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## The Effect of Social Media Marketing, Perceived Quality, and Electronic Word of Mouth on Purchase Intention of Hijab Products on TikTok Through Trust as a Mediating Variable

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**Abstract:** This study investigates how social media marketing, perceived quality, and electronic word of mouth (E-WOM) influence purchase intention for Tie By Min hijab products on TikTok, with trust positioned as a mediating variable. A quantitative associative design was applied to 100 female Generation Z respondents aged 17 to 29 years living in the Greater Jakarta area who had encountered Tie By Min promotional content and had purchased or intended to purchase the products through TikTok. Data were obtained through a five-point Likert-scale questionnaire and examined using Partial Least Squares Structural Equation Modeling with SmartPLS 4.0. The findings indicate that social media marketing, perceived quality, and E-WOM significantly and positively influence trust. Each variable also has a significant positive relationship with purchase intention, and trust significantly affects purchase intention. Furthermore, trust mediates the effects of social media marketing, perceived quality, and E-WOM on purchase intention. The results highlight the importance of building consumer trust when developing TikTok marketing strategies aimed at Generation Z.

**Keywords:** Social Media Marketing, Perceived Quality, Electronic Word of Mouth, Trust, Purchase Intention

### INTRODUCTION

Digital platforms have transformed the manner in which customers identify products, evaluate options, and formulate buy intents. TikTok has progressively evolved into not merely a short-video platform but also a social commerce environment where content, engagement, live broadcasts, and shopping activities are intertwined. Consumers obtain product information from both brands and other users, rendering the reliability of digital communication and the establishment of trust progressively vital. In this framework, social media marketing, perceived quality, electronic word-of-mouth, and trust offer pertinent insights into buy intention within social commerce (Wang et al., 2022).

In the hijab industry, digital media enables consumers to evaluate product esthetics, materials, functionality, and testimonials from fellow users. TikTok holds significant relevance

for Generation Z as it provides product information via brief videos, live shopping experiences, and suggestions from digital communities. Marketing initiatives must extend beyond just marketing by delivering valuable and trustworthy information. Kotler et al. (2022) emphasize the significance of value creation and sustaining consumer relationships, whilst Putri et al. (2024) illustrate the importance of trust and privacy in the purchasing behavior of Generation Z on TikTok Shop.

Trust holds particular significance in social commerce as consumers are unable to physically examine things or thoroughly assess vendor credibility prior to finalizing an online purchase. Wang et al. (2022) recognize trust as a crucial factor influencing buy intention in social commerce, whereas Lita (2023) demonstrates that trust can act as a mediator in the connection between social media marketing and purchase intention. Perceived quality can diminish uncertainty by indicating product dependability, while electronic word-of-mouth offers insights and social validation from fellow consumers (Hung et al., 2023).

These concerns establish the foundation for analyzing Tie By Min, a hijab brand that utilizes TikTok for marketing and sales. This research explores the impact of social media marketing, perceived quality, and electronic word-of-mouth on purchasing intentions, while analyzing trust as the intermediary factor. The study employs the Theory of Planned Behavior, positing that intentions are shaped by beliefs and assessments that affect behavioral choices (Ajzen, 2011). Consequently, the research emphasizes the direct correlations between the variables and the intermediary role of trust.

## METHOD

A quantitative associative framework was utilized to investigate the correlations between social media marketing, perceived quality, electronic word-of-mouth, trust, and purchase intention. The study concentrated on the hijab goods of Tie By Min that are advertised and marketed via TikTok.

The cohort comprised 100 female Generation Z individuals aged 17 to 29 living in the Greater Jakarta region. Qualified participants had come across hijab advertising on TikTok and had either made a purchase or indicated a desire to buy Tie By Min products via the medium. Data were collected with a standardized questionnaire employing a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Social media marketing was evaluated based on amusement, engagement, relevance to trends, personalization, and statements connected to word-of-mouth. The assessed quality was evaluated based on performance, reliability, and durability. E-WOM was assessed via the quality of reviews, the amount of reviews, and the credibility of reviews. Trust was assessed based on capability, goodwill, and honesty, whereas purchasing intention encompassed transactional, referential, preferred, and exploratory motives. The indicators of the questionnaire and the criteria for respondents adhered to the research instrument outlined in the thesis.

The data examination utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. The measurement model was examined using convergent validity, discriminant validity, and reliability, whilst the structural model was analyzed using R-square, variance inflation factor (VIF), and bootstrapping-based hypothesis testing. A two-tailed significance level of 5% was utilized, where a t-statistic exceeding 1.96 and a p-value under 0.05 were regarded as indicators of a meaningful association.

## RESULT AND DISCUSSION

### a. Respondent Characteristics

The study involved 100 respondents. All respondents were female. The largest age group was 22 to 24 years (57%), followed by 19 to 21 years (34%). Most respondents lived in Jakarta

(55%), followed by Bogor (20%), Depok (11%), Tangerang (8%), and Bekasi (6%). These characteristics indicate that the sample represented the female Generation Z consumer segment targeted by the study.

| Characteristic | Category    | Percentage |
|----------------|-------------|------------|
| Gender         | Female      | 100%       |
| Age            | 19–21 years | 34%        |
| Age            | 22–24 years | 57%        |
| Age            | 25–27 years | 7%         |
| Age            | 28–29 years | 2%         |
| Residence      | Jakarta     | 55%        |
| Residence      | Bogor       | 20%        |
| Residence      | Depok       | 11%        |
| Residence      | Tangerang   | 8%         |
| Residence      | Bekasi      | 6%         |

Source: Primary data, processed by the researcher (2026).

### b. Measurement Model Evaluation

The reliability results indicate that all constructs exceeded the recommended threshold of 0.70 for Cronbach's alpha and composite reliability. Social media marketing obtained Cronbach's alpha of 0.934 and composite reliability of 0.949; perceived quality obtained 0.944 and 0.957; E-WOM obtained 0.939 and 0.951; trust obtained 0.947 and 0.940; and purchase intention obtained 0.914 and 0.958. Thus, all constructs demonstrated adequate internal consistency.

| Variable                 | Cronbach's Alpha | Composite Reliability |
|--------------------------|------------------|-----------------------|
| Social Media Marketing   | 0.934            | 0.949                 |
| Perceived Quality        | 0.944            | 0.957                 |
| Electronic Word of Mouth | 0.939            | 0.951                 |
| Trust                    | 0.947            | 0.940                 |
| Purchase Intention       | 0.914            | 0.958                 |

Source: Primary data, processed by the researcher (2026).

### c. Structural Model and Hypothesis Testing

The structural model yielded an R-square of 0.504 for trust and 0.458 for purchase intention. This means that social media marketing, perceived quality, and E-WOM accounted for 50.4% of the variance in trust, while social media marketing, perceived quality, E-WOM, and trust explained 45.8% of the variance in purchase intention. Both explanatory values fall within the moderate category.

VIF values ranged from 1.025 to 2.016, all below the 5.0 threshold. The structural model therefore showed no indication of problematic multicollinearity.

| Hypothesis | Relationship                                | $\beta$ | t-statistic | p-value | Decision |
|------------|---------------------------------------------|---------|-------------|---------|----------|
| H1         | Social Media Marketing → Trust              | 0.426   | 5.503       | 0.000   | Accepted |
| H2         | Perceived Quality → Trust                   | 0.476   | 7.090       | 0.000   | Accepted |
| H3         | E-WOM → Trust                               | 0.489   | 7.657       | 0.000   | Accepted |
| H4         | Social Media Marketing → Purchase Intention | 0.288   | 3.543       | 0.000   | Accepted |
| H5         | Perceived Quality → Purchase Intention      | 0.325   | 3.930       | 0.000   | Accepted |

|    | Purchase Intention         |       |       |       |          |
|----|----------------------------|-------|-------|-------|----------|
| H6 | E-WOM → Purchase Intention | 0.270 | 2.970 | 0.003 | Accepted |
| H7 | Trust → Purchase Intention | 0.280 | 2.919 | 0.004 | Accepted |

Source: Primary data, processed by the researcher (2026).

#### d. Structural Model and Hypothesis Testing

Social media marketing significantly and positively affected trust ( $\beta = 0.426$ ,  $t = 5.503$ ,  $p < 0.001$ ). This suggests that interactive, relevant, and informative TikTok content can increase consumers' confidence in Tie By Min. The result is in line with previous evidence concerning the contribution of social media marketing to consumer trust and relationship building (Lita, 2023; Salhab et al., 2023).

Perceived quality showed a positive and significant effect on trust ( $\beta = 0.476$ ,  $t = 7.090$ ,  $p < 0.001$ ). Consumers who evaluate Tie By Min products as comfortable, reliable, and durable are more likely to develop confidence in the brand. This finding supports the view that perceived quality can reduce uncertainty and strengthen confidence in online purchasing (Nurbasari & Kamanda, 2022; Raihanah et al., 2024).

E-WOM produced the largest direct coefficient among the three predictors of trust ( $\beta = 0.489$ ,  $t = 7.657$ ,  $p < 0.001$ ). Credible and informative consumer reviews function as social proof and assist potential buyers in evaluating Tie By Min. The result reinforces previous findings concerning the influence of review quality and credibility on consumer responses to digital information (Hung et al., 2023; Sari & Ruslim, 2024).

#### e. Direct Effects on Purchase Intention

Social media marketing had a significant positive effect on purchase intention ( $\beta = 0.288$ ,  $t = 3.543$ ,  $p < 0.001$ ), indicating that promotional content, interaction, and useful information on TikTok can encourage consumers to consider purchasing Tie By Min. Perceived quality also showed a significant positive effect ( $\beta = 0.325$ ,  $t = 3.930$ ,  $p < 0.001$ ), demonstrating that evaluations of product performance, reliability, and durability directly contribute to purchase intention.

E-WOM also significantly and positively influenced purchase intention ( $\beta = 0.270$ ,  $t = 2.970$ ,  $p = 0.003$ ). Thus, favorable reviews and recommendations contribute to purchase intention as well as trust formation. Trust had a significant positive effect on purchase intention ( $\beta = 0.280$ ,  $t = 2.919$ ,  $p = 0.004$ ), indicating that confidence in the brand's ability, benevolence, and integrity is an important basis for purchasing decisions in social commerce. These findings are consistent with earlier research connecting E-WOM, trust, and online purchase intention (Annisa & Ahmadi, 2024; Putri et al., 2024; Wang et al., 2022).

#### f. Mediating Role of Trust

Trust significantly mediated the relationship between social media marketing and purchase intention (indirect effect = 0.119,  $t = 2.550$ ,  $p = 0.011$ ). The same mediating role was found for perceived quality (indirect effect = 0.133,  $t = 2.619$ ,  $p = 0.009$ ) and E-WOM (indirect effect = 0.137,  $t = 2.618$ ,  $p = 0.009$ ).

| Hypothesis | Mediated Relationship    | Indirect Effect | t-statistic | p-value | Decision |
|------------|--------------------------|-----------------|-------------|---------|----------|
| H8         | Social Media Marketing → | 0.119           | 2.550       | 0.011   | Accepted |

|     |                                                |       |       |       |          |
|-----|------------------------------------------------|-------|-------|-------|----------|
|     | Trust → Purchase Intention                     |       |       |       |          |
| H9  | Perceived Quality → Trust → Purchase Intention | 0.133 | 2.619 | 0.009 | Accepted |
| H10 | E-WOM → Trust → Purchase Intention             | 0.137 | 2.618 | 0.009 | Accepted |

Source: Primary data, processed by the researcher (2026).

The mediation findings indicate that trust serves as an important pathway linking digital marketing activities and consumer evaluations with purchase intention. Social media marketing can become more persuasive when it builds confidence, perceived quality can translate into stronger purchase intention when it creates trust in the brand, and E-WOM becomes more influential when reviews are viewed as credible. Overall, these findings support the Theory of Planned Behavior perspective that behavioral intention is preceded by relevant beliefs and evaluations (Ajzen, 2011).

## CONCLUSION

The research indicates that social media marketing, perceived quality, and electronic word-of-mouth substantially and favorably influence both trust and purchase intention for Tie By Min hijab goods on TikTok. Confidence exerts a considerable beneficial effect on buying intent. Furthermore, trust serves as a mediator for the influence of the three independent variables on purchase intention, exhibiting indirect effects of 0.119 for social media marketing, 0.133 for perceived quality, and 0.137 for electronic word-of-mouth (E-WOM). The findings highlight that trust serves as a crucial conduit for transforming digital marketing initiatives, perceived product excellence, and online evaluations into purchasing intent.

The results indicate that Tie By Min should uphold engaging, instructive, and pertinent TikTok content while continually conveying product quality and promoting trustworthy client testimonials. Marketing initiatives should consequently emphasize the cultivation of trust alongside outreach and advertising. Subsequent investigations may expand the demographic diversity and geographical scope of respondents while exploring more variables, as the current model explains 45.8% of the variance in purchasing intention.

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