions. Similarly, Putri *et al.* (2024) examined trust in TikTok shops and Gen Z's buying decisions and showed that reliable engagement encourages purchases.

The findings indicate that consumer attitude (H6) and trust (H7) mediate the link between local fashion brand TikTok videos and purchase intention with a small effect size. Consumer attitudes enhance the impact of TikTok videos on purchase intentions by shaping consumer perceptions and emotions. Attitudes are cultivated through entertaining, informative, eye-catching and emotionally engaging videos. This finding highlights that positive attitude toward the brand, especially among Gen Z members, are promoted by engaging in relatable videos and increasing purchase rates. Trust strengthens the link between TikTok videos and purchase intentions, helping Gen Z consumers feel confident about the product or brand promoted by influencers. Trustworthy elements, such as authenticity and transparency, are crucial. The findings underline the importance of a multifaceted digital marketing approach, in which emotional appeal and trustworthiness convert viewers into consumers. Previous studies support our findings regarding the mediating role of consumer attitudes and trust. Nakayama *et al.* (2023) explored how trust mediates consumer behavior and purchase intention among Gen Z users in TikTok shops, emphasizing trust-building methods in social commerce. Emotional connections help consumers relate to a brand, resulting in positive attitudes and positive purchase intentions. Trust is critical in mediating the link between video content and purchase intentions, improving the consumer-brand relationship (Gökerik, 2024).

Implications, limitations and future research direction

This study contributes significantly to the literature at the theoretical level. The use of the SOR model proves its applicability to consumer behavior. The findings extend the research on how TikTok videos (stimuli), influence purchase intentions (responses), underscoring the mediating role of consumer attitudes and trust (organisms). In the digital marketing context, the SOR model reveals the mediating role of consumer attitudes and trust. External stimuli, such as TikTok videos, initiate internal responses that shape purchasing behavior. These findings substantiate that digital stimuli affect cognitive and emotional states and bring about behavioral changes in consumers. The theoretical framework is distorted and does not include short-form video content, which is unique to social media marketing. This study clarifies how social media applications impact brand stimuli on consumer decision-making processes, and discusses the roles of consumer attitudes and trust as mediators in shaping online purchase intentions. This insight leads to recommendations for the incorporation of mediating variables such as perceived value or social identity in future research to enrich the SOR framework in evolving digital ecosystems.

This study has practical implications for both marketers and businesses. The results emphasize that the effectiveness of TikTok videos from local fashion brands influences Gen Z's purchase intention. Given the expansion of digital technology, affiliation is a marketing strategy expected to grow. Social media influencers must develop their followers and maintain good reputations. Businesses should know which influencers they employ and which is beneficial to them. Consumers can see this as a reference for their purchase intention but must consider factors related to promotion through TikTok videos. To measure an influencer's performance, businesses must consider the differences between the views, likes, comments and shares of each TikTok video. This indicates that, when consumers repurchase products from local fashion brands, the latter remains relevant. TikTok videos promoting a local fashion brand must be creative and valuable, strengthen the bond between consumers and brands and impact the purchase intention.

To attract Gen Z, local fashion brands must create engaging, authentic and appealing TikTok contents. The creative story of a TikTok video and the process of creating a product can create emotional connections with the consumers. This content appeals to Gen Z's preference for authenticity and increases brand engagement. Interactivity through polls, live streams or user-generated challenges can help with two-way communication and increase consumer-brand relationships. Thus, trust must be established. Involving influencers who embody transparency and authentic product experience helps brands build trust. Influencers who show through honest reviews how effective qualitative products may clear consumer doubts and increase trust. Including customer reviews, product demos and responses to user queries in TikTok content can add to this sense of trust and make consumers more likely to consider buying advertised products. Local fashion enterprises can leverage TikTok's characteristics to enhance its market penetration. Incorporating hashtags such as #TikTokMadeMeBuyIt and highlighting trends that appeal to Gen Z can enhance content exposure. Through focused advertising techniques and analysis of consumer engagement via analytics, these brands can refine marketing initiatives to achieve improved interaction and elevated conversion rates, facilitating greater sales growth.

The limitations of this study are as follows. First, the sample consisted solely of TikTok users from Gen Z in the Philippines, which limits the generalizability of the findings to other age groups and cultural contexts. Future studies should consider more diverse demographic groups and conduct cross-cultural comparisons to explore how cultural factors may influence the effectiveness of TikTok videos on consumer behavior. Second, this study focused only on local fashion brands. Exploring other industries may offer a broader understanding of TikTok's influence across different market sectors, and cross-industry research could reveal varying consumer behavior patterns relevant to marketing strategies. Third, while a predictive causal design was used, a longitudinal approach may be beneficial for assessing the long-term effects of TikTok marketing strategies on brand loyalty and purchasing behavior. This could help track shifts in consumer preferences and provide deeper insights for refining marketing efforts. Finally, individual differences among TikTok users –such as personality traits, digital literacy or content engagement tendencies – were not considered in this study. Future researchers are encouraged to include such individual factors as moderating variables to better understand how personal characteristics shape user responses to TikTok content. In addition, examining emerging platform features, such as augmented reality filters and personalized shopping experiences, may further clarify their role in driving user engagement and purchase intention.

Acknowledgements

The authors sincerely express their gratitude to Jaymee S. Ramos, Pryzbyll Shynn L. Maliwat, Kervin Q. Galang and Kyle D. De Leon for their help during the data collection phase of the study.

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<i>Latent construct</i>	<i>Item</i>	<i>Statement</i>	<i>Source</i>
Local brand TikTok videos	LOC1	I find local fashion brand TikTok videos informational and effective	Araujo et al. (2022)
	LOC2	I use TikTok to find authentic local fashion brand reviews	
	LOC3	I look for local fashion brand recommendations on TikTok	
	LOC4	I believe local fashion brand reviews from people who share their opinion on TikTok more than actual ads from brands	
	LOC5	When I see a user showing a local fashion brand on TikTok, it immediately catches my attention	
Trust in local TikTok videos	TRU1	Watching local fashion brand TikTok videos is trustworthy	Jani and Han (2011) and Pavlou (2003)
	TRU2	Local fashion brand TikTok videos are reliable	
	TRU3	I have confidence in watching local fashion brand TikTok videos	
	TRU4	Local fashion brand TikTok videos are believable	
	TRU5	I believe that what is told in local fashion brand TikTok videos is true	
Consumer attitude	ATT1	Local fashion brand TikTok videos are favorable	Jain et al. (2018)
	ATT2	Local fashion brand TikTok videos are pleasant	
	ATT3	Local fashion brand TikTok videos are convincing	
	ATT4	Local fashion brand TikTok videos are believable	
	ATT5	Local fashion brand TikTok videos are good	
Purchase intentions	INT1	Please rate your intention to purchase after watching a local fashion brand TikTok video: Impossible (1) (2) (3) (4) (5) (6) (7) Possible	Freling et al. (2011)
	INT2	Unlikely (1) (2) (3) (4) (5) (6) (7) Likely	
	INT3	Improbable (1) (2) (3) (4) (5) (6) (7) Probable	



ISSN 2809-8501 (Online)

UTSAHA: Journal of Entrepreneurship

<https://journal.jfipublisher.com/index.php/joe>

Vol. 4, Issue 1, January 2025

doi.org/10.56943/joe.v4i1.721

From TikTok to Checkout

How Social Media Marketing Influences Gen Z's Purchase Intention
for Halal Cosmetics through Brand Trust and Perceived Value

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ABSTRACT

For Generation Z, social media has become an inseparable aspect of daily life, influencing various aspects of consumer behavior, including purchasing decisions. Among the numerous social media platforms, TikTok has emerged as a powerful tool in shaping consumer perceptions, particularly in the beauty and cosmetics industry. In the context of halal cosmetics, TikTok plays a crucial role in enhancing perceived value and strengthening brand trust, both of which are essential factors in influencing purchase intention. This study aims to examine the impact of social media marketing via TikTok on purchase intention, with brand trust and perceived value acting as mediating variables. The research focuses on halal cosmetic products in Bengkulu Province, employing a quantitative methodology. Data collection was conducted through a structured questionnaire, with respondents providing their answers on a five-point Likert scale. A minimum sample size of 95 respondents was determined for this study. The data analysis was carried out using Smart PLS 4.0 to evaluate the relationships between the variables. The findings reveal that social media marketing has a significant and positive effect on purchase intention. Furthermore, brand trust and perceived value serve as mediators, reinforcing the relationship between social media marketing and purchase intention. These results highlight the importance of social media strategies in increasing consumer trust and perceived product value, ultimately driving purchase decisions for halal cosmetics.

Keywords: Brand Trust, Perceived Value, Purchase Intention, Social Media Marketing

INTRODUCTION

TikTok is one of the social media applications that is widely popular among various groups. According to the We Are Social report, as of April 2023, TikTok has 1.09 billion users worldwide and is one of the most popular platforms among the Generation Z in Indonesia (Annur, 2023). Data from Reportal Digital 2023 noted that in October 2023, the number of TikTok users in Indonesia was approximately 106,518,000, with the dominance of Generation Z users (Rainer, 2024).

Generation Z is notorious for spending long amounts of time on TikTok (Rainer, 2024). Generation Z, born between 1997 and 2012, is raised in the age of technology and is capable of using multiple social media platforms simultaneously. As a generation that is closely interconnected with technology and the internet, they are identified as the largest online customers (Priporas et al., 2017). Therefore, the popularity of TikTok can be utilized by marketers, especially in the halal cosmetics industry, to develop more effective marketing strategies and increase competitiveness in the market.

Marketing through social media provides advantages in increasing demand, especially in the cosmetics sector. For women, cosmetics are one of the needs that play a role in beautifying the face and increasing self-confidence, especially in the use of halal cosmetics. The trend of halal cosmetics continues to grow rapidly along with the increasing awareness of the importance of products that comply with the principles of halalness.

Indonesia has the largest Muslim population in the world, estimated to reach 245.97 million by 2024 (Muhamad, 2024). This has led to an increase in global demand for halal cosmetic products. Halal products are defined as products that have been declared as permissible in accordance with Islamic law (Undang-Undang (UU) Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal, 2014). Thus, halal cosmetics refers to beauty products that contain no ingredients prohibited by Islamic law and are processed in accordance with applicable regulations.

The Indonesia Halal Economy Report 2021/2022 notes that the halal cosmetics industry in Indonesia is worth USD 4.19 billion, with a projected growth of 8% per year until 2025 (Waluyo, 2024). This increase reflects a great opportunity for the halal cosmetics industry to thrive in the Indonesian market. Social media support further facilitates product promotion, given that halal cosmetics are not only considered a religious necessity, but also as part of the modern consumer's lifestyle. Therefore, the proper marketing strategy is essential to increase consumer purchase intention towards halal cosmetic products.

Purchase intention is a person's motivation to purchase a product with certain characteristics or brands as a consideration. According to Kim & Ko (2012), their empirical research examines the significance of social media marketing (SMM) activities in establishing a brand. The research recommends using social media to

communicate marketing content that includes entertainment features, customization, interaction, electronic word-of-mouth (eWOM), and other trends.

In order to remain competitive, halal cosmetics companies must optimize effective marketing strategies to increase consumer purchase intention. The utilization of social media as a marketing tool is one of the strategies that can be applied to attract consumer interest and strengthen the brand's position in the market.

Brand trust is a crucial factor in building customer loyalty. When consumers trust a product, they tend to have a positive preference for the brand (Dam, 2020). If a brand is able to offer benefits comparable to the price paid, consumers are more likely to choose that particular product over competing products.

In this context, marketing through social media plays an important role in building interactions between brands and customers. Using effective marketing strategies, social media can strengthen consumer trust and increase brand competitiveness in the market.

Social media marketing has a positive and significant relationship with purchase intention (Winarno & Indrawati, 2022). This is in line with research conducted by Armawan et al. (2023), which proves that there is a positive and significant relationship between social media marketing and brand trust. In addition, marketing through social media also has a positive influence on perceived value (Wahyudi & Parahiyanti, 2021). Consumers tend to utilize social media to search for and purchase products with lower costs and benefits that suit their needs. In addition, social media allows consumers to compare prices of different brands before making a purchase decision.

This research aims to analyze the influence of social media marketing through TikTok application on purchase intention, with brand trust and perceived value as mediating variables, in the context of halal cosmetics in Bengkulu Province. In addition, this research also explores marketing strategies that may increase consumer purchase intention towards halal cosmetic products.

Factors such as brand trust in social media marketing are expected to strengthen marketing content to create positive perceptions among audiences. Meanwhile, perceived value plays a role in assessing products based on functional, emotional, economical, and social factors which become the main considerations for consumers in choosing a product.

While TikTok offers great opportunities for companies and businesses to introduce and promote their products, there are challenges in determining the right strategy to keep the business sustainable, especially in the halal cosmetics industry. Generation Z, as the key target market, is known to be quite selective in their preference for products. Therefore, it is important for companies to increase transparency, present clear information, and strengthen perceived value to attract consumer purchase interest.

This research is a modification from an earlier study conducted by Salhab et al. (2023) using quantitative methods. The study examined the impact of social media marketing on purchase intentions with brand trust as a mediating variable. The results showed that brand trust and brand image have a significant influence on purchase intention in Jordan City, with data collected through distributing questionnaires on Instagram.

In contrast to previous studies, this research adds perceived value as a variable to determine the extent to which consumers value a product or service based on the benefits and quality received. This research focuses on marketing through the TikTok application in the context of halal cosmetic products among Generation Z in Bengkulu Province.

This research is expected to add insight and understanding of the influence of social media marketing content, especially through TikTok, in building consumer purchase intentions for halal cosmetic products. In addition, this research also aims to help optimize content and develop marketing strategies that are in accordance with the preferences of Generation Z, who are known to be selective in choosing products to consume.

LITERATURE REVIEW

Purchase Intention

According to Schiffman & Kanuk (2007), purchase intention is a consumer's desire to purchase a particular product as a result of a decision-making process involving motivation, attitude, and perception of the brand. Purchase intention is influenced by various factors, such as past experiences, promotions, and references from others. Purchase intention reflects the buyer's readiness to accept an offer from a seller and identifies the consumer's desire to seek certain benefits from a product or service. Evaluation of the product is carried out to ascertain whether the product meets expectations or is able to satisfy needs (Peña-Garcia et al., 2020). In the context of halal cosmetics, knowledge about halal products plays an important role in shaping purchase intentions. Therefore, companies must provide detailed information on the products they sell in order to maintain quality and consumer trust.

According to Lin et al. (2013), purchase intention can be determined through five indicators, including (1) the desire to purchase a product after reading online reviews or comments, (2) to consider purchasing a product after reading a review, (3) to try the product discussed in the review, (4) to look for the product in the future, and (5) to purchase a product that has been discussed in online reviews or comments.

Brand Trust

Trust has been conceptualized as a key variable that drives long-term relationships with customers. Trust refers to the belief that a service or product

provider can be trusted and relied upon in fulfilling agreed agreements (Rasidi & Tiarawati, 2021). Brand trust, according to Sholikah & Nasir (2025), is a state in which customers feel safe when interacting with a brand and are confident that the brand is reliable and responsible for meeting consumer expectations. Strong customer trust not only strengthens the brand but also contributes to increased sales.

According to Dam (2020), brand trust can be determined through several indicators, namely (1) consumer confidence in brand quality, (2) brand safety and honesty that makes consumers feel they can completely trust it, (3) the level of brand reliability, and (4) the sense of security that consumers feel when purchasing products from the brand.

Perceived Value

Perceived value refers to the value that consumers perceive from a product based on the balance between the benefits obtained and the sacrifices made (Albormoz et al., 2024). This value reflects the difference between the perceived benefits of the product and the cost incurred to acquire it (Tazlia et al., 2023). Watanabe et al. (2020) identified four dimensions of perceived value, namely (1) functional value, which includes the value of function and the ability of the product to achieve functional goals; (2) emotional value, which is the feeling that arises when consumers favor the product; (3) economic value, which includes economic value in the form of financial, costs, and benefits obtained from the product; and (4) social value, which relates to the social support received as a result of consumers' product choices.

Social Media Marketing

Social media is a platform that allows users to connect and share various types of information, including photos, videos, audio files, and blogs (Kaplan & Haenlein, 2020). Apart from being a means of interaction, social media also functions as an effective marketing tool. Social media marketing allows marketing activities to be more integrated with less cost and effort, as it facilitates direct interaction between consumers and brands and supports various digital marketing activities, such as promotions, events, and customer service (Tafesse & Wien, 2018). Ajina (2019) emphasizes that marketing through social media provides a great opportunity for companies to achieve marketing goals because social media plays an important role in building brand awareness and image.

In the context of halal cosmetics, social media has a strategic role in building brand trust and educating consumers about products that comply with halal principles. Kim & Ko (2012) and Salhab et al. (2023) identified several indicators in measuring the effectiveness of social media marketing, including: (1) fun and interesting use of social media, (2) ease of sharing information with others, (3) flexibility in expressing opinions about products, (4) content that is shared is always

updated, (5) adequacy of information provided by brands, and (6) consumer preferences for advertising methods used in marketing through social media.

Hypothesis Development

The Influence of Media Social Marketing on Purchase Intention

According to Dewi et al. (2022), there is a positive influence between social media marketing on purchase intention. The high use of social media and high interactivity allow marketers to reach and gather audiences more effectively, thereby increasing their involvement in the purchasing process. This finding is in line with the research of Savitri et al. (2021), which suggests that social media marketing has a positive influence on purchase intention. Marketing through social media serves as a strategic means to promote products and services by utilizing active user participation. Thus, the use of social media is expected to increase consumer purchase intention for the products offered.

Based on these studies, it can be concluded that social media marketing plays an important role in driving consumer purchase intentions. Therefore, the following hypothesis is proposed in this study:

H₁: Social Media Marketing has a positive influence on Purchase Intention

The Influence of Media Social Marketing on Brand Trust

According to Sohail et al. (2019), social media marketing has a positive influence on brand trust. Social media allows direct interaction between brands and customers, which can create transparency and build emotional connections. In line with research conducted by Admi Dani (2021), social media marketing is proven to have a positive impact on brand trust. Customer involvement in interactions on social media makes them feel more comfortable and interested in the products offered, thereby increasing trust in the brand.

In addition, according to Prasetyo & Zahira (2021), interactions on social media can foster the level of trust of potential customers in making purchasing decisions. Therefore, social media marketing acts as an effective tool in strengthening the relationship between brands and customers. Based on these findings, the second hypothesis proposed in this study is:

H₂: Social Media Marketing has a positive influence on Brand Trust

The Influence of Social Media Marketing on Perceived Value

According to Chafidon et al. (2022), social media marketing has a positive influence on perceived value. The more active the company is in using social media for marketing activities, the more the value perceived by consumers increases. Factors such as aesthetics, user convenience, efficiency, ease of transactions, and service quality contribute to shaping perceived value.

In line with research conducted by Wang et al. (2021), brands can build stronger bonds with customers to increase perceived value. This can be achieved by meeting the needs and desires of consumers, as well as disseminating information about new products that are relevant to them. Based on these findings, the third hypothesis proposed in this study is:

H₃: Social Media Marketing has a positive influence on Perceived Value

The Influence of Brand Trust on Purchase Intention

Brand trust has a positive influence on purchase intention (Dam, 2020). High trust in a brand will increase customer commitment to purchase the product because they believe that the brand is able to provide satisfaction. This is in line with research conducted by Sanny et al. (2020), which shows that brand trust has a positive influence on purchase intention.

Well-developed brand trust can increase consumers' purchase intentions, because this trust reminds them of the existence of a brand and creates a desire to purchase the products offered. Consumers who strongly believe in a particular brand tend to remember the brand more easily and are more likely to make a purchase. Based on these findings, the following hypothesis is proposed in this study:

H₄: Brand Trust has a positive influence on Purchase Intention

The Influence of Perceived Value on Purchase Intention

Customers' perceptions of a product, which include information, benefits, and costs, can influence their decision to purchase the product. This is in line with research conducted by Amalia & Nurlinda (2022), which also found that perceived value has a positive influence on purchase intention.

When consumers feel a high perceived value for a product, they tend to have a greater intention to purchase it. The higher the perceived benefits compared to the costs incurred, the more likely consumers are to make a purchase. Based on this finding, the fifth hypothesis proposed in this study is:

H₅: Perceived Value has a positive influence on Purchase Intention

Brand Trust Mediates the Influence of Social Media Marketing on Purchase Intention

Ellitan et al. (2022) noted that Ellitan et al. (2022), brand trust mediates the relationship between social media marketing and purchase intention. Social media helps companies build consumer trust, which in turn strengthens interactions with customers and influences their purchase intentions. This trust provides a long-term strategy that may increase consumers' interest in purchasing the product.

The results of this study are in line with the findings of Wartono (2024), The results of this study are in line with the findings of Wartono (2024), which also indicate that brand trust mediates the relationship between social media marketing and purchase intention. As trust in brands marketed through social media increases, consumers are more likely to have trust in the product, thereby increasing the chance of purchase. Based on these findings, the sixth hypothesis in this study is:

H₆: Brand Trust mediates the relationship between Social Media Marketing and Purchase Intention

Perceived Value Mediates the Influence of Social Media Marketing on Purchase Intention

According to Rachmania (2021), social media marketing has a positive effect on perceived value, and perceived value has a positive influence on purchase intention. These results are in line with Vidyanata's (2022) research, which states that perceived value mediates the relationship between social media marketing and purchase intention.

These findings indicate that social media marketing plays a role in increasing the value of a company, while the perception of value formed may influence consumers' purchase intentions for the product. Based on these findings, the seventh hypothesis in this study is:

H₇: Perceived Value mediates the relationship between Social Media Marketing and Purchase Intention

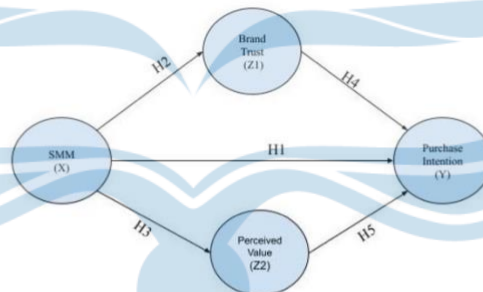


Figure 1. Research Model

Source: Salhab et al. (2023)

RESEARCH METHODOLOGY

This study uses quantitative methods to systematically measure the relationship between variables in the context of using TikTok application for marketing halal cosmetics. The analytical tool used is SmartPLS, which helps in testing the validity and reliability of primary data. This research applies the Partial Least Square (PLS) analysis method to test causal relationships between variables. Primary data was collected directly through a questionnaire-based survey, which was designed to measure social media marketing variables on TikTok, brand trust, perceived value, and purchase intention. Each variable was measured through validated statements based on previous literature. The questionnaire was distributed online through Google Forms and targeted to people in Bengkulu Province.

The sampling technique used was purposive sampling, which is a method of selecting samples based on certain criteria (Mulyana et al., 2024). The population of this study is TikTok users who are interested in beauty products, with a sample that includes active TikTok users from generation Z (aged 13-28 years) who use halal cosmetics. A Likert scale of 1-5 was used to measure respondents' level of agreement, with categories from 1 (strongly disagree) to 5 (strongly agree). According to Hair et al. (2019), the sample size is calculated using the formula 5-10 times the number of indicators per variable being analyzed. In this study, the minimum number of statements is 19, thus the minimum sample size used is 95 respondents. By utilizing marketing through TikTok, companies can improve more effective strategies to encourage consumer purchase intentions.

RESULT AND DISCUSSION

Research Result

Table 1. Characteristics of Respondents

Category	Total (n)	Percentage (%)
Sex		
Female	119	84.4
Male	22	15.6
Age		
13-17	16	11.4
18-22	87	61.7
23-28	38	26.9
Latest Education		
Junior high	4	2.8
High school	56	39.7
Diploma/Sarjana	81	57.4
Job		
Student	87	61.7

Civil	Servant/State-Owned Enterprise/Police	14	9.9
Self-employed		14	9.9
Others		26	18.5
Income			
< 500,000		51	36.2
500,000 – 2,000,000		50	35.5
300,000– 5,000,000		21	14.9
> 5,000,000		19	13.4

Source: Processed Data by Researchers

The results of this study show that the majority of Gen Z are active users of the TikTok app. A total of 89 respondents access the platform daily, indicating that TikTok has become part of their daily routine. In addition, 20 respondents use TikTok 1-2 times a week, followed by 24 respondents who access it 3-5 times a week, while the remaining 8 respondents rarely use the platform.

The duration of TikTok usage among Gen Z also varies. The majority of respondents, 62 people, spend more than 1 hour per day on the app. A total of 45 respondents use TikTok for 30 minutes to 1 hour per day, while the other 34 respondents only access it in the range of 5-20 minutes. Despite the difference in usage duration, this data shows that most of Gen Z still make time to consume TikTok content regularly. This finding also confirms that social media marketing has the potential to influence consumers' search for information, reviews and recommendations on halal cosmetics.

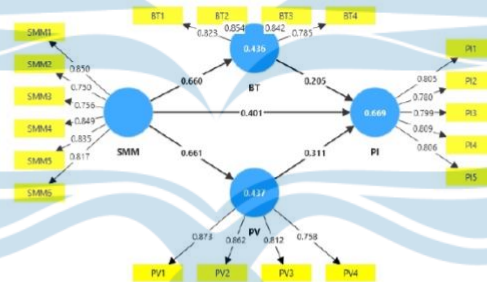


Figure 2. Outer Models

Source: Primary Data Processed by Researchers (2025)

Table 2. Convergent Validity

Item	BT	PI	PV	SMM
BT1	0.823			
BT2	0.854			
BT3	0.842			
BT4	0.785			

PI1	0.805
PI2	0.780
PI3	0.799
PI4	0.809
PI5	0.806
PV1	0.873
PV2	0.862
PV3	0.812
PV4	0.758
SMM1	0.850
SMM2	0.750
SMM3	0.756
SMM4	0.849
SMM5	0.835
SMM6	0.817

Source: Processed Data by Researchers

Convergent validity is a measurement model based on the correlation between item/component scores and construct scores calculated using PLS. The reflective measure for convergent validity is more than 0.70. Based on the table above, the loading factor value for all statement items exceeds 0.70, thus it can be concluded that all statement items in this study are declared valid.

Table 3. Discriminant Validity of HTMT

	BT	PI	PV	SMM
BT				
PI	0.822			
PV	0.896	0.856		
SMM	0.737	0.840	0.752	

Source: Processed Data by Researchers

The Heterotrait-Monotrait Ratio (HTMT) value in this study is less than 0.90. This value indicates that there is good discriminant validity between the two reflective constructs, hence each construct in this research model has a clear distinction and there is no multicollinearity problem.

Table 4. Construct Validity and Reliability

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BT	0.846	0.855	0.896	0.683
PI	0.859	0.860	0.899	0.640
PV	0.846	0.856	0.897	0.685
SMM	0.895	0.896	0.920	0.657

Source: Processed Data by Researchers

Reliability is measured by looking at the Composite Reliability and Cronbach's Alpha values. A variable is considered reliable if it has a Composite

Reliability of more than 0.70. Based on the table above, the Composite Reliability value for each variable in this study is more than 0.70, which indicates that the data is reliable and valid.

In addition, to strengthen reliability, Cronbach's Alpha is used, where a value > 0.70 indicates a strong construct. In this study, the Cronbach's Alpha value exceeds this limit, thus it can be concluded that the reliability of the data used is classified as strong.

Table 5. Inner Models

Endogenous Variable	R- Square
Brand Trust	0.436
Perceived Value	0.437
Purchase Intention	0.669

Source: Processed Data by Researchers

R-Square is a statistical measure that shows the extent to which endogenous variables can be explained by exogenous variables in a regression model. In this study, the analysis results indicate that:

1. Brand Trust can be explained by Social Media Marketing by 43.6%;
2. Perceived Value can be explained by Social Media Marketing by 43.7%;
3. Purchase Intention can be explained by Social Media Marketing by 66.9%.

These values indicate that the exogenous variables in the model have a strong enough contribution in explaining the endogenous variables studied.

Table 6. Direct Effect Hypothesis

Variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P-values
SMM $\rightarrow$ PI	0.401	0.397	0.093	4.297	0.000
SMM $\rightarrow$ BT	0.660	0.657	0.077	8.603	0.000
SMM $\rightarrow$ PV	0.661	0.661	0.067	9.828	0.000
BT $\rightarrow$ PI	0.205	0.198	0.080	2.569	0.010
PV $\rightarrow$ PI	0.311	0.320	0.104	2.992	0.003

Source: Processed Data by Researchers

To test the hypothesis, a significance level of 0.05 is used with a T-statistic value of 1.96. If the T-statistic > 1.96 , then the result is considered significant. Based on the table of hypothesis test results, the explanation is as follows:

1. Influence of Social Media Marketing (X) on Purchase Intention (Y)

- a. T-statistic value = $4.297 > 1.96$ and p-value = $0.000 < 0.05$
- b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y).
2. The influence of Social Media Marketing (X) on Brand Trust (Z_1)
 - a. T-statistic value = $8.603 > 1.96$ and p-value = $0.000 < 0.05$
 - b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Brand Trust (Z_1).
3. The influence of Social Media Marketing (X) on Perceived Value (Z_2)
 - a. T-statistic value = $9.828 > 1.96$ and p-value = $0.000 < 0.05$
 - b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Perceived Value (Z_2).
4. The influence of Brand Trust (Z_1) on Purchase Intention (Y)
 - a. T-statistic value = $2.569 > 1.96$ and p-value = $0.010 < 0.05$
 - b. Conclusion: Brand Trust (Z_1) has a positive and significant influence on Purchase Intention (Y).
5. The influence of Perceived Value (Z_2) on Purchase Intention (Y)
 - a. T-statistic value = $2.992 > 1.96$ and p-value = $0.003 < 0.05$
 - b. Conclusion: Perceived Value (Z_2) has a positive and significant influence on Purchase Intention (Y).

Table 7. Indirect Effect

Variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P-values
SMM → BT → PI	0.135	0.129	0.054	2.520	0.012
SMM → PV → PI	0.205	0.214	0.078	2.618	0.009

Source: Processed Data by Researchers

Based on the table above, the influence of Social Media Marketing (X) on Purchase Intention (Y) through Brand Trust (Z_1) shows a T-statistic value = $2.520 > 1.96$ and p-value = $0.012 < 0.05$. This indicates that Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y) through Brand Trust (Z_1).

In addition, based on the table above, the influence of Social Media Marketing (X) on Purchase Intention (Y) through Perceived Value (Z_2) shows a T-statistic value = $2.618 > 1.96$ and p-value = $0.009 < 0.05$. This indicates that Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y) through Perceived Value (Z_2).

Research Discussion

The results of this study indicate that Social Media Marketing has a positive and significant influence on Purchase Intention (Y) among Gen Z towards halal cosmetic products in the TikTok application. This finding is consistent with research conducted by Dewi et al. (2022) and Savitri et al. (2021). This confirms that the more effective the marketing strategy carried out through social media, the higher the interest and purchase intention of consumers towards products, especially halal cosmetics. TikTok, as a video-based platform, allows marketers to create interactive content and provides features that support marketing optimization.

In addition, Social Media Marketing (X) also has a positive and significant influence on Brand Trust (Z_1). These results are in line with the research of Admi Dani (2021) and Sohail et al. (2019). Marketing through social media allows brands to convey information transparently and clearly, which is a key factor in building trust in halal cosmetic products.

In addition, Social Media Marketing (X) also has a positive and significant influence on Brand Trust (Z_1). These results are in line with the research of Sohail et al. (2019) and Admi Dani (2021). Marketing through social media allows brands to convey information transparently and clearly, which is a key factor in building trust in halal cosmetic products.

Furthermore, Brand Trust (Z_1) has a positive and significant influence on Purchase Intention (Y). These results are in line with the research of Cuong (2020) and Samy et al. (2020). Brand trust is an important factor in purchasing decisions, especially since halal cosmetics are considered reliable in terms of quality and halal standards applied. Consumers tend to be encouraged to purchase products that they trust.

In addition, Perceived Value (Z_2) also has a positive and significant influence on Purchase Intention (Y). These results are in accordance with the research of Chafidon et al. (2022) and Amalia & Nurlinda (2022). The higher the value perceived by consumers, the greater their interest in the product offered. Factors such as functional, emotional benefits, as well as economical and social aspects of the product play an important role in shaping purchase intentions.

In this study, Brand Trust also acts as a mediator in the relationship between Social Media Marketing and Purchase Intention. This result is in line with the research of Moslehpour et al. (2018) and Wartono (2024). This means that Social Media Marketing helps build brand trust which in turn encourages consumer purchase intentions.

In addition, Perceived Value also mediates the relationship between Social Media Marketing and Purchase Intention. This result is supported by research by Rachmania (2021) and Vidyana (2022). The high intensity of social media usage allows companies to increase the perceived value of products through direct

interaction, building emotional relationships with consumers, and providing more transparent information regarding product safety and quality.

Overall, this research confirms that marketing through social media, specifically TikTok, not only influences purchase intention directly, but also through increasing brand trust and perceived value by consumers.

CONCLUSION AND SUGGESTION

Conclusion

The results of this study indicate that social media marketing has a positive and significant influence on the purchase intention of halal cosmetic products among Gen Z in Bengkulu Province. Marketing through social media plays a role in creating interesting content, providing information on halal cosmetic products, and helping consumers choose products by looking at comments, reviews, and feedback from other users. In addition, Social Media Marketing also contributes to increasing consumer confidence in halal cosmetics, especially through affirming its safety aspects, such as the presence of a halal logo.

Consumer trust is an important factor in driving interest in products, as they tend to consider safety and halalness prior to making a purchase. In addition, perceived value also plays a crucial role in increasing the attractiveness of products in the eyes of consumers. Perceived value includes not only functional aspects, but also emotional, economic and social factors offered by the product. The higher the value perceived by consumers, the greater their intention to purchase the product. This finding shows that consumers not only consider the marketing strategies used, but also assess the quality and credibility of the product before deciding to purchase.

Suggestion

This study only focuses on the TikTok app. Therefore, future research is recommended to expand the scope by considering other platforms, such as Instagram, YouTube, Shopee Live, Facebook, and others, to determine whether the relationship found remains consistent. In addition, it is recommended to use qualitative methods in order to provide deeper insights into the factors underlying the purchase intention of halal cosmetic products. It is expected that through the right strategy, halal cosmetic products will be more accepted and continue to grow in the beauty industry.

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