

THE BEHAVIOR OF MUSLIM Z GENERATION WITHIN TIKTOK APLICATION

Desta Fitriana ¹⁾, Johannes ²⁾, Novita Ekasari ³⁾

^{1,2,3)} Universitas Jambi, Indonesia

Corresponding author: destafitriana0502@gmail.com

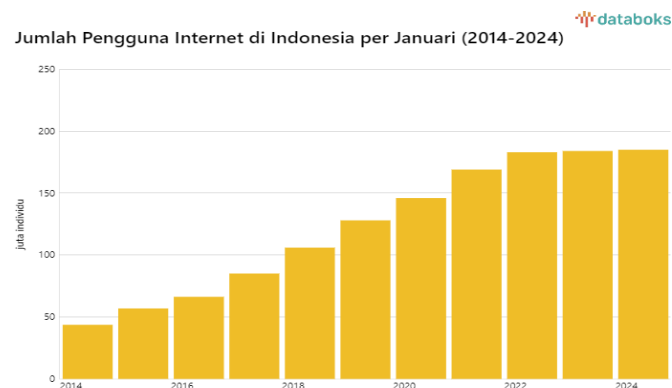
Abstract

The purpose of this study is to explain the influence of fashion trends, promotions, and online shopping preferences on the purchasing decisions of Muslimah fashion products on TikTok. This research employs a quantitative approach with a non-probability sampling method due to the unknown population size, involving a sample of 96 respondents. The data used is primary data obtained from a digital questionnaire via Google Forms with a 5-point Likert scale. The distribution of this questionnaire was carried out via WhatsApp and Instagram. The data analysis method used the Partial Least Square (PLS) based Structural Equation Model (SEM) 4.1. The results indicate that fashion trends, promotions, and online shopping preferences significantly influence the purchasing decisions of Muslimah fashion products on TikTok in the Generation Z era. This study provides strategic recommendations for Muslimah fashion business actors to continue innovating in product design, optimizing promotions, and ensuring comfort and enhancing user experience in online shopping to attract and retain consumers

Keywords: Fashion Trends, Promotions, Online Shopping Preferences, Purchasing Decisions, Tiktok

Introduction

Indonesia, as the country with the second largest Muslim population in the world, has 236 million people who adhere to Islam. In these countries, Islamic values and norms greatly influence lifestyle, including in terms of clothing. Muslim clothing that includes clothing that is in accordance with Islamic law is the main choice for many Muslim women around the world. Fashion trends in Indonesia, especially for women of various ages, often experience significant changes following changes in fashion and style (Krisnaningsih, 2024).



Source: We Are Social

Figure 1. Number of internet users in indonesia as of January

The development of fashion trends cannot be separated from the existence of increasingly trendy technology, so that business actors try to take advantage of these technological developments as a means of ideas and innovation to create products (Farida & Setiawan, 2022). In recent years, Muslim fashion trends will experience a significant transformation. Muslim fashion now includes various types of clothing, such as hijab, gamis, abaya, and casual clothing that remains modest. In addition, many Muslim influencers and celebrities are involved in popularizing Muslim fashion through social media. Fashion trends are one of the key factors influencing purchasing decisions. Consumers, especially generation z, tend to look for products that not only meet sharia but also follow the latest trends. They want to appear stylish following fashion developments, so attractive and innovative designs are very important. One of the most important consumer groups in the fashion industry today is Generation Z, who were born between 1997 and 2012 who grew up in an era of digital and advanced technology that influences their behavior and personality (Nurhalim, 2022). Generation Z is the generation born after the millennial generation, this generation is a transitional generation from the millennial generation (Johannes et al., 2022). They tend to stand out by staying up-to-date on the latest items and adapting to changing times by keeping up with busy seasons (Mumtaz et al., 2022).

In this era of globalization, economic development is marked by the existence of markets without territorial or international boundaries, the existence of a revolution in communication and information

technology has ultimately been able to create new media (online) (Mukaromah & Purnamasari, 2016). Tiktok has a lot of creative content, one of which is "poison outfit" or "Haul", which consistently contains unboxing videos or product reviews in online stores (Nabilla & Purnamasari, 2024). Based on research (Siti Khotijah & Krisna Mutiara Wati, 2024) it shows that the TikTok application makes it easy for consumers to receive the product information they need and makes it easier for consumers to make transactions through the payment methods provided by TikTok.

Fashion trends are one of the key factors influencing purchasing decisions. In addition, promotions in marketing strategies also cannot be ignored. Attractive promotions such as discounts, product bundling, or special offers during a certain period can encourage consumers to make purchases. Tiktok, as a rising social media platform, has become an effective marketing channel. Promotion is one of the most frequently used methods by a company to stimulate primary demand for a product and selective demand for a product brand (Andika & Susanti, 2018).

Based on research (Siti Khotijah & Krisna Mutiara Wati, 2024) it shows that the TikTok application makes it easy for consumers to receive the product information they need and makes it easier for consumers to make transactions through the payment methods provided by TikTok. Based on research (Khusaini & Riani, 2024), it was found that the main problems of TikTok Shop are related to trade regulations, potential monopolies, and economic impacts on UMKM. The negative impacts of TikTok Shop include a decrease in UMKM sales, while the positive impacts include better consumer protection opportunities and opportunities for other platforms to grow, ease of access, and creating a more practical shopping experience. Based on research conducted by (Ardiyono et al., 2024) it shows that digitalization, especially through the TikTok platform, offers great opportunities for UMKM in overcoming marketing limitations.

Generation Z tends to look for online shopping references before making a purchase. Just by using a mobile device or computer, consumers can access various e-commerce platforms anytime and anywhere. Online shopping preferences are influenced by various factors, including convenience, accessibility, and the variety of products offered. One of the main reasons why consumers choose online shopping is the convenience offered. Consumers do not have to come to offline stores, consumers only need to visit the intended online shopping site and select the items they want to buy (Dur et al., 2020).

Literature Review

Generation Z

Generation Z is a group of people born in 1997-2012 who grew up in a digital and technologically advanced era that influences their behavior and personality (Nurhalim, 2022). They are the first generation to grow up with internet access and digital technology from a young age. This generation is often identified with the term "digital native" because they have been very familiar with technology since childhood. One of the characteristics of generation z is an instant lifestyle, which allows them to do many things with the touch of a finger jari (Ginanjari et al., 2024). This situation facilitates digital marketing and is a major factor in the impact of changes in clothing styles, coupled with the phenomenon of globalization which is a trigger for significant changes in clothing patterns very quickly and this causes habits and tendencies of Generation Z to follow trends in an environment

Generation Z is a unique generation with characteristics and consumer behavior based on previous generations. Generation Z with its digital skills is very familiar on various social media platforms, including TikTok. The use of social media such as Facebook, Twitter, Instagram, and TikTok is filled with various generations. If Facebook is more often used by generation x, then TikTok is dominated by generation z (Firamadhina & Krisnani, 2021).

Tren Fashion

Fashion or mode is a noun that refers to the latest variations of styles or trends that emerge in a certain period, including clothing styles, hairstyles, decorative motifs, and the like (Natasya et al., 2025). This is a current phenomenon related to new, up-to-date, and modern fashion and clothing styles. Fashion trends according to (Haq, 2022 in Hasanah et al., 2025) are current fashion trends that are not only used to meet daily needs, but are also used for a lifestyle. This fashion trend covers various aspects, including clothing, accessories, shoes, and hairstyles. Fashion trends can vary based on geographic location, culture, and time.

With the development of Muslim fashion trends, it has resulted in an increase in sharia business because many designers continue to be innovative by presenting many designs that are in demand by Muslims and Muslimah (Sudarmi et al., 2024)

According to (Haq, 2022 dalam Hasanah et al., 2025), the indicators of fashion trends are as follows, design variations, models that suit your wishes, designs that follow trends and color durability

Promotion

Promotion, in a business context, is a form of marketing communication that aims to inform, persuade, and remind consumers about the products or services offered by a company. The goal is to increase sales, build brands, and influence consumer behavior. Promotion is a communication activity carried out by an individual or a company with the wider community, where the goal is to introduce something

(goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use the product (Ningrum et al., 2023).

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing products and services (Fahlevi et al., 2024). With good promotion, companies can design more effective marketing strategies and reach a wider audience, this shows that promotion is one of the key factors that drives purchasing actions (Ismiatun et al., 2022).

According to Kotler and Armstrong (2016) in (Nuvia Ningsih et al., 2020), promotion indicators include, advertising, sales promotion, public relations and direct marketing

Online Shopping Preferences

Online shopping preference is the tendency or choice of consumers to make purchases through digital platforms such as e-commerce websites or mobile applications, compared to traditional shopping methods or visiting physical stores. Understanding consumer preferences is the first step in finding a practical way to describe the reasons why people choose one product over another (Musa & Nifita, 2019). Online shopping preferences include various factors that influence consumer decisions such as ease of access, product variety, price comparison, level of convenience, ease of payment, and online shopping habits.

There are many ways that market place companies do to attract buyers' interest in shopping through their platforms, for example improving the quality of websites and sophisticated features, price competition and product quality, diversity of products sold and convenience in shopping, usually consumers will compare (comparative preferences) more than 1 marketplace before shopping (Ekonomi & Esa, 2021). The ease of obtaining accurate, precise and reliable information will also increase consumer convenience in online transactions and help consumers in getting a pleasant experience when shopping online (Burhanuddin, 2018). In addition, consumer preferences are very important in the process of easy and simple product transactions and delivery, especially in online sales systems (Diah, 2019).

The indicators of online shopping preferences are as follows: ease of access, product variety, price comparison, convenience level, ease of payment and online shopping habits

Purchasing Decision

Purchasing decision is a process in which consumers identify products by finding information about a particular product or brand and evaluating how good the product and its alternatives are, to decide which product is most desired. Thus, the consumer's decision is to modify his choice to avoid risk (Nurliyanti et al., 2022). Purchasing decision is an individual activity that is directly involved in making decisions to make purchases of products offered by sellers (RAHMI & NELLY, 2020). Purchasing decision is to identify all possible options to solve problems and assess the options systematically and objectively and the targets that determine the advantages and disadvantages of each (Gunarsih et al., 2021).

Purchasing decisions are the realization of in-depth planning and consideration in choosing a product that involves solving complex problems about brands, quantities, places to buy, times to buy, and how to pay (Satria, 2023).

According to (Kotler and Armstrong 2016 in Sari, 2021) there are five indicators that determine purchasing decisions, namely: product choice, brand choice, purchase amount, purchase time and payment method

This research model aims to provide a deeper understanding of the relationship between research variables, where fashion trends, promotions and online shopping preferences can have a significant influence on purchasing decisions.

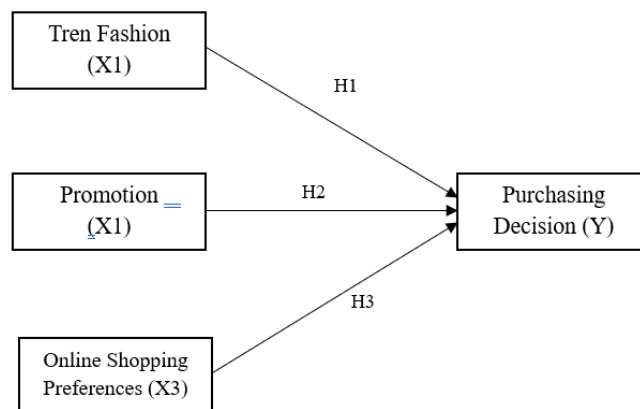


Figure 2. Research Framework Behavior Of Muslim Z Generation Within Tiktok Application

Research Hypotheses

- H1 : Fashion trends have a significant effect on purchasing decisions for Muslim women's fashion products in generation Z.
- H2 : Promotions have a significant effect on purchasing decisions for Muslim women's fashion products in generation Z.
- H3 : Online shopping preferences have a significant effect on purchasing decisions for Muslim women's fashion products in generation Z.

Methods

Descriptive analysis is a form of research data analysis to test the generalization of research results based on one sample, which is carried out by testing descriptive hypotheses (Leni, 2017). Descriptive statistics are used to analyze data by presenting and describing it as it is without drawing general conclusions or making generalizations. This study used the Likert scale (1–5) to measure research variables.

This study employed the SmartPLS Structural Equation Modeling (SEM) approach using Partial Least Squares (PLS) analysis. PLS is an analytical tool that explains the relationship between variables and is considered adequate because it employs bootstrapping or random resampling techniques. PLS analysis consists of two sub-models, namely the structural model or often called the inner model and the measurement model or often called the outer model (Irwan & Adam, 2020).

Results and Discussion

Respondent Characteristics

Respondents in this study were female Muslim respondents born between 1997 and 2012. Generation Z are active TikTok users, and have purchased Muslim fashion products using the TikTok application at least once and are interested in following the latest trends. Based on the calculation results using the Cochran formula, the respondents in this study numbered 96 people.

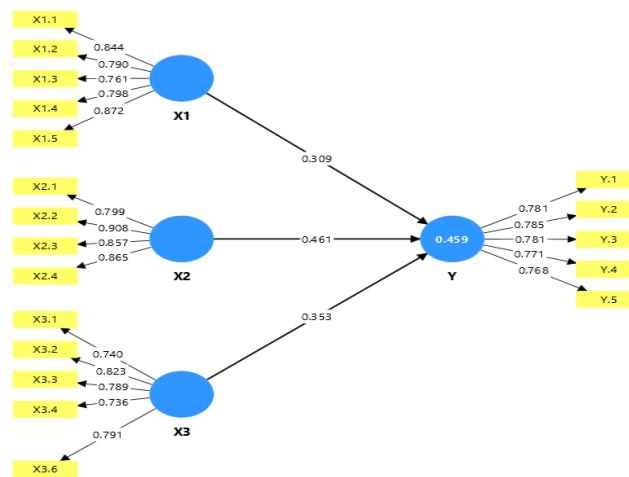
Respondents aged 22 years dominate with 20 people out of 96 samples, and student respondents dominate 53 people out of 96 total respondents. According to the results of propositional sampling, 100% of respondents are active TikTok users, and 100% of respondents are Muslims. Based on gender, 100% of respondents are female and 100% of respondents have purchased Muslim fashion products on TikTok. Respondents with a shopping frequency of > 4 times a week dominate as many as 41 people out of a total of 96 respondents, and respondents with income/pocket money > Rp 2,000,000 dominate as many as 48 people out of 96 total respondents.

Evaluation of Measurement Model (Outer Model)

The outer model is a measurement model to see the validity and reliability, consisting of reflective construct validity which is confirmatory in nature to show how well the results obtained from using a measuring instrument with reference to the theory used can define a construct, and reliability is carried out to show the internal consistency of the measuring instrument, namely by looking at the composite reliability value and Cronbach's alpha with a higher value, it will show the consistency value of each item in measuring the variable (Alifah et al., 2019)

Reflective Indicator Loading

Reflective indicator loading test is used to see the validity of the indicators of a variable contained in the research model. Reflective indicator loading test can be accepted if the external loading value is > 0.70. The SmartPLS version 4 data processing method is used to measure all available research indicators. Latent variables that are reflective. Using the SmartPls version 4 application, the test model used in this study is as follows:



Source: Processed Data, SmartPLS , 2025

Figure 3. Outer Model Behavior Of Muslim Z Generation Within Tiktok Application

Convergent Validity

Convergent validity test is one of the tests in the outer model. Convergent validity test is used to assess or measure which construct can explain the correlation of each indicator using the AVE (Average Variance Extracted) value contained in each construct. The acceptable AVE value of drinks is > 0.50 .

Table 1. Convergent Validity

	Average Variance Extracted (AVE)
Tren Fashion (X1)	0.663
Promotion (X2)	0.737
Online Shopping Preferences (X3)	0.603
Purchasing Decision (Y)	0.604

Source: Processed Data, SmartPLS, 2025

Discriminant Validity

Discriminant validity is used to measure how far the discriminant validity of a co-construct is empirically different from other co-constructs in the structure of the research model. Heterotrait-monotrait ratio (HTMT) is used to assess discriminant validity. HTMT is the average value of the indicator correlation between co-constructs. The recommended threshold value (Heinseiler, 2015) is below 0.85 or <0.85 .

Table 2. Discriminant Validity

	Tren Fashion (X1)	Promosi (X2)	Preferensi Belanja Online (X3)	Purchasing Decision (Y)
Tren fashion (X1)				
Promosi (X2)	0.201			
Preferensi Belanja Online (X3)	0.173	0.210		
Purchasing Decision (Y)	0.295	0.522	0.531	

Source: Processed Data, SmartPLS , 2025

Reliability Test

Composite reliability values should exceed 0.7 for confirmatory research and be 0.6–0.7 for exploratory studies. Composite reliability measures the consistency of multiple indicators within a construct, ensuring that the model exhibits strong internal consistency.

Table 3. Composite Reability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Tren Fashion (X1)	0.876	0.946	0.907	0.663
Promosi (X2)	0.881	0.905	0.918	0.737
Preferensi Belanja Online (X3)	0.837	0.857	0.883	0.603
Purchasing Decision (Y)	0.837	0.838	0.884	0.604

Source: Processed Data, SmartPLS , 2025

Inner Model Evaluation

The inner model is a link between latent structural model variables called inner relations (Sukatin et al., 2022). The structural model in PLS is evaluated using R^2 to see the magnitude of the influence received by the endogenous construct from the exogenous construct.

R-Square (R^2) Analysis

The coefficient of determination of the endogenous structure (dependent) is tested using the R-square assessment test. The influence is greater when the variable value shows a higher result. The following are the results of the determination coefficient test:

Table 4. R-Square

	R-square	R-square adjusted
Purchasing Decision (Y)	0.459	0.441

Source: Processed Data, SmartPLS, 2025

The results above show that the R-square value of X1, X2 and X3 against Y is 0.459 with an adjusted R-square value of 0.373. So it can be explained that all exogenous constructs in the coefficient of determination (X1, X2 and X3) simultaneously affect Y by 0.459. An R-square evaluation of 0.67 or higher is considered

significant, 0.33 or higher is considered moderate, and above 0.19 is considered weak. Therefore, the adjusted R square is more than 33% but less than 67%, so the influence of all exogenous constructs X1, X2 and X3 on Y is moderate. This means that the coefficient of determination of the fashion trend variable, promotion and online shopping preferences can influence the Purchase Decision variable by 45.9% while the remaining 54.1% is explained by other variables other than the independent variables in this study.

Hypothesis Testing

To identify the direct and indirect effects between one variable and another that are present in the previously established hypothesis study model, bootstrapping, also known as hypothesis testing is used. The bootstrapping testing process is carried out by looking at the path coefficient of each hypothesis by looking at the t-values.

Table 5. R-Square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.309	0.318	0.061	5.024	0.000
X2 -> Y	0.461	0.464	0.067	6.831	0.000
X3 -> Y	0.353	0.357	0.065	5.419	0.000

Source: Processed Data SmartPLS, 2025

Fashion Trends Have A Significant Influence On Purchasing Decisions

Fashion trends significantly influence purchasing decisions with a t-statistic value of 5.024 greater than t-statistic > 1.96. Furthermore, by looking at the P value of 0.000, it is smaller than 0.05 or 5%. These results indicate that fashion trends significantly influence purchasing decisions.

Promotion Has A Significant Influence On Purchasing Decisions

The partial effect of promotion on purchasing decisions has a t-statistic value of 6,831 which is greater than t-statistic > 1.96. Furthermore, by looking at the P value of 0.000, it is smaller than 0.05 or 5%. These results indicate that promotion has a significant effect on purchasing decisions.

Online Shopping Preferences Have A Significant Influence On Purchasing Decisions

The influence of online shopping preferences significantly on purchasing decisions has a t-statistic value of 5.419 which is greater than t-statistic > 1.96. Furthermore, by looking at the P value of 0.000 which is smaller than 0.05 or 5%. These results indicate that online shopping preferences have a significant influence on purchasing decisions.

Conclusion

This study successfully identified and explained the influence of fashion trends, promotions, and online shopping preferences on purchasing decisions for Muslim fashion products on the TikTok platform, especially among Generation Z. The results of the analysis showed that the three variables had a significant influence on purchasing decisions. Fashion trends are the main factor influencing consumers, where they are more likely to choose products with attractive designs and colors, reflecting the desire to appear fashionable while still adhering to sharia values. Attractive promotions, such as discounts and special offers, have also proven effective in encouraging consumers to make purchases. In addition, online shopping preferences are increasing, with consumers preferring the ease of access and convenience offered by online platforms. These findings provide important insights for Muslim fashion business actors to formulate more effective and relevant marketing strategies to the needs of Generation Z.

Recommendations

Based on the research findings, several suggestions can be given to Muslim fashion business actors. First, it is important to continue to innovate in product design to stay relevant to the latest fashion trends and meet the needs of consumers who want stylish and sharia-compliant products. Second, promotional strategies must be optimized by offering discounts, product bundling, and attractive marketing campaigns on the TikTok platform to increase product appeal. Third, business actors need to improve the online shopping experience by improving the application interface, providing easy payment methods, and ensuring fast and safe delivery. Finally, it is recommended that industry players not only focus on product promotion, but also create educational content about sharia-compliant yet stylish clothing styles, so that consumers feel more emotionally and ideologically connected to the brand. Further research is also recommended to expand the population coverage and add other variables such as brand image and product quality to obtain more comprehensive results.

References

- Alifah, R. N. ... Situmorang, N. Z. (2019). Pengujian outer model pada konstruk resiliensi Rifa Nur Alifah Fatwa Tentama. 1(1), 1–8.
- Andika, A., & Susanti, F. (2018). Pengaruh Marketing Mix Terhadap Keputusan Pembelian Parfum Di Azzwars Parfum Lubeg Padang. INA-Rxiv, 1–12.

- Burhanuddin. (2018). Pengaruh Kepercayaan dan Kenyamanan Berbelanja Online Terhadap Kepuasan Konsumen dan Niat Pembelian Ulang Zalora Indonesia (Studi Pada Mahasiswa Universitas Muhammadiyah Yogyakarta). 1–24.
- Coleman, B. D., & Fuoss, R. M. (1955). Quaternization Kinetics. I. Some Pyridine Derivatives in Tetramethylene Sulfone. *Journal of the American Chemical Society*, 77(21), 5472–5476. <https://doi.org/10.1021/ja01626a006>
- Diah, M. (2019). Lentera Preferensi Belanja Online Versus Offline Di Indonesia. *Jurnal Ilmiah Sains, Teknologi, Ekonomi, Sosial Dan Budaya*, 3(5), 25–30. <https://databoks.katadata.co.id>
- Dur, S. ... Lestari, L. (2020). SITek : Jurnal Sains , Informatika , dan Teknologi Persentase Pengguna Situs Belanja Online pada Mahasiswa di. 30–35.
- Ekonomi, F., & Esa, U. (2021). E-Commerce. 12(November).
- Fahlevi, R. A. ... Author, C. (2024). Sebagai Variabel Intervening Di Perumda Tirta. 2(3), 2727–2735.
- Farida, I., & Setiawan, D. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 163. <https://doi.org/10.3390/joitmc8030163>
- Firamadhina, F. I. R., & Krisnani, H. (2021). Perilaku Generasi Z Terhadap Penggunaan Media Sosial Tiktok: Tiktok Sebagai Media Edukasi dan Aktivisme. *Share : Social Work Journal*, 10(2), 199. <https://doi.org/10.24198/share.v10i2.31443>
- Gaya, M., & Kepercayaan, D. A. N. (n.d.). Berpakaian Gen Z Dalam Perspektif Psikologi. 1(3).
- Ginanjari, S. E. ... Faturohman, R. (2024). Keputusan Pembelian Pada Generasi Z Ditinjau Dari Endorsment. 2(2), 255–260.
- Gunarsih, C. M. ... Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2(1), 69–72. <https://ejournal.unsrat.ac.id/index.php/productivity/article/view/32911>
- Hasanah, U. ... Huda, M. (2025). Pengaruh Trend Fashion , Content Creator , dan Live Streaming terhadap Keputusan Pembelian Produk Fashion pada Pengguna Aplikasi Tiktok (Followers Tiktok @ secaca . id). 5(1), 1–9.
- Irwan, & Adam, K. (2020). Metode Partial Least Square (Pls) Dan Terapannya. *Teknosains*, 9(1), 53–68.
- Ismiatun, D. ... Prihatini, A. E. (2022). Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Keputusan Pembelian (Studi pada Konsumen Hangiri Banyumanik Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 764–773. <https://doi.org/10.14710/jiab.2022.36112>
- Khusaini, M., & Riani, L. P. (2024). Tiktok Shop Dan Ambisi Negeri China : Analisis Permasalahan Tiktok Shop Di Indonesia. *Jurnal Pendidikan Ekonomi*, 2(1), 118–128. <http://prosiding.unipma.ac.id/index.php/PROSPEK>
- Krisnaningsih, D. (2024). Gen Z Muslimah Fashion Preferences Emphasizing Formality and Feminine Elegance. *Academia Open*, 9(2). <https://doi.org/10.21070/acopen.9.2024.10440>
- Mukaromah, M., & Purnamasari, D. (2016). Laman dan Reputasi Lembaga Dalam Membangun Komunikasi dengan Stakeholders. *Jurnal The Messenger*, 8(2), 35–42. <https://doi.org/10.26623/themessenger.v8i2.341>
- Mumtaz, Z. A. ... Oxygentri, O. (2022). Fenomena Belanja Online Dikalangan Mahasiswa Bekasi Penonton Tayangan #Racuntiktok. *Nusantara: Jurnal Ilmu Pengetahuan Sosial*, 9(8)(8), 2–2. <http://jurnal.um-tapsel.ac.id/index.php/nusantara/index>
- Musa, A., & Nifita, A. T. (2019). Preferensi konsumen dalam berbelanja pada online shop. *Jurnal Dinamika Manajemen*, 7(1), 153–162. <https://online-journal.unja.ac.id/jmbp/article/view/16943>
- Nabilla, N. I. A., & Purnamasari, D. D. (2024). Fomo Dan Trend Fashion Dalam Gaya Hidup Mahasiswa Kota Semarang:(Studi Pada Spill Outfit Racun Shopee Haul). *MEDIALOG: Jurnal Ilmu Komunikasi*, 7(1), 173–188.
- Natasya, A. ... License, I. (2025). Issn 3030-8917. 13(2).
- Ningrum ... Eva Ratnasari. (2023). Pengaruh Promosi terhadap Keputusan Pembelian Pakaian pada Toko Qolsa Metro Tahun 2022. *Journal of Student Research*, 1(1), 394–403. <https://doi.org/10.55606/jsr.v1i1.1067>
- Nurhalim, A. D. (2022). Faktor Yang Mempengaruhi Keputusan Pembelian Pada Generasi Z Dan Generasi Milenial Di Indonesia Terhadap Zara. *Jurnal Bina Manajemen*, 10(2), 26–41. <https://doi.org/10.52859/jbm.v10i2.204>
- Nurliyanti, N. ... Baruna Hadibrata. (2022). Pengaruh Harga, Promosi Dan Brand Image Terhadap Keputusan Pembelian (Literature Review Strategi Marketing Manajement). *Jurnal Ilmu Hukum, Humaniora Dan Politik*, 2(2), 224–232. <https://doi.org/10.38035/jihhp.v2i2.982>
- Nuvia Ningsih, D. ... Rusno, R. (2020). Pengaruh Strategi Promosi Dan Social Media Terhadap Minat Beli Garskin Yang Dimediasi Word of Mouth. *Jurnal Riset Mahasiswa Manajemen*, 6(1), 1–6. <https://doi.org/10.21067/jrmm.v6i1.4464>
- RAHMI, R., & NELLY, N. (2020). Pengaruh Marketing Mix Terhadap Keputusan Pembelian (Studi Kasus pada Minyeuk Pret di Kota Banda Aceh). *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 6(2), 52–58. <https://doi.org/10.35870/jemsi.v6i2.338>
- Risyafani, S. ... Khalik, I. (2022). Effect of Content Review and Promotion on Buying Interest With Product

- Involvement As an Intervening. *Journal of Business Studies and Mangement Review*, 5(2), 312–318. <https://doi.org/10.22437/jbsmr.v5i2.18881>
- Sari, D. N. (2021). Pengaruh Trend Fashion Terhadap Keputusan Pembelian. In *Jurnal Administrasi Bisnis* (Vol. 60).
- Satria, E. (2023). Keputusan Pembelian Yang Ditinjau Dari Pengaruh Citra Merek, Persepsi Harga, Dan Kualitas Produk. *Al Dzahab*, 4(2), 92–102. <https://doi.org/10.32939/dhb.v4i2.2429>
- Siti Khotijah, & Krisna Mutiara Wati. (2024). Pengaruh Kepercayaan, Kemudahan dan Promosi terhadap Keputusan Pembelian Secara Online di TikTok Shop. *Jurnal Kajian Dan Penalaran Ilmu Manajemen*, 2(3), 117–128. <https://doi.org/10.59031/jkpim.v2i3.474>
- Sudarmi ... Mahmuddin. (2024). Tren Fashion Syariah dalam Digitalisasi Marketing di Era Milineal dan Gen Z. *Economic Reviews Journal*, 3(3), 2172–2178. <https://doi.org/10.56709/mrj.v3i3.329>
- Sukatin ... Fatimah. (2022). Meningkatkan Kualitas Produk Dan Persepsi Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Di Mcdonald’S Kelapa Dua Depok. *Jurnal Ilmiah Multi Disiplin Indonesia*, 1(9), 1278–1285