

The Effect of Influencer Marketing and Online Customer Reviews on Purchase Intention for Lozy Hijab Arabian Shawl Products on the TikTok Shop Platform

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Keywords

Influencer Marketing; Online Customer Reviews; Purchase Intention; TikTok Shop; Muslim Fashion

ABSTRACT

The rapid growth of social commerce has transformed consumer purchasing behavior, particularly in the fashion and Muslim apparel industry. The TikTok Shop platform provides opportunities for brands to increase product visibility through influencer marketing and online customer reviews that may shape consumer perceptions and purchase decisions. This study aims to examine the effect of influencer marketing and online customer reviews on purchase intention for Lozy Hijab Arabian Shawl products on the TikTok Shop platform. This research employed a quantitative approach using a survey method distributed to consumers who were familiar with Lozy Hijab products and had interacted with TikTok Shop content. Data were collected through questionnaires and analyzed using statistical techniques to evaluate the relationship between influencer marketing, online customer reviews, and purchase intention. The findings indicate that influencer marketing contributes to consumers' purchase intentions by increasing product awareness, trust, and perceived attractiveness through influencer credibility and content engagement. In addition, online customer reviews influence purchase intention by providing social proof, product information, and confidence regarding product quality and customer experience. The combination of influencer marketing strategies and positive online reviews strengthens consumer attitudes toward purchasing decisions. This study provides practical implications for Lozy Hijab and similar fashion brands in optimizing digital marketing strategies on social commerce platforms by improving influencer collaboration and encouraging authentic customer feedback.

INTRODUCTION

Indonesia has one of the most competitive Muslim fashion industries in Southeast Asia. Based on data from the State of the Global Islamic Economy Report (SGIER) 2023/2024, Indonesia ranks third in the Global Islamic Economy Indicator, after Malaysia and Saudi Arabia, demonstrating the strength of its domestic halal economic ecosystem. The Indonesian hijab market itself is valued at approximately IDR 91 trillion annually; however, local products account for only around 25% of the total market, while the remaining share is dominated by imported products entering through international e-commerce platforms (Media Indonesia, 2022).

The intensity of this competition is also reflected in the Top Brand Index data (Handoyo et al., 2023; Hart & Rodgers, 2024; Talari & Khoshroo, 2023). According to the Top Brand Index, whose assessment indicators include market share, mind share, and commitment share, only a few local hijab brands have consistently maintained their positions in the hijab category, including Azzura, Elzatta, Rabbani, and Zoya (Top Brand Award, 2025). Annual fluctuations in index values indicate that competition among local hijab brands occurs dynamically and competitively (Daroini & Hastriana, 2025; Indig & Gal, 2015). Due to the increasing number of business actors involved in this industry, companies are required to continuously strengthen their competitiveness and understand changes in consumer behavior to maintain their market share. This condition demonstrates that understanding the factors influencing consumer purchasing decisions and purchase intention is becoming increasingly important in achieving market competitiveness (Toha & Supriyanto, 2023).

Purchase intention is an important indicator that describes consumers' tendency to purchase a product in the future. In the context of digital marketing, purchase intention is influenced not only by content exposure and brand popularity but also by consumers' perceptions of product quality, information credibility, and trust in the offered brand (Aurelia & Widiyanti, 2022). High levels of user interaction on social media do not necessarily indicate strong purchase intention if consumers have not developed sufficient confidence to complete transactions. Therefore, companies need to understand the factors capable of transforming consumer attention and engagement into actual purchasing decisions (Adeyemi et al., n.d.; Amankona et al., 2024; Busalim & Asadi, 2025; Chen, 2024; Setiawan et al., 2024; Yadav & Seranmadevi, 2024). The phenomenon observed in Lozy Hijab indicates that success in creating virality and engagement does not necessarily correspond with a consistent increase in purchase intention (Pakpahan et al., 2026).

The development of digital technology and social media has transformed consumer behavior patterns in searching for information and evaluating products before purchasing. Today, consumers tend to rely on influencer recommendations, user reviews, and digital content as primary sources of reference in the decision-making process (Arviana et al., 2026). This condition encourages companies to continuously adapt to increasingly dynamic and competitive marketing trends. Amid the growth of the Muslim fashion industry, understanding the factors affecting purchase intention has become increasingly important for maintaining brand competitiveness. Therefore, research on purchase intention toward Lozy Hijab products is relevant to examine how digital marketing strategies influence consumer buying interest in the current digital era.

The development of social media has changed the way companies communicate with consumers. One of the fastest-growing digital marketing strategies is influencer marketing, which involves utilizing individuals with significant influence on social media to promote products or services to their followers. Influencer marketing has been proven effective in increasing consumer purchase intention by leveraging influencer credibility and emotional relationships developed through social media interactions (Alfiannor, 2024). Along with the increasing popularity of platforms such as TikTok, Instagram, and YouTube, influencer marketing has become one of the marketing tools widely adopted by companies to influence consumer behavior (Szakal, 2022). In digital marketing contexts, the effectiveness of

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influencer marketing is frequently associated with its ability to enhance consumer purchase intention (Jayanto et al., 2022).

Previous studies have demonstrated that influencer marketing influences consumer purchase intention. Kim and Kim (2021) found that influencer attractiveness, expertise, and trustworthiness positively affect consumer purchase intention. Furthermore, Sesar et al. (2022), through a systematic literature review, found that influencer credibility, including attractiveness, trustworthiness, and expertise, positively influences purchase intention. In addition, transparent promotional practices through clear advertising disclosures can increase consumer purchase intention by strengthening perceptions of influencer credibility. Joyce (2024) explained that influencer marketing can increase purchase intention because influencers are able to establish personal connections, trust, and engagement with their audiences. This relationship makes influencer recommendations more persuasive than traditional advertising, thereby increasing the likelihood that consumers will try and purchase recommended products. Masuda et al. (2022) found that similarity in attitudes and values (attitude homophily) between influencers and followers strengthens the parasocial relationship formed between them. These parasocial relationships subsequently increase consumer purchase intention. In addition to influencer marketing, the development of digital technology has also increased the role of online customer reviews as an information source in consumer decision-making processes.

Online customer reviews are evaluations or assessments provided by consumers after using a product and published through digital platforms (Sinaga et al., 2025). These reviews have become increasingly important because consumers tend to seek other users' experiences before purchasing, particularly in online transactions that involve higher uncertainty compared with direct purchases (Syah & Indriani, 2020). Various e-commerce and social commerce platforms currently consider review features as essential components in building consumer trust (Wibowo & Koko, 2022). Therefore, online customer reviews are considered one of the factors that can influence consumer purchase intention (Salsabilla & Trisni, 2023).

Several studies have shown that online customer reviews positively influence purchase intention because they reduce perceived risks and uncertainties among consumers. Sinaga et al. (2025) found that online customer reviews and online customer ratings significantly influence consumer purchase intention on digital platforms. Research by Syah and Indriani (2020) also demonstrated that the quality of customer reviews increases consumer purchase intention for cosmetic products. Furthermore, Wibowo and Koko (2022) explained that online customer reviews increase purchase intention through the development of consumer trust. These findings are supported by Salsabilla and Trisni (2023), who stated that online customer reviews are important factors influencing purchase intention in online transactions. Research by Anggoro Wilis and Faik (2022) also showed that influencer marketing and online customer reviews simultaneously have a significant effect on consumer purchase intention within digital marketing environments.

Theoretically, this research is based on the Stimulus-Organism-Response (SOR) Theory, which explains that external stimuli influence individual behavioral responses through specific psychological processes (Kim & Kim, 2021). In this study, influencer marketing and online customer reviews function as stimuli received by consumers through digital media. This information is subsequently processed by consumers through perceptions, evaluations, and trust toward the offered products. The outcome of this process generates a response in the form

of purchase intention. Therefore, more positive consumer perceptions of influencer marketing and online customer reviews may increase the likelihood of purchase intention formation.

The existence of research gaps and fluctuations in sales trends indicates that consumers' purchase intentions toward new products are influenced by various factors, particularly influencer marketing and online customer reviews as information sources within digital environments. Therefore, this study aims to examine the influence of these two variables on the purchase intention of Lozy Hijab Arabian Shawl products on the TikTok Shop platform, while also identifying consumer perceptions regarding the role of influencers and customer reviews in shaping purchase intention. The findings are expected to provide practical benefits for Lozy Hijab in developing more effective digital marketing strategies, for the TikTok Shop platform in improving the credibility of review features and influencer collaborations, and for consumers in critically utilizing information before making purchase decisions. Furthermore, this research is expected to contribute academically by enriching digital marketing studies, particularly those related to influencer marketing, online customer reviews, and purchase intention, while serving as a reference for future studies that develop broader variables, research objects, and methodological approaches

METHOD

Types of Research

This study employed a quantitative approach with causal objectives to examine the influence of Influencer Marketing and Online Customer Reviews on the purchase intention of Lozy Hijab Arabian Shawl products on the TikTok Shop platform. The research strategy used was a survey method through questionnaire distribution to respondents who met the predetermined research criteria. The unit of analysis consisted of individual TikTok Shop users who were familiar with Lozy Hijab Arabian Shawl products, had been exposed to influencer promotions, and had accessed online customer reviews. The study was conducted under non-contrived conditions, allowing respondents to provide responses based on their actual perceptions and experiences. Based on the time dimension, this research applied a cross-sectional design, in which data were collected at a single point in time. Data were analyzed using multiple linear regression to examine the effects of Influencer Marketing (X_1) and Online Customer Reviews (X_2) on purchase intention (Y). The analysis aimed to determine the partial and simultaneous effects of the independent variables and evaluate their contribution in explaining variations in consumer purchase intention toward Lozy Hijab Arabian Shawl products on the TikTok Shop platform.

Population and Sample

The population in this study is all TikTok Shop users who know the Arabian Shawl Lozy Hijab product, have seen product promotions through influencers on the TikTok platform, and have read online customer reviews about the product. This population was chosen because it was in accordance with the research objective, which was to analyze the influence of Influencer Marketing and Online Customer Review on Purchase Intention. Given that the population is not known for sure, the study uses a non-probability sampling technique with the purposive sampling method, namely selecting respondents based on certain criteria, such as domiciled in Indonesia, having an active TikTok account, having accessed TikTok Shop, knowing Arabian Shawl Lozy Hijab products, having seen promotions through influencers, having read customer

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reviews, having an interest in hijab or Muslim fashion products, and be at least 17 years old. The number of samples was determined using the Lemeshow formula with a confidence level of 95%, the proportion of the population of 0.5, and a margin of error of 5%. The calculation results showed that the minimum sample requirement was 384.16 respondents, which was then rounded to 385 respondents. This amount is considered adequate to produce representative data and support analysis of the influence of Influencer Marketing and Online Customer Reviews on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

Data Collection and Sources

The data used in this study consisted of primary data and secondary data. Primary data was obtained directly through the distribution of questionnaires to TikTok Shop users who knew the Arabian Shawl Lozy Hijab product, had seen promotions through influencers, and had read online customer reviews about the product. The questionnaire was compiled based on the indicators of the Influencer Marketing, Online Customer Review, and Purchase Intention variables to obtain information about respondents' perceptions of each variable. Meanwhile, secondary data was obtained from various relevant sources, such as research methodology books, national and international journals, official websites and social media Lozy Hijab, TikTok Shop data, Google Trends, articles, and industry reports that support the research. Data collection was carried out through three techniques, namely questionnaires distributed online using Google Form, literature studies to strengthen the theoretical foundations and research frameworks, and documentation to obtain various supporting information related to the research object. The combination of primary data and secondary data is expected to be able to provide comprehensive information and support analysis of the influence of Influencer Marketing and Online Customer Reviews on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

Data Analysis Techniques

Data analysis in this study was carried out after all data from respondents were collected using the help of the Statistical Package for the Social Sciences (SPSS) program. The analysis stage begins with descriptive statistical analysis to describe the characteristics of the respondents and provide a description of the respondents' responses to the Influencer Marketing, Online Customer Review, and Purchase Intention variables through mean, frequency, percentage, and standard deviation. Furthermore, a classical assumption test was carried out which included a normality test using the Kolmogorov-Smirnov method, a multicollinearity test based on the Tolerance and Variance Inflation Factor (VIF) values, and a heteroscedasticity test using the Glejser test to ensure that the regression model meets statistical requirements. Once all assumptions were met, the analysis was followed by multiple linear regression to measure the influence of Influencer Marketing and Online Customer Reviews on Purchase Intent. Hypothesis testing was carried out through the t-test to determine the influence of each independent variable partially and the F-test to test the influence of both variables simultaneously, with a significance level of 5%. The final stage of analysis used a determination coefficient (R^2) to determine the ability of the Influencer Marketing and Online Customer Review variables in explaining the variation of consumer Purchase Intention towards the Arabian Shawl Lozy Hijab product on the TikTok Shop platform, so that it can be known how much the two independent variables contribute to the dependent variables in this study.

RESULT AND DISCUSSION

In this study, data analysis was carried out using the assistance of the Statistical Package for the Social Sciences (SPSS) version 26 program. The analysis was carried out to answer the formulation of problems regarding the influence of Influencer Marketing and Online Customer Review on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform. The stages of analysis include descriptive statistics, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients.

Validity Test

Table 1 Influencer Marketing variable validity test

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1TOTAL
X1.1	Pearson Correlation	1	.716*	.706**	.696**	.699**	.735**	.700**	.679**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.2	Pearson Correlation	.716**	1	.715**	.700**	.726**	.687**	.715**	.694**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.3	Pearson Correlation	.706**	.715*	1	.705**	.719**	.712**	.724**	.699**	.867**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.4	Pearson Correlation	.696**	.700*	.705**	1	.703**	.704**	.685**	.713**	.858**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.5	Pearson Correlation	.699**	.726*	.719**	.703**	1	.680**	.714**	.682**	.860**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.6	Pearson Correlation	.735**	.687*	.712**	.704**	.680**	1	.718**	.699**	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X1.7	Pearson Correlation	.700**	.715*	.724**	.685**	.714**	.718**	1	.697**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385

X1.8	Pearson Correlation	.679**	.694*	.699**	.713**	.682**	.699**	.697**	1	.851**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385	385
X1T OTA L	Pearson Correlation	.861**	.863*	.867**	.858**	.860**	.863**	.864**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385

Table 2 Test the Validity of Online Customer Review Variables

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2TOTAL
X2.1	Pearson Correlation	1	.635**	.651*	.691*	.621**	.623**	.668*	.618**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.2	Pearson Correlation	.635**	1	.645*	.672*	.664**	.642**	.675*	.616**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.3	Pearson Correlation	.651**	.645**	1	.637*	.689**	.637**	.637*	.623**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.4	Pearson Correlation	.691**	.672**	.637*	1	.666**	.641**	.678*	.631**	.845**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.5	Pearson Correlation	.621**	.664**	.689*	.666*	1	.634**	.652*	.643**	.840**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.6	Pearson Correlation	.623**	.642**	.637*	.641*	.634**	1	.612*	.612**	.813**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000

	N	385	385	385	385	385	385	385	385	385
X2.7	Pearson Correlation	.668**	.675**	.637*	.678*	.652**	.612**	1	.627**	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385
X2.8	Pearson Correlation	.618**	.616**	.623*	.631*	.643**	.612**	.627*	1	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385	385
X2T OTAL	Pearson Correlation	.830**	.835**	.832*	.845*	.840**	.813**	.836*	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385

Table 3 Varaibel Purchase Intention Validity Test

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	YTOTAL
Y.1	Pearson Correlation	1	.784**	.779**	.811**	.811**	.782**	.788**	.908**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Y.2	Pearson Correlation	.784**	1	.770**	.785**	.768**	.787**	.786**	.894**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Y.3	Pearson Correlation	.779**	.770**	1	.796**	.797**	.815**	.755**	.901**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Y.4	Pearson Correlation	.811**	.785**	.796**	1	.815**	.769**	.787**	.910**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Y.5	Pearson Correlation	.811**	.768**	.797**	.815**	1	.804**	.828**	.920**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385

Y.6	Pearson Correlation	.782**	.787**	.815**	.769**	.804**	1	.764**	.903**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385
Y.7	Pearson Correlation	.788**	.786**	.755**	.787**	.828**	.764**	1	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385
YTO TAL	Pearson Correlation	.908**	.894**	.901**	.910**	.920**	.903**	.901**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385

The validity test is carried out using Pearson's Product Moment correlation to find out whether each item of the statement is able to measure the variables being studied.

Based on the test results, it was obtained that all items in the variables Influencer Marketing, Online Customer Review, and Purchase Intention had a greater correlation value than the r-value of the table (0.100) with a significance level of less than 0.05. Thus, all statement items are declared valid so that they are suitable for use as research instruments.

Reliability Test

The reliability test was carried out using Cronbach's Alpha method.

Table 4 Reliability Test

Variabel	Cronbach's Alpha	Number of Items	Criteria	Remarks
Influencer Marketing	0,950	8	≥ 0.70	Highly Reliable
Online Customer Review	0,935	8	≥ 0.70	Highly Reliable
Purchase Intention	0,963	7	≥ 0.70	Highly Reliable

Based on the results of the reliability test in Table 4.5, it is known that the Influencer Marketing variable obtained a Cronbach's Alpha value of 0.950, the Online Customer Review variable obtained a value of 0.935, while the Purchase Intention variable obtained a value of 0.963. All of Cronbach's Alpha values are above the minimum limit of 0.70, even exceeding 0.90 so they are included in the very reliable category.

The results show that all statement items in each variable have a very high level of internal consistency. Thus, the research instruments used to measure the variables of Influencer Marketing, Online Customer Review, and Purchase Intention are declared reliable and feasible to be used as a data collection tool. The high reliability value shows that if the instrument is reused under relatively the same conditions, it will produce consistent and reliable data as a basis for future research analysis.

Classic Assumption Test

1. Normality Test

The results of the One Sample Kolmogorov-Smirnov test showed a significance value of 0.200, which is greater than 0.05.

Table 5 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.96748219
Most Extreme Differences	Absolute	.028
	Positive	.028
	Negative	-.028
Test Statistic		.028
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, an Asymp. Sig. (2-tailed) value of 0.200 was obtained. This value is greater than the significance level used, which is 0.05 ($0.200 > 0.05$). Thus, it can be concluded that the residual data in this study is normally distributed.

In addition, the test results showed a total of 385 respondents (N), with a Test Statistic value of 0.028. The residual Mean value is 0.0000000 and the Std. Deviation is 1.96748219, which indicates that the residual has been spread around the mean value of zero. This result fulfills one of the basic assumptions in multiple linear regression analysis, so the regression model is feasible to test hypotheses regarding the influence of independent variables on dependent variables.

2. Multicollinearity Test

The test results show that:

Table 6 Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.994	.544		1.826	.069		
	X1TOTAL	.380	.021	.518	18.474	.000	.746	1.340
	X2TOTAL	.413	.023	.498	17.776	.000	.746	1.340

Based on the results of the multicollinearity test in Table 4.7, it is known that the Influencer Marketing (X_1) variable has a Tolerance value of 0.746 and a Variance Inflation Factor (VIF) value of 1.340. Meanwhile, the Online Customer Review (X_2) variable also has a Tolerance value of 0.746 and a VIF value of 1.340.

It can be concluded that there is no symptom of multicollinearity between the variables of Influencer Marketing and Online Customer Reviews. This shows that the two independent variables do not have a very strong relationship or influence each other excessively, so each variable is able to explain its influence on Purchase Intention independently. Therefore, the regression model has fulfilled the assumption of multicollinearity and is feasible to use for multiple linear regression analysis.

3. Heteroscedasticity Test

Based on the Heteroscedasticity test, the significance value of the Influencer Marketing variable was 0.472, while the Online Customer Review was 0.480.

Table 7 Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.251	.327		3.825	.000
	X1TOTAL	.003	.012	.015	.256	.798
	X2TOTAL	.010	.014	.043	.720	.472

a. Dependent Variable: aBS_RES

Based on the results of the Heteroscedasticity Test in Table 4.8, it is known that the Influencer Marketing variable (X_1) has a significance value (Sig.) of 0.798, while the Online Customer Review variable (X_2) has a significance value of 0.472.

These results show that residual variance is constant (homoscedasticity), so the regression model has fulfilled one of the classical assumptions required in multiple linear

regression analysis. Therefore, the regression model is declared feasible to analyze the influence of Influencer Marketing and Online Customer Reviews on Purchase Intention.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis produce the following equations:

Table 8 Multiple Linear Regression Analysis

Tabel Coefficients^a

Model	Variabel	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	0.994	0.544	–	1.826	0.069
1	X1TOTAL	0.380	0.021	0.518	18.474	0.000
1	X2TOTAL	0.413	0.023	0.498	17.776	0.000

^a **Dependent Variable:** YTOTAL

Based on the results of multiple linear regression analysis in Table 4.9, it is known that the Influencer Marketing variable (X_1) has a regression coefficient value of 0.380, with a calculated t-value of 18.474 and a significance value of 0.000. Because the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that Influencer Marketing has a positive and significant effect on Purchase Intention. This shows that the better the influencer marketing strategy that is carried out, the higher the consumer purchase intention for the products offered.

Furthermore, the Online Customer Review (X_2) variable has a regression coefficient value of 0.413, with a calculated t-value of 17.776 and a significance value of 0.000. A significance value smaller than 0.05 indicates that Online Customer Reviews have a positive and significant effect on Purchase Intent. This means that the better the quality, credibility, and benefits of customer reviews available, the higher the consumer interest in buying the product.

Based on the Standardized Coefficients (Beta) value, the Influencer Marketing variable has a beta value of 0.518, while the Online Customer Review variable has a beta value of 0.498. This shows that Influencer Marketing is a variable that has a relatively more dominant influence on Purchase Intention compared to Online Customer Reviews, even though both variables have a positive and significant influence.

The results of multiple linear regression analysis show that Influencer Marketing and Online Customer Reviews are important factors that can increase consumer Purchase Intent. The more effective the marketing activities through influencers and the more positive customer reviews that consumers receive, the greater the tendency of consumers to have the intention to buy the products that are marketed. These results support the research hypothesis that both independent variables have a positive and significant influence on Purchase Intention.

Hypothesis Test

1. T test (Partial)

Partial test results show:

Table 9 T test (Partial) Tabel Coefficients^a

Model	Variabel	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	6.150	0.621	–	9.896	0.000

1	X1TOTAL	0.564	0.024	0.769	23.522	0.000
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^a **Dependent Variable: YTOTAL**

Tabel Coefficients ^a						
Model	Variabel	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	5.463	0.670	–	8.157	0.000
1	X2TOTAL	0.629	0.028	0.759	22.815	0.000

^a **Dependent Variable: YTOTAL**

Based on the results of the partial test (t-test) in Table 4.10, it is known that the Influencer Marketing variable (X_1) has a regression coefficient value of 0.564, a calculated t-value of 23.522, and a significance value of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), H_1 is accepted, which means that Influencer Marketing has a positive and significant effect on Purchase Intent. This shows that the better the influencer marketing strategy is carried out, the higher the interest of consumers to buy Arabian Shawl Lozy Hijab products through TikTok Shop.

Furthermore, the Online Customer Review variable (X_2) has a regression coefficient value of 0.629, a calculated t-value of 22.815, and a significance value of 0.000. Because the significance value is less than 0.05 ($0.000 < 0.05$), H_2 is accepted, which means that Online Customer Reviews have a positive and significant effect on Purchase Intention. These results show that the more positive, quality, and reliable customer reviews available on TikTok Shop, the higher the consumer buying interest in Arabian Shawl Lozy Hijab products.

Based on the Standardized Coefficients (Beta) value, the Influencer Marketing variable has a beta value of 0.769, while Online Customer Reviews have a beta value of 0.759. This shows that Influencer Marketing has a slightly more dominant influence on Purchase Intention compared to Online Customer Reviews, although both variables have a positive and significant influence on consumer buying interest.

It can be concluded that the results of the partial test prove that each independent variable, namely Influencer Marketing and Online Customer Review, is individually able to increase consumer Purchase Intention for Arabian Shawl Lozy Hijab products on the TikTok Shop platform. These results support the research hypothesis that both variables have a positive and significant influence on Purchase Intention.

2. F Test (Simultaneous)

The results of the simultaneous test showed:

Table 10 F Test (Simultaneous)

Tabel ANOVA ^a						
Model	Sumber Variasi	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5153.048	2	2576.524	662.132	0.000 ^b
1	Residual	1486.459	382	3.891	–	–
1	Total	6639.506	384	–	–	–

^a **Dependent Variable: YTOTAL**

^b **Predictors: (Constant), X2TOTAL, X1TOTAL**

Based on the results of the simultaneous test (F Test) in Table 10, the F value was obtained of 662.132 with a significance value (Sig.) of 0.000. Since the significance value is

smaller than the significance level of 0.05 ($0.000 < 0.05$), H_3 is accepted. This shows that Influencer Marketing and Online Customer Reviews simultaneously have a positive and significant effect on Purchase Intention.

These results show that the two independent variables are jointly able to explain the change in the Purchase Intention variable. In other words, the better the Influencer Marketing strategy that is implemented and the more positive the Online Customer Reviews that consumers receive, the higher the interest of consumers to buy Arabian Shawl Lozy Hijab products through the TikTok Shop platform.

In addition, the Sum of Squares Regression value of 5153,048 indicates the magnitude of the variation in Purchase Intention that can be explained by the variables of Influencer Marketing and Online Customer Reviews, while the Sum of Squares Residual of 1486,459 indicates the variation influenced by other factors outside the research model.

Thus, the results of the simultaneous test prove that Influencer Marketing and Online Customer Review together are a significant factor in increasing consumer Purchase Intention for Arabian Shawl Lozy Hijab products on the TikTok Shop platform, so that the regression model used is declared feasible to explain the relationship between variables in this study.

Coefficient of Determination (R^2)

The results of the analysis show the value:

Table 11 Coefficient of Determination (R^2)

Tabel Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.881 ^a	0.776	0.775	1.97263

^a **Predictors:** (Constant), X2TOTAL, X1TOTAL

Based on the results of the analysis in Table 11 (Model Summary), an R value of 0.881 was obtained, which shows that the relationship between the variables of Influencer Marketing and Online Customer Reviews with Purchase Intention is in the very strong category.

An R-Square (R^2) value of 0.776 indicates that 77.6% of Purchase Intention variations can be explained by the Influencer Marketing and Online Customer Review variables together. Meanwhile, the remaining 22.4% is influenced by other factors that were not studied in this study, such as brand image, price, product quality, brand trust, promotion, and other factors that can affect consumer buying interest.

Furthermore, the Adjusted R Square value of 0.775 shows that after adjusting for the number of independent variables and the number of research samples, the model's ability to explain the variation in Purchase Intention remains at 77.5%. This shows that the regression model used has a very good ability to explain the influence of Influencer Marketing and Online Customer Reviews on Purchase Intention.

In addition, the Standard Error of the Estimate value of 1.97263 indicates that the prediction error rate of the model is relatively small, so the regression model built has a good level of accuracy in predicting Purchase Intention. Thus, it can be concluded that this research model is feasible to explain the relationship between Influencer Marketing and Online Customer Reviews on consumer Purchase Intention on Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

The Influence of Influencer Marketing on Purchase Intention

Based on the results of the partial hypothesis test (t-test), it is known that the Influencer Marketing variable obtained a regression coefficient value of 0.564, a calculated t-value of 23.522, with a significance level of 0.000. The significance value is smaller than 0.05 ($0.000 < 0.05$), so the first hypothesis (H_1) is accepted. These results show that Influencer Marketing has a positive and significant effect on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

The magnitude of the regression coefficient shows that any improvement in the quality of Influencer Marketing will increase consumer Purchase Intent. In addition, the Standardized Coefficient (Beta) value of 0.769 shows that Influencer Marketing has a strong enough influence in increasing consumer buying interest.

The results of this study show that the existence of influencers on social media is able to provide information, build trust, increase product appeal, and influence consumer decisions before making a purchase. Influencers who have good credibility, appeal, expertise, and communication skills can increase consumer confidence in product quality, thereby encouraging the emergence of purchase intent.

On the TikTok Shop platform, marketing activities through influencers are one of the effective strategies because consumers can see firsthand reviews, product usage demonstrations, and influencer experiences when using Arabian Shawl Lozy Hijab products. Delivering interesting information through short videos is also able to increase consumer attention and trust in the promoted products.

The results of this study are in line with the theory Source Credibility Theory submitted by (Mananti et al., 2020) which explains that the effectiveness of a message is greatly influenced by the credibility of the communicator. The higher the level of trust, expertise, and attractiveness of an influencer, the greater its influence on consumer attitudes and behaviors, including in forming purchase intentions.

The findings of this study are also supported by research (Zahroh & Willy, 2025) which states that influencer credibility has a positive effect on purchase intention through increasing consumer trust in the product being promoted. In addition, the research (Sarisma & Wati, 2026) Proving that influencer marketing is able to increase consumer trust and encourage the formation of buying interest through content that is considered authentic and informative.

Thus, the better the Influencer Marketing strategy implemented by Arabian Shawl Lozy Hijab through TikTok Shop, the higher the consumer Purchase Intention for the products offered.

The Influence of Online Customer Reviews on Purchase Intention

Based on the results of the partial test (t-test), it is known that the Online Customer Review variable obtained a regression coefficient value of 0.629, a calculated t-value of 22.815, and a significance value of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), the second hypothesis (H_2) is accepted. This shows that Online Customer Reviews have a positive and significant effect on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

The regression coefficient of 0.629 shows that the better the quality of customer reviews available on TikTok Shop, the more consumer Purchase Intention will also increase. The

Standardized Coefficient (Beta) value of 0.759 shows that the influence of Online Customer Reviews on Purchase Intention is also very strong.

The results of this study show that consumers tend to read the experiences of other users before deciding to buy a product. Information provided in the form of reviews, star ratings, photos, and videos from previous consumers can reduce uncertainty and increase trust in product quality.

In online shopping transactions, consumers cannot see or try products directly. Therefore, Online Customer Reviews are one of the main sources of information that consumers use as a basis for evaluation before making a purchase. The more positive reviews that customers give, the higher the level of consumer confidence to buy the product.

The results of this study are in accordance with the theory Electronic Word of Mouth (e-WOM) which explains that communication between consumers through digital media has a great influence on the purchase decision-making process. Information that comes from fellow consumers is considered more objective and trustworthy compared to information that comes from companies (Samudra & Prasetya, 2025).

The findings of this study are also in line with the research (Helfiyana et al., 2024) which states that the quality of Online Customer Reviews has a significant effect on purchase intention because it is able to reduce the risk felt by consumers before making a purchase. Research (Pramudya, 2025) It also explains that electronic word of mouth is one of the important factors that affect consumer purchasing behavior on digital platforms.

Thus, the more positive, complete, and reliable Online Customer Reviews available on TikTok Shop, the higher the consumer Purchase Intention for Arabian Shawl Lozy Hijab products.

The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention

Based on the results of the simultaneous test (F test), an F value of 662.132 was obtained with a significance level of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), the third hypothesis (H_3) is accepted. This shows that Influencer Marketing and Online Customer Review simultaneously have a positive and significant effect on the Purchase Intention of Arabian Shawl Lozy Hijab products on the TikTok Shop platform.

In addition, the results of the determination coefficient analysis showed that the R Square value was 0.776. This means that 77.6% of the variation in Purchase Intention can be explained by the variables of Influencer Marketing and Online Customer Reviews together, while the remaining 22.4% is influenced by other factors outside of the research, such as price, product quality, brand *image*, promotion, service quality, and brand *trust*.

An R value of 0.881 indicates that the relationship between the two independent variables and Purchase Intention is in the very strong category. This shows that the combination of an effective influencer marketing strategy and positive customer review support can make a great contribution to increasing consumer buying interest.

The results of multiple linear regression analysis also showed that both variables had a positive regression coefficient, namely 0.380 for Influencer Marketing and 0.413 for Online Customer Reviews. This indicates that the increase in both variables will increase consumer Purchase Intention for Arabian Shawl Lozy Hijab products.

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In the context of TikTok Shop, influencers play a role in attracting consumers' attention, introducing products, and building an initial perception of product quality. Once consumers are interested through influencer content, they tend to look for additional information through customer reviews as a form of validation before making a purchase. Therefore, the combination of influencer promotion and Online Customer Review is a complementary marketing strategy in forming Purchase Intention.

The results of this study strengthen the concept of AISAS (Attention, Interest, Search, Action, Share), where influencers play a role in creating attention and interest, while Online Customer Review is a source of information at the search stage which ultimately encourages consumers to make purchases (*action*).

Overall, the results show that the success of digital marketing on TikTok Shop is not only dependent on the use of influencers, but also influenced by the quality of the customer reviews available. Therefore, Arabian Shawl Lozy Hijab needs to maintain cooperation with influencers who have high credibility and encourage consumers to provide honest, complete, and positive reviews after making a purchase. This strategy is expected to increase consumer confidence, strengthen product image, and increase Purchase Intention in a sustainable manner.

CONCLUSION

Based on the findings regarding the influence of Influencer Marketing and Online Customer Reviews on the purchase intention of Lozy Hijab Arabian Shawl products on the TikTok Shop platform, it can be concluded that both variables had positive and significant effects on consumer purchase intention, both partially and simultaneously. The results showed that an effective Influencer Marketing strategy increased consumers' intention to purchase, while positive, informative, and credible Online Customer Reviews strengthened consumer trust and encouraged higher purchase intention. Together, these two variables explained 77.6% of the variation in purchase intention, while the remaining 22.4% was influenced by other factors outside the research model. However, this study had several limitations, including the use of only two independent variables, a research focus limited to consumers of Lozy Hijab Arabian Shawl products on TikTok Shop, data collection based on respondents' perceptions through online questionnaires, and the application of a cross-sectional research design. Therefore, Lozy Hijab is recommended to continue optimizing its digital marketing strategies by selecting credible influencers, encouraging consumers to provide high-quality reviews, and actively responding to customer feedback to strengthen consumer trust and loyalty. Furthermore, future research is expected to develop a more comprehensive research model by incorporating additional variables, expanding the research object and scope, and applying more advanced analytical methods to generate broader and more representative findings.

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