

SOCIAL COMMERCE AND THE RISE OF HALAL BEAUTY: INVESTIGATING THE DRIVERS OF MUSLIM CONSUMER'S PURCHASE INTENTION



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Abstract

Social commerce is a sales platform that involves social media, to create social interactions with consumers, one of which is TikTok Shop. This study aims to analyze the effect of perceived trust, the TAM model (attitude, perceived ease of use, and perceived usefulness), and alternative evaluation on purchase intention on beauty products through TikTok Shop for Muslim consumers in Indonesia. This research uses a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. The sample consisted of 272 respondents, and only 163 data points were processed after meeting the criteria. The analysis results show that perceived trust, attitude, perceived usefulness, and alternative evaluation have a positive and significant effect on purchase intention. In contrast, perceived ease of use has no significant effect on purchase intention, although it has a significant relationship with perceived usefulness. These findings confirm the importance of trust, attitude, perceived usefulness, and alternative evaluation in shaping consumer purchase intention.

Keywords: Perceived trust, Attitude, Perceived Ease of Use, Perceived Usefulness, Alternative Evaluation, Purchase Intention, TikTok Shop, Muslim Consumers, Wardah

INTRODUCTION

The rapid development of social media has transformed consumer shopping behavior, shifting from traditional e-commerce platforms to social commerce (Mastroberardino et al., 2022). Social commerce, a subset of e-commerce, integrates social media platforms to enable user interaction and engagement in marketing, purchasing, and selling products through platforms such as Facebook Shops, Instagram Shopping, and TikTok Shop (Maulida et al., 2022; Binawati et al., 2022). This shift is driven by two key factors: the massive growth of social media, which has reshaped consumer shopping habits, and the ease of use that social commerce platforms offer for transactions (Vatanasakdakul et al., 2023; Rachmad, 2022). Additionally, the rise of social commerce is supported by changing consumer preferences that increasingly favor online shopping. According to the Ipsos Global Trends 2021 survey, consumers find online shopping more convenient than visiting traditional stores, with Indonesia recording the highest percentage (73%) among 25 surveyed countries in terms of preference for the ease of online shopping (Suryati, 2021). This shift has significantly altered purchasing patterns, particularly in the beauty industry, where online purchases have increased dramatically (Ma & Kwon, 2021).

One of the social media platforms that has successfully transitioned into social commerce is TikTok through its TikTok Shop feature. TikTok is a short video-sharing application that allows users to replay videos accompanied by various soundtracks (Montag et al., 2021). According to Jakpat, TikTok has emerged as one of the most popular platforms for live online shopping, securing 42.2% of user preference and ranking second after Shopee (Naurah, 2022). This popularity reflects TikTok's growing appeal among consumers, particularly in leveraging its live shopping feature to create an engaging and interactive shopping experience. TikTok Shop is an in-app feature that allows users to browse, select, and purchase products directly within the platform without needing to exit the application (Putri et al., 2023). A survey by Populix, cited by Ahdiat (2023), revealed that 86% of 1,020 Indonesian respondents had made purchases via social media, with the majority of transactions occurring on TikTok Shop. The most commonly purchased items were clothing (61%), beauty products (43%), food and beverages (38%), and mobile phones and accessories (31%). TikTok Shop stands out as the most popular shopping platform, with 86% of respondents in Indonesia reporting its use (Pusparini, 2024). Furthermore, TikTok Shop's monthly active users in Indonesia have reached 125 million, according to the February 2024 edition of GOTO's Incidental Public Presentation (Ahdiat, 2024). The feature's widespread appeal in Indonesia is attributed to its offerings of popular brands at discounted prices during live sessions, generous discount vouchers, free shipping, and high reliability (Maria & Putra, 2023).

Beauty products come in various types, one of which is lipstick. Lipstick has become one of the most popular beauty items sold on TikTok Shop. According to data from Kompas Market Insight for the period of June 1–30, 2024, regarding the sales of local lipstick brands on TikTok Shop, Wardah ranked first in local lipstick purchases across marketplace platforms, including TikTok Shop. Wardah achieved a market share of 10.6%, followed by Make Over with 6.9%, Hanasui with 5.4%, OMG with 4.3%, Madame Gie with 3.4%, and Purbasari with 3.3% (Andini, 2024).

Wardah is the first halal cosmetic brand originating from Indonesia, established in 1995 by PT Paragon Technology and Innovation (PT PTI). The brand offers a wide range of high-quality products, including skincare, makeup, body care, and hair care, formulated with natural and alcohol-free ingredients (Imani et al., 2023). Wardah's success in capturing consumer attention is closely tied to the predominantly Muslim population in Indonesia and its consistent branding as a halal-certified product. Its popularity is driven by its halal certification, safe formulations, affordable pricing, and its positioning as an inspiration for beauty (Fitriani, 2024).

According to the Directorate General of Population and Civil Registration, Indonesia's population reached 282,477,584 in the first half of 2024, with approximately 87.08% or 245,973,915 people identifying as Muslim (Muhammad, 2024). The halal certification of Wardah is a key factor influencing consumer purchase decisions, as Muslim consumers tend to prefer products that align with Islamic principles. Halal labeling has been shown to significantly impact purchase decisions, increasing both trust and brand loyalty (Hudrotullah & Prihatma, 2024). Reflecting this trend, the Indonesia Halal Economy Report 2021/2022 estimates the value of the halal cosmetics industry in Indonesia at approximately \$4.19 billion, with a projected annual growth rate of nearly 8%.

Wardah markets its products through various e-commerce platforms such as Shopee, Tokopedia, and Lazada. According to Pasaribu & Pasaribu (2021), Wardah's Official Store is available on multiple online shopping applications, including Shopee, Lazada, and Tokopedia, as well as on its official website. In addition to e-commerce platforms, Wardah actively utilizes social media, such as Instagram and TikTok, to reach a broader audience. The brand leverages its Instagram account, which has over 10,000 followers, to promote its products (Kusuma Wati, 2022), and also engages consumers through TikTok Shop (Rosalinda & Suryani, 2023).

Wardah has become a favorite among Indonesian consumers. A survey conducted by Populix revealed that Wardah ranks at the top among local cosmetic brands (Angelia, 2024). Its ability to meet the needs of various consumer segments, from students to homemakers, has enabled Wardah to maintain its position as a leading cosmetic brand in Indonesia (Hulima et al., 2021). Furthermore, Wardah has demonstrated its competitiveness against international brands, ranking second in the Top Brand survey for the first half of 2024, highlighting its dominance in the Indonesian beauty market (Wardhana, 2024). In terms of sales performance, Wardah achieved impressive revenue figures within a year, recording IDR 380 billion on Shopee, IDR 50 billion on Tokopedia, and IDR 25 billion on Blibli (Rukmana, 2022). Its success across various platforms is supported by prior studies, including those by Aprilia et al. (2024) on Shopee, Andriyani et al. (2025) on Tokopedia, and Rahmawati et al. (2020) on promotional strategies through Blibli.

Purchase intention is one of the key factors that drives consumers to recommend products or services and significantly influences their buying behavior (Dhingra et al., 2020; Qing & Jin, 2022). It can be defined as the consumer's willingness to purchase a product or service based on their personal desire (Qing & Jin, 2022). Previous studies have demonstrated that to enhance consumer purchase intention, a crucial factor is perceived trust (Siagian et al., 2022). Meanwhile, perceived trust is described as an emotional state that motivates an individual to trust others based on the satisfaction they have received (Sinha & Singh, 2023). Trust is a key component of the Commitment-Trust Theory, which defines it

as the consumer's intention or belief in the reliability of a product or service (Rahi et al., 2021).

Previous studies conducted in both developing and developed countries have demonstrated that trust can significantly enhance consumers' purchase intention. First, García-Salirrosas et al. (2022) focused on understanding the dynamics of online shopping within the small fashion business sector in Mexico, Peru, and Colombia, finding that strong trust is essential to increase purchase intention. Second, research by Chen et al. (2021) examining consumer behavior and purchase intention on fresh food e-commerce platforms in China revealed that higher levels of perceived trust lead to a greater likelihood of consumers intending to purchase from these platforms. However, a study conducted by Aslan (2023) in the halal culinary industry in Turkey revealed contrasting results, showing that consumer trust had no significant effect on purchase intention. This finding suggests that the relationship between consumer trust and purchase intention remains inconclusive, indicating the need for further and more in-depth research.

The Technology Acceptance Model (TAM) is a widely used framework for understanding how individuals adopt and use technology, and it plays a critical role in influencing consumers' purchase decisions (Hong et al., 2021). TAM comprises three key elements: perceived usefulness, perceived ease of use, and attitude (Ajzen & Fishbein, 1980; Davis, 1989; Drueke et al., 2021; Natasia et al., 2021). Attitude refers to an individual's tendency to favor or oppose a particular idea, object, or behavior (Wang et al., 2021). A positive attitude toward a product or service directly influences purchase intention, as consumers are more likely to choose and invest in something they perceive as beneficial and aligned with their personal values. Supporting this, a study by Tran and Nguyen (2022) in Ho Chi Minh City, Vietnam, focusing on the online retail industry and targeting young adult e-commerce users, found that a positive attitude toward online shopping significantly enhances purchase intention.

The use of information technology in businesses continues to evolve in line with the need for operational efficiency and effectiveness. Perceived ease of use refers to the extent to which users believe that a platform is easy to operate, which can affect their level of satisfaction (Fileri et al., 2021). It is a core element of the Technology Acceptance Model (TAM), which assesses how ease of use and perceived benefits influence user behavior (An et al., 2023). Perceived usefulness, on the other hand, is defined as the belief that a technology will help users achieve their goals (Siagian et al., 2022) and has been identified as a critical factor in determining purchase intention in the context of online shopping in Bangladesh (Islam et al., 2023). Beyond mere simplicity, perceived usefulness introduces a functional dimension that can reshape how consumers evaluate available options. In the consumer decision-making theory, alternative evaluation is the stage where individuals assess the consequences of various choices to determine a final decision. If the outcome is unsatisfactory, the decision-making cycle is repeated (Santos & Gonçalves, 2021). In the Indonesian context, Ismail et al. (2024) highlight that alternative evaluation is a critical phase in consumer decision-making that directly influences purchase intention. However, a study by Sintia et al. (2023), based on 372 respondents in Indonesia examining buying and selling activities through social media platforms, found that alternative evaluation did not significantly impact purchase intention.

Various studies have explored the factors influencing purchase intention in social commerce; however, existing findings remain inconsistent, particularly regarding the relationships between perceived trust and alternative evaluation on purchase intention. Moreover, research focusing on purchase decisions within TikTok Shop, especially among Muslim consumers, is still limited. Therefore, this study aims to address these gaps by comprehensively examining the influence of perceived trust, the Technology Acceptance Model (TAM), which includes attitude, perceived ease of use, and perceived usefulness, and alternative evaluation on the purchase intention of Muslim beauty products on TikTok Shop. This research not only seeks to clarify the relationships among the studied variables but also to provide deeper insights into how these factors can be effectively optimized.

REVIEW OF LITERATURE

The Technology Acceptance Model (TAM)

This study utilizes the Technology Acceptance Model (TAM) as its foundational theory to investigate factors influencing technology adoption. TAM is extensively applied to predict user acceptance of information systems, providing a robust framework for examining adoption and implementation (Pranindya & Natalisty, 2024). Rooted in the Theory of Reasoned Action (Ajzen & Fishbein, 1980), TAM explains how internal beliefs, specifically perceived usefulness and perceived ease of use, shape user attitudes and behaviors toward technology (Davis, 1989; Drueke et al., 2021). Perceived ease of use denotes the extent to which users believe a system is effortless to operate, while perceived usefulness refers to the belief that the system enhances task performance (Camilleri & Falzon, 2021). Attitude toward using the technology is also a vital factor affecting acceptance (Bailey et al., 2022). These constructs are interconnected; when users find a system both useful and easy to use, they tend to develop a positive attitude toward it, increasing the likelihood of adoption (Zahara & Amalia, 2024). TAM's comprehensive approach makes it suitable for analyzing technology acceptance in various contexts.

Perceived Trust and Purchase Intention

Trust plays a crucial role in the use of technology, as concerns about security and privacy are key factors shaping consumer trust in a platform (Judijanto et al., 2024). According to Zhang et al. (2022), trust in social media platforms refers to the audience's expectations of the reliability of media products in situations with limited risk. Similarly, Al-Saedi et al. (2020) define perceived trust as the extent to which users believe a service is reliable and safe to adopt. Trust is built through several factors, including platform security assurances, seller reputation, trust in buyer communities, and social credibility reflected in user reviews (Alkhalifah, 2022; Cavusoglu & Atik, 2021). The quality of interaction between sellers and buyers also contributes to building trust by creating perceived value for consumers (Geng & Chen, 2021). Based on these previous studies, perceived trust can be understood as the user's belief in the reliability and security of a platform or service.

Numerous studies have examined the impact of perceived trust on purchase intention, consistently finding that the level of trust perceived on social media significantly influences customers' purchase intentions. For instance, Bahari et al. (2024), in their study on consumer purchase intention in online shopping websites, revealed that perceived trust has a significant effect on purchase intention, with beta coefficients indicating a strong relationship. Similarly,

Wang et al. (2022) found that trust plays a crucial role in how consumers decide to make purchases on social media platforms. Therefore, there is substantial empirical support for a positive relationship between perceived trust and purchase intention.

H1: Perceived trust positively affects purchase intention.

Perceived Trust and Attitude

Trust shapes consumers' attitudes toward an information source, influencing how they evaluate and respond to recommendations or advertisements. Trust significantly affects both attitude and purchase intention, indicating that when readers trust a blog, they are more likely to develop a positive attitude toward it and intend to make purchases based on its recommendations (Sethi & Kapoor, 2021). Similarly, Md Husin et al. (2023) found that perceived trust influences investors' attitudes, which in turn affect investment decisions in Islamic stock markets. These findings collectively demonstrate that perceived trust has a significant relationship with attitude.

H2: Perceived trust positively affects attitude.

Attitude on Purchase Intention

Attitude plays a crucial role in determining consumer acceptance of a technology or platform, as it shapes initial perceptions that guide evaluation and usage decisions, including brand selection (Lee et al., 2020; Arachchi & Samarasinghe, 2023). Attitude is defined as an individual's positive or negative evaluation related to the adoption, acceptance, or use of a service (Taufiq-Hail et al., 2021). Similarly, Vanduhe et al. (2020), in their study on gamification integration in instructor training within educational institutions, describe attitude as a positive or negative evaluation an individual holds toward an object, person, or concept associated with usage. In summary, attitude can be understood as the consumer's positive or negative evaluation of using a service or platform.

Similarly, Teixeira et al. (2022) investigated the relationship between attitude and purchase intention, finding that a positive attitude significantly influences the intention to purchase organic food. Yeğın and Ikram (2022) also reported a positive effect of attitude on purchase intention in their study on factors affecting consumers' intentions to buy electric vehicles (EVs). When consumers believe that a product is of high quality and meets their needs, their desire to purchase strengthens. Additionally, Nuzula and Wahyudi (2022) found that a positive attitude significantly impacts purchase intention for luxury products, highlighting that consumer experience and brand evaluation play a critical role in driving purchase decisions. Collectively, these studies demonstrate a clear correlation between attitude and purchase intention.

H3: Attitude positively affects purchase intention.

Perceived Ease of Use and Purchase Intention

The relationship between perceived ease of use (PEU) and purchase intention has been extensively examined in prior studies. Ludeña-Poma et al. (2024) emphasized that perceived ease of use is a crucial factor that not only influences perceived usefulness but also directly impacts the intention to use telemedicine, thus playing a key role in its adoption. Similarly, Uzir et al. (2023), in their study on purchase intention for smartwatches, established a positive correlation between PEU and purchase intention. Furthermore, Hariadi and Rosyidi (2025), in their research on website design and accessibility features, found that ease of access and navigation enhances user satisfaction, which in turn encourages continued

use of the service. These findings suggest that perceived ease of use can positively affect consumers' intention to adopt or purchase a product or service.

H4: Perceived ease of use positively influences purchase intention.

Perceived Ease of Use and Perceived Usefulness

Perceived ease of use plays a crucial role in shaping perceived usefulness, as the easier a technology is to use, the more likely users are to view it as beneficial. Setiawan and Widanta (2021), in their study on travel service applications, found that perceived ease of use had a positive and significant effect on perceived usefulness, when users found the Traveloka app easy to navigate and operate, they were more likely to perceive it as useful for their travel needs. Supporting this, Fülöp et al. (2023) also demonstrated a significant positive relationship between perceived ease of use and usefulness in the context of e-learning systems, which in turn increased the likelihood of actual system usage. Based on previous findings, there is a consistently positive relationship between perceived ease of use and perceived usefulness.

H5: Perceived ease of use positively influences perceived usefulness.

Perceived Usefulness and Purchase Intention

Perceived usefulness serves as a key indicator in evaluating the effectiveness of a technology, as it can motivate individuals to integrate it into their daily activities. In line with this, Ali et al. (2022) found a strong positive correlation between perceived usefulness and purchase intention in their study on online smartphone purchases, where higher levels of perceived usefulness increased consumers' likelihood to buy. Practical features and ease of accessing information or interacting within an application can enhance user satisfaction, which in turn encourages repeated usage (Akdin et al., 2022). A positive user experience generated from platform features can foster consumer loyalty, motivating not only purchases but continued engagement with the platform. Supporting this, Duffett and Maraule (2024), in their study on the role of emojis in digital marketing, revealed that perceived usefulness significantly influences consumer purchase intention. Furthermore, previous research has consistently shown that perceived ease of use is positively associated with perceived usefulness.

H6: Perceived usefulness positively influences purchase intention.

Alternative Evaluation and Purchase Intention

Consumers engaging in online shopping tend to evaluate and compare various options before making final purchase decisions (Fadila & Fauji, 2024). In the context of social commerce, product evaluation is the stage where consumers assess multiple alternatives prior to committing to a purchase (Makudza et al., 2022). This process may be influenced by external factors such as peer attitudes and unexpected situational needs, including urgency or past service experiences (Hariyanto & Trisunarno, 2020). Key elements commonly compared include price, quality, brand, and product features (Anggraini & Ahmadi, 2024). During this evaluation phase, consumers typically rank brands and form their purchase intentions (Mulyadi et al., 2018). Based on these findings, alternative evaluation can be defined as the stage in which consumers consider several factors and compare available product choices before making a purchase decision.

Alternative evaluation is a stage in the purchasing process where consumers use available information to assess various brands among their options (Darmawan & Setiawan, 2024). It involves two main steps: identifying the purchasing objective and evaluating the

available alternatives to select the most suitable option (Ependi & Pahlevi, 2021). This evaluation stage shapes the individual's perception of the product that best meets their needs, thereby influencing purchase intention. Previous studies by Herzallah et al. (2022) and Hettiarachchi et al. (2018) have found a significant and positive relationship between alternative evaluation and purchase intention.

H7: Overall satisfaction positively influences the intention to recommend.

Research Model

Figure 1 below illustrates the research model adapted from Herzallah et al. (2022).

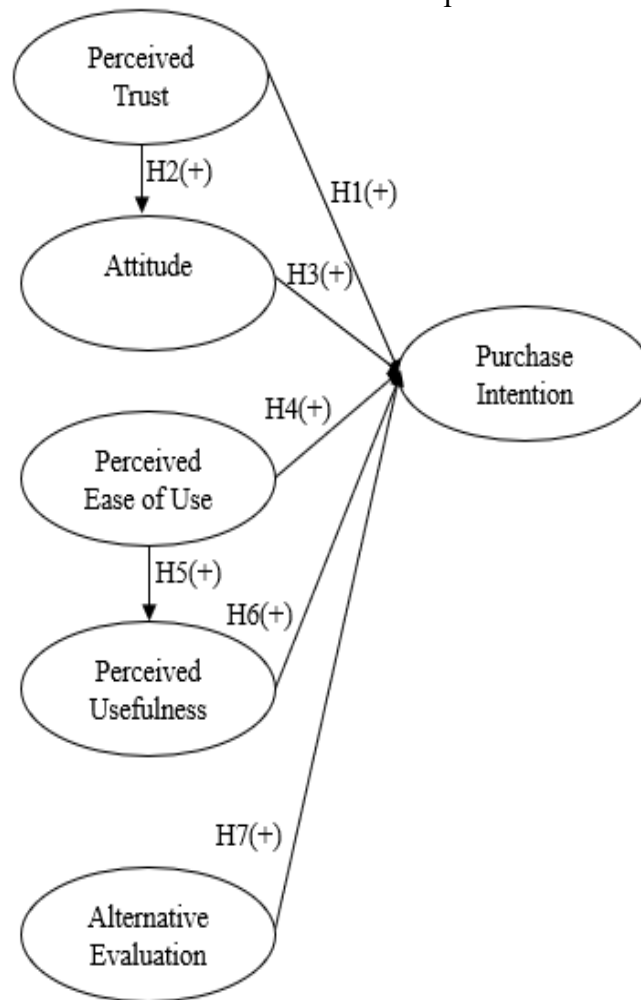


Figure 1.
Research Model

Research Model Adapted from Herzallah et al. (2022).

RESEARCH METHOD

This study focuses on Muslim consumers' purchase intention toward beauty products in the context of social commerce, specifically through the TikTok Shop platform. A causal relationship approach was employed to examine the influence among relevant variables by

testing predefined hypotheses. Primary data were collected directly from respondents using a quantitative method through an online questionnaire distributed via Google Forms. The sampling method used was convenience sampling, which enabled the random distribution of questionnaires to individuals who met the respondent criteria through various social media platforms such as Instagram, Twitter, and WhatsApp. This method was chosen to facilitate efficient data collection from the target population. The study was conducted in Indonesia without geographic restrictions, as data collection was carried out online, allowing respondents from various regions to participate.

The research examined five independent variables: perceived trust, attitude, perceived ease of use, perceived usefulness, and alternative evaluation, and one dependent variable, purchase intention. All variables were measured using a five-point Likert scale. The measurement indicators for each research variable are presented in Table 1. The sample comprised Muslim consumers in Indonesia who actively use TikTok Shop and have experience purchasing or considering purchasing halal beauty products, particularly from the Wardah brand. A total of 272 responses were collected, with 163 meeting the inclusion criteria. Based on Hair et al. (2017), a minimum of 100 respondents is recommended for PLS-SEM analysis, with over 200 considered ideal depending on model complexity.

Analysis involved descriptive statistics to summarize respondent profiles and construct characteristics (Ghozali, 2018). Hypothesis testing employed PLS-SEM via SmartPLS, chosen for its capability to analyze complex relationships and assess measurement and structural models (Rahadi, 2023). First, the outer model were evaluated for indicator validity and reliability, followed by the inner model to examine causal links (Hair et al., 2022). Inner model assessment included R², predictive relevance, and path analysis. Significance was tested using bootstrapping with $t > 1.96$ and $p \leq 0.05$ (Savitri et al., 2021).

Table 1.
Respondent Characteristics.

Variables	Measurement	Source
Perceived Trust	T01 I feel secure purchasing Wardah products on TikTok Shop.	Athapaththu & Kulathunga, 2018; Herzallah et al., 2022
	T02 Most of the information about Wardah products on TikTok Shop is accurate and reliable.	
	T03 I trust that TikTok Shop has sufficient experience in selling Wardah products.	
	T04 The information regarding Wardah products on TikTok Shop is honest and transparent.	
Attitude	A01 I feel that using TikTok Shop to purchase Wardah products is a good idea.	Hamari & Koivisto, 2015; Kusumawardani et al., 2023
	A02 I believe that using TikTok Shop to buy Wardah products is a smart choice.	
	A03 I consider using TikTok Shop to purchase Wardah products as a positive action.	

	A04	A04. I feel that using TikTok Shop to buy Wardah products is a wise decision.	
Perceived Ease of Use	PE01	I find it easy to understand how to use TikTok Shop, such as watching, clicking, and commenting, especially on Wardah content.	Wang et al., 2022
	PE02	I can easily use various TikTok functions, such as watching, clicking, and commenting on Wardah content on TikTok.	
	PE03	I find it very easy to access pages related to Wardah products on TikTok.	
Perceived Usefulness	PU01	The services provided by TikTok Shop are very helpful in purchasing Wardah products.	Athapaththu & Kulathunga, 2018; Herzallah et al., 2022
	PU02	TikTok Shop enables me to quickly find other Wardah products and shopping ideas.	
	PU03	TikTok Shop makes it easy for me to discover Wardah products and shopping inspiration.	
Alternative Evaluation	AE01	Before purchasing beauty products, I check and compare Wardah with other brands on TikTok Shop.	Athapaththu & Kulathunga, 2018; Herzallah et al., 2022
	AE02	I compare Wardah products with other brands on TikTok Shop before making a purchase.	
	AE03	TikTok Shop helps me compare Wardah products with other available options before buying.	
Purchase Intention	PI01	I plan to continue following Wardah content on TikTok Shop in the future.	Chen & Dubinsky, 2003; Dodds et al., 1991; Wu & Huang, 2023
	PI02	I prefer to purchase the same Wardah products through livestreaming on TikTok Shop.	
	PI03	I will watch Wardah content on TikTok Shop more frequently in the future to make purchases.	

RESULTS AND DISCUSSION

The following section presents the processed data categorized based on the demographic characteristics of the respondents who participated in this study. These characteristics include gender, age range, highest level of education, monthly income level,

occupational field, frequency of TikTok usage, and overall intensity of social media platform usage. The respondent profiles are summarized in Table 2 below.

Table 2.
Respondent Characteristics.

Category		Frequency	%
Gender	Male	9	5.5
	Female	154	94.5
Age	18–25 years old	122	74.8
	26–35 years old	33	20.2
	36–45 years old	4	2.5
	46–55 years old	4	2.5
Education	Junior High School or Equivalent	2	1.2
	Senior High School or Equivalent	94	57.7
	Bachelor's Degree	65	39.9
	Master's Degree	2	1.2
Occupation	Student (High School or equivalent)	12	7.4
	University Student	83	50.9
	Civil Servant	9	5.5
	Entrepreneur / Self-employed	24	14.7
	Employee / Staff	21	12.9
	Others	14	8.6
Income per Month	<1 Million IDR	48	38.0
	1 – Rp3 Million IDR	62	29.4
	3 – Rp5 Million IDR	34	20.9
	5 – Rp8 Million IDR	12	7.4
	>8 Million IDR	7	4.3
Tiktok Usage	Less than 1 hour	10	6.1
Frequency per Day	2–5 hours	110	67.5
	6–10 hours	39	23.9
	More than 10 hours	4	2.5
Frequently Used Platform	TikTok	66	36.9
	Facebook	10	5.6
	Instagram	12	6.7
	Twitter	20	11.2
	WhatsApp	50	27.9
	YouTube	5	2.8

Source: Data processed (2025).

Table 2 summarizes the demographics of 163 respondents. Most were female (94.5%) and aged 18–25 (74.8%). The majority had completed senior high school (57.7%) and were university students (50.9%). Regarding income, 38% earned less than Rp1,000,000 monthly. Digitally, 67.5% used TikTok 2–5 hours daily, with TikTok being the most used social media platform (36.9%).

Measurement Model Evaluation

The outer model evaluation assessed construct validity and reliability. Validity testing included convergent and discriminant validity of indicators. Results of the convergent validity test are shown in Figure 2.

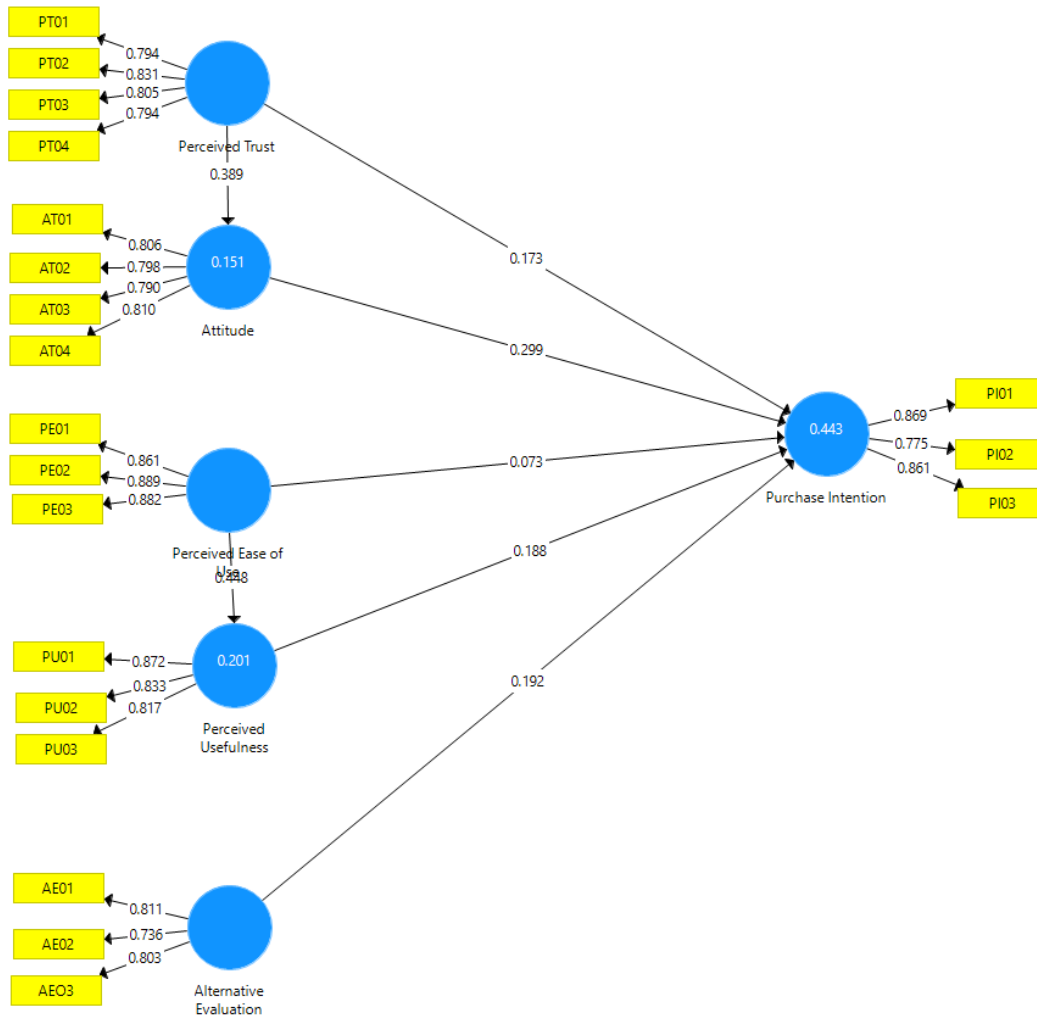


Figure 2.
Measurement Model PLS Algorithm

Source: Data processed (2025).

Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE). Reliability was assessed through Cronbach’s Alpha and Composite Reliability (CR). Table 2 presents the discriminant validity and reliability results.

Table 3.

Convergent Validity and Data Reliability

Variables	Indicators	Loadings	AVE	CA	CR
Alternative evaluation	AE01	0.811	0.615	0.690	0.827
	AE02	0.736			
	AE03	0.803			
Attitude	AT01	0.806	0.641	0.814	0.877

	AT02	0.798			
	AT03	0.790			
	AT04	0.810			
Perceived Ease of Use	PE01	0.861	0.770	0.851	0.909
	PE02	0.889			
	PE03	0.882			
Perceived Trust	PT01	0.794	0.650	0.821	0.881
	PT02	0.831			
	PT03	0.805			
	PT04	0.794			
Perceived Usefulness	PU01	0.872	0.704	0.794	0.879
	PU02	0.833			
	PU03	0.817			
Purchase Intention	PI01	0.869	0.669	0.783	0.874
	PI02	0.775			
	PI03	0.861			

Source: Data processed (2025).

Table 3 shows all indicators exceed the minimum thresholds for outer loading and AVE (>0.50), confirming convergent validity (Hair et al., 2017). Reliability tests reveal Cronbach’s Alpha values between 0.690 and 0.851, above the 0.5 standard (George & Mallery, 2024). Composite Reliability values range from 0.827 to 0.909, indicating strong internal consistency. Overall, the measurement model are valid and reliable indicators for the proposed constructs.

Table 4.
The Fornell & Larcker’s

Variables	AE	AT	PE	PT	PU	PI
AE	0.784					
AT	0.384	0.801				
PE	0.288	0.297	0.877			
PT	0.306	0.389	0.437	0.806		
PU	0.314	0.402	0.448	0.453	0.841	
PI	0.440	0.537	0.376	0.465	0.479	0.836

Source: Data processed (2025).

Note: Alternative evaluation (AE), Perceived Trust (PT), Attitude (AT), Perceived Ease of Use (PE), Perceived Usefulness (PU), Purchase Intention (PI).

Table 4 shows discriminant validity results using the Fornell–Larcker criterion. The diagonal bold values indicate the square roots of AVE, which exceed the correlations with other constructs, confirming discriminant validity (Fornell & Larcker, 1981). It indicates that each construct shares more variance with its own indicators than with others in the model.

Table 5.
The Heterotrait-Monotrait Ratio (HTMT)

Variables	AE	AT	PE	PT	PU	PI
AE						
AT	0.507					

PE	0.376	0.354			
PT	0.407	0.471	0.519		
PU	0.413	0.489	0.530	0.554	
PI	0.590	0.671	0.455	0.578	0.605

Source: Data processed (2025).

Note: Alternative evaluation (AE), Perceived Trust (PT), Attitude (AT), Perceived Ease of Use (PE), Perceived Usefulness (PU), Purchase Intention (PI).

Table 5 shows that all HTMT values are below 0.90, meeting the threshold recommended by Henseler et al. (2016). This indicates no issues with discriminant validity among the constructs. Since all values also fall below the more conservative limit of 0.85, it can be concluded that each construct demonstrates strong discriminant validity in this research model.

Structural Model Evaluation

First, collinearity testing was conducted using Variance Inflation Factor (VIF) values, as suggested by Hair et al. (2017). The results indicate no multicollinearity issues. Model estimation employed bootstrapping. Results are shown in Figure 3.

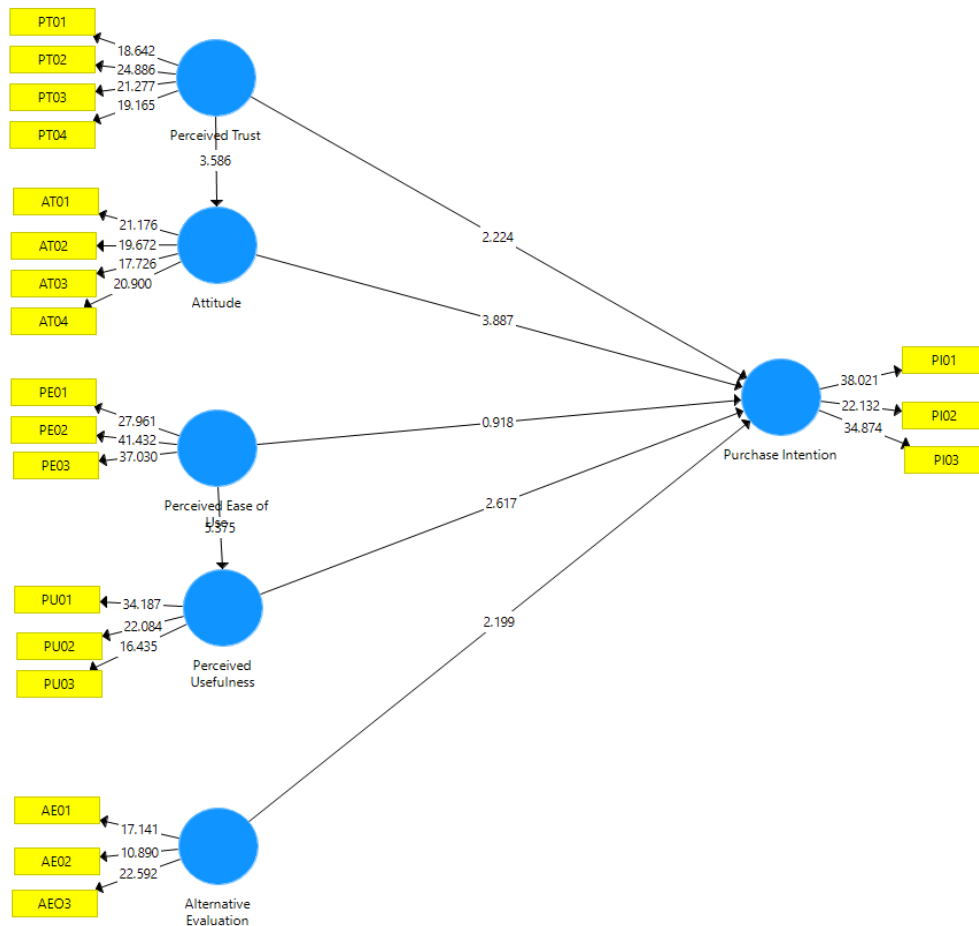


Figure 3.
Bootstrapping Result Model
Source: Data processed (2025).

Table 6
R-Square and Q-Square

Variables	R-square	Adjusted R-Square	Q-Square
Attitude	0.151	0.146	0.118
Perceived Usefulness	0.201	0.196	0.173
Purchase Intention	0.443	0.425	0.279

Source: Data processed (2025).

Table 6 shows R-Square values indicating moderate explanatory power for all endogenous variables. Q-Square values confirm adequate predictive relevance of the model. Overall, the model effectively explains and predicts the studied constructs.

Finally, path coefficient analysis assesses the strength of relationships between constructs. Significance is determined by P values less than 0.05 or t-statistics more than 1.96. The results, showing direct variable influences, are summarized in Table 7.

Table 8.
Path Coefficient & Hypotheses Testing

Hypotheses	β	T Statistics	P Value	Conclusion
PT \rightarrow PI	0.173	2.201	0.023	H1 Supported
PT \rightarrow AT	0.389	3.663	0.000	H2 Supported
AT \rightarrow PI	0.299	3.994	0.000	H3 Supported
PE \rightarrow PI	0.073	0.870	0.385	H4 Rejected
PE \rightarrow PU	0.448	5.583	0.000	H5 Supported
PU \rightarrow PI	0.188	2.634	0.009	H6 Supported
AE \rightarrow PI	0.192	2.264	0.024	H7 Supported

Source: Data processed (2025).

Note: Alternative evaluation (AE), Perceived Trust (PT), Attitude (AT), Perceived Ease of Use (PE), Perceived Usefulness (PU), Purchase Intention (PI).

Based on Table 7, most hypotheses were supported and significant, except effect of PE on PI, which was rejected. This study examined key factors influencing online purchase intention in social commerce via TikTok Shop with 163 respondents. Overall, all relationships except that involving perceived ease of use were accepted.

Effect of Perceived Trust on Purchase Intention

The findings of this study demonstrate that perceived trust has a positive and significant effect on purchase intention. This indicates that the higher the level of trust consumers feel toward social commerce platforms, the greater their likelihood of making a purchase. These results are consistent with the findings of Herzallah et al. (2022), who reported a significant positive relationship between perceived trust and purchase intention. Similarly, Chong et al. (2020), in their study on consumer purchase intention for footwear products in Malaysia, found that perceived trust plays a crucial role in shaping purchase intention, particularly for product categories requiring high confidence in quality and credibility. Trust can be established through interpersonal relationships and experiences on social media. Positive interactions between sellers and buyers are believed to foster consumer confidence in making purchases (Mensah et al., 2023). This study confirms that perceived trust positively influences purchase intention, suggesting that the greater the trust Muslim

consumers have in the platform, the stronger their tendency to purchase Wardah products. Honesty in information delivery emerges as a vital factor in building the belief that the products presented truly meet expectations. When consumers perceive the information received as accurate, trust is established, which in turn encourages purchase intention (Marivan et al., 2022).

Effect of Perceived Trust on Attitude

The results of this study indicate that perceived trust has a significant positive influence on attitude. The higher the level of trust consumers feel toward a digital platform or service, the more positive their attitude becomes in using it. This finding aligns with Herzallah et al. (2022), who found a significant positive relationship between perceived trust and attitude in the context of Instagram Commerce. Similarly, Silva et al. (2023) support this result by demonstrating that secure and safe interactions with chatbots can enhance trust and foster users' positive attitudes. Positive consumer attitudes do not emerge instantly, but rather evolve as consumers become confident that the services they use are reliable and secure. Sebayang et al. (2024), in their research on mobile banking services, emphasize that security is not merely a supporting factor but a foundational element that shapes how consumers respond to digital services. Trust also reflects a form of consumer knowledge about a product, which contributes to the formation of positive attitudes (Erpurini & Janah, 2022). In the context of purchasing Wardah products through TikTok Shop, positive attitudes are shaped by the perception that the information presented is honest. Once trust is established, consumer attitudes toward the platform strengthen, as reflected in their willingness to consider Wardah as a primary choice for beauty product purchases on TikTok Shop.

Effect of Attitude on Purchase Intention

This study successfully identifies that attitude has a significant positive impact on purchase intention. The more favorable a consumer's attitude toward a product or service, the greater the likelihood of forming a purchase intention. This finding aligns with Herzallah et al. (2022), who found that positive consumer attitudes can enhance purchase intention, particularly within the context of social commerce. Positive attitudes stem from affective responses to experiences, such as enjoyment and inspiration, that ultimately drive buying intentions. This is supported by Zanger et al. (2022), who demonstrated that the use of augmented reality (AR) in marketing can trigger affective responses that influence brand attitudes. Additionally, Kurdi et al. (2022) noted that the more positive a consumer's attitude, the greater the likelihood of purchase, especially when influenced by the appeal and communication of influencers on TikTok. The present study confirms a significant positive relationship between attitude and purchase intention, with consumers' belief that purchasing Wardah products via TikTok Shop is a positive action being the most dominant aspect. Once a positive attitude is established, purchase intention becomes the logical next step (Hsu & Lin, 2016; Sutisna, 2023).

Effect of Perceived Ease of Use on Purchase Intention

The findings reveal that perceived ease of use does not significantly influence purchase intention, suggesting that user-friendly platforms like TikTok Shop are seen as a basic expectation rather than a decisive factor. Despite a high loading factor of 0.889, ease of use alone does not drive consumer decisions, especially among digitally literate users. This aligns with Herzallah et al. (2022) and Al-Hattami et al. (2023), who found similar results in social commerce and e-commerce contexts, where tech-savvy consumers prioritize other

factors. Unlike passive users in previous studies, this research involves active buyers on TikTok Shop, emphasizing that real purchase experience highlights other key drivers. In contrast, ease of use plays a more critical role in adopting unfamiliar platforms or new products (Lee et al., 2022; Kao et al., 2024). For familiar platforms and brands like TikTok Shop and Wardah, however, ease of use serves more as a foundation than a motivator for purchase intention.

Effect of Perceived Ease of Use on Perceived Usefulness

This study found that perceived ease of use significantly and positively influences perceived usefulness, indicating that platforms requiring less effort are viewed as more beneficial by users. This aligns with Herzallah et al. (2022), who emphasized ease of use as a key factor shaping usefulness perceptions in social commerce. Similarly, Akdim et al. (2022) reported that seamless user experiences enhance perceived utility in social mobile apps. Basuki et al. (2022) supported this by showing that effortless task completion increases users' appraisal of an application's supportiveness. Likewise, Nadeem et al. (2021) found ease of use critical in Bitcoin adoption in China's complex environment. Despite different contexts, this study confirms TikTok Shop's user-friendly design facilitates product access and navigation, reinforcing users' belief in the platform's convenience and value. These findings highlight the importance of intuitive interfaces in fostering positive user perceptions and encouraging online purchase behavior.

Effect of Perceived Usefulness on Purchase Intention

This study confirms that perceived usefulness significantly influences users' purchase intention. When users perceive a platform as valuable and supportive of their needs, their likelihood to purchase increases. This aligns with Herzallah et al. (2022), who identified perceived usefulness as a key driver of purchase intention in social commerce. Similarly, Xu et al. (2021) found younger users more likely to buy digital services they deem useful for academic or professional purposes. Almarzouqi et al. (2022) also showed that perceived usefulness positively affects adoption intentions in emerging technologies like the metaverse. In this study, Muslim consumers using TikTok Shop reported that the platform effectively aids in discovering Wardah products. Thus, TikTok Shop's perceived usefulness in facilitating product search and decision-making strongly enhances purchase intention, indicating that greater perceived usefulness leads to higher intent to buy Wardah beauty products.

Effect of Alternative Evaluation on Purchase Intention

This study found that alternative evaluation has a significant positive effect on purchase intention. Herzallah et al. (2022) highlighted the role of alternative evaluation in helping consumers compare options and make informed decisions within social commerce. Similarly, Pop et al. (2022) showed that alternative evaluation mediates the impact of trust on purchase decisions, while Hien et al. (2020) emphasized its importance in assessing product superiority and quality. Consistent with these findings, our results indicate that consumers who actively compare products on TikTok Shop demonstrate stronger purchase intentions. For Muslim consumers, this evaluation is particularly vital, as it incorporates value-based criteria like halal certification, authenticity, and brand integrity.

CONCLUSION

This study examined the effects of perceived trust, attitude, perceived ease of use, perceived usefulness, and alternative evaluation on purchase intention for Wardah products via TikTok Shop using PLS-SEM. Results show that perceived trust significantly boosts both attitude and purchase intention, while attitude strongly influences purchase intention. Although perceived ease of use does not directly affect purchase intention, it positively impacts perceived usefulness, which in turn increases purchase intention. Additionally, alternative evaluation significantly drives purchase intention, indicating that consumers comparing options based on quality and price are more likely to buy. These findings highlight the importance of trust, engagement, and perceived value in social commerce.

The implications of this study highlight the importance of strategic approaches and consumer behavior in the context of social commerce. For business practitioners, it is crucial to foster digital trust through transparent communication, engaging content, and the creation of a positive shopping experience on the platform. Furthermore, platforms are encouraged to continuously enhance usability and the functional value of their features to better align with consumer preferences and expectations. These findings also open avenues for future research exploring the dynamics of consumer behavior within the digital ecosystem, from technological, social, and psychological perspectives.

This study deepens understanding of psychological and evaluative factors influencing consumer purchase intention in social commerce, focusing on TikTok Shop and local cosmetics like Wardah. It reveals how perceived trust, attitude, ease of use, usefulness, and alternative evaluation shape buying decisions. The findings offer practical guidance for industry players to enhance brand credibility, provide valuable content, and ensure secure shopping experiences. For policymakers, the results inform regulations supporting a digital economy centered on local products. Academically, this research contributes to digital consumer behavior literature amid the growing role of social media platforms.

This study has several limitations that should be considered for future research. First, the respondent characteristics were relatively limited, with the majority being young adults aged 18–25 and predominantly students, which may bias the findings toward the perspectives of digitally active youth. Second, the study focused primarily on internal variables such as perceptions and attitudes, while external factors that also influence online purchase decisions were not included. Third, the research scope was restricted to a single platform, TikTok Shop, limiting the ability to generalize or compare results with other e-commerce or social commerce platforms. Lastly, the study employed a quantitative, cross-sectional design, which may not fully capture the dynamic and evolving nature of digital consumer behavior over time. Future studies could address these limitations by including more diverse samples, incorporating external factors, comparing multiple platforms, and using longitudinal approaches.

For future research, it is recommended to involve respondents from broader and more diverse backgrounds to enhance the generalizability of the findings to a wider population. Additionally, the scope of variables can be expanded by incorporating external factors that may influence consumer behavior. Subsequent studies could also conduct cross-platform comparisons to understand the unique characteristics of different shopping platforms and evaluate the effectiveness of various marketing strategies. Furthermore, employing

longitudinal designs or integrating qualitative methods may provide deeper and more continuous insights into changes in consumer perceptions over time.

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