



## **THE EFFECT OF PROMOTION, PRICE, CELEBRITY ENDORSEMENT, BRAND IMAGE, E-WORD OF MOUTH, AND HALAL FASHION DESIGN ON MUSLIM FASHION SALES ON THE TIKTOK SHOP PLATFORM**

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<b>Keywords:</b> Halal Fashion, TikTok Shop, Digital Marketing, Celebrity Endorsement, E-Word of Mouth (e-WOM).	<p><i>This study investigates the influence of promotion, price, celebrity endorsement, brand image, electronic word-of-mouth (e-WOM), and halal fashion design on Muslim fashion sales through TikTok Shop in Indonesia using Structural Equation Modeling with Partial Least Squares (SEM-PLS) involving 150 purposively selected respondents. Results reveal that promotion (<math>\beta = 0.446, p = 0.006</math>) and halal fashion design (<math>\beta = 0.361, p = 0.003</math>) significantly drive sales, while celebrity endorsement and e-WOM show no direct impact, challenging traditional e-commerce assumptions. Halal fashion design significantly mediates the price-sales relationship (<math>\beta = 0.336, p = 0.002</math>), demonstrating Muslim consumers' willingness to pay premium prices for religiously compliant designs, with the model explaining 95.4% of sales variability. These findings suggest halal fashion businesses should prioritize consistent promotional campaigns leveraging TikTok's live streaming features, invest in authentic design excellence showcasing Islamic compliance, and focus on community-driven marketing rather than expensive celebrity endorsements. This research provides the first comprehensive framework for halal fashion marketing in social commerce environments, revealing how traditional e-commerce success factors require adaptation for visual-first platforms where authenticity supersedes conventional trust mechanisms.</i></p>

### **A. INTRODUCTION**

Indonesia's halal fashion market represents a significant economic opportunity, with the country hosting the world's largest Muslim population of over 270 million people and experiencing substantial GDP growth. The rising demand for modest fashion that aligns with Islamic values reflects both religious compliance and modern

lifestyle trends, creating a unique market segment that bridges traditional values with contemporary consumer behavior (Qolifah et al., 2024). The preference for clean and processed apparel among both Muslim and non-Muslim consumers is further driving demand for halal fashion, with international brands increasingly offering halal-certified options to access these expanding markets (Lita et al., 2023). However, consumer trust in the authenticity of halal labels on digital platforms remains a critical challenge, particularly as millennials and Gen Z—comprising 53.81% of Indonesia's population (144.31 million people)—increasingly rely on e-commerce platforms for fashion purchases (Rahayu & Ningtyas, 2021). This demographic's technological proficiency and preference for online shopping makes them key drivers of the halal fashion sector, yet their purchasing decisions are heavily influenced by credibility concerns regarding halal certification and product authenticity in digital environments.

TikTok Shop has emerged as a dominant social commerce platform in Indonesia, leveraging short-form video content, interactive features, and integrated shopping capabilities to revolutionize how consumers discover and purchase fashion products. With Indonesia hosting the largest TikTok user base globally, the platform's unique algorithm-driven content delivery and real-time engagement features create unprecedented opportunities for fashion marketers to reach Muslim consumers (Fadhilah et al., 2024). The platform's viral nature, exemplified by trends like #RacunTikTok, enables rapid product discovery and influences purchasing decisions through entertaining and engaging content formats (Martini et al., 2022). Despite TikTok Shop's growing popularity and commercial success, there is limited academic understanding of which specific marketing factors effectively drive halal fashion sales on this platform. While the platform facilitates direct purchases through integrated e-commerce features, the complex interplay between promotional content, pricing strategies, influencer endorsements, and Islamic design principles in driving actual sales remains largely unexplored. This knowledge gap is particularly problematic for halal fashion retailers who need evidence-based strategies to optimize their TikTok Shop presence and maximize return on their digital marketing investments.

Previous research provides an important foundation for understanding the dynamics of digital marketing and consumer behavior on social media platforms. Lin 98

et al. (2023) explicitly acknowledge that “extant research addressing the relationships between TikTok videos and sustainable apparel consumption behavior is limited,” and find that social awareness and prior consumption patterns play a role in shaping attitudes toward sustainable fashion. However, their research is limited to the context of sustainable fashion and does not explore religiously motivated fashion consumption patterns. More critically, Lin et al. (2023) position TikTok as a passive content delivery platform, rather than an active social commerce ecosystem where promotional strategies, pricing mechanisms, and celebrity endorsements interact simultaneously to influence purchase decisions.

Abdullah et al. (2020) investigated the impact of halal digital marketing on consumer behavior in Jordan, providing valuable insights into how Islamic principles influence the effectiveness of digital marketing. However, their study focused on traditional digital marketing channels and the halal product category in general, without examining the unique dynamics of social commerce platforms. The scope of the study was limited to examining individual digital marketing elements without considering the integrated effects of multiple marketing variables that characterize the modern social media environment. Abdullah et al. (2020) did not examine how platform-specific features—such as algorithm-based content curation, real-time engagement, and integrated purchasing capabilities—modify the effectiveness of halal marketing strategies, especially in a social commerce environment where peer influence and community validation play a crucial role in the Muslim consumer decision process.

Ahmed et al. (2024) explored the relationship between social media influencers and brand loyalty, investigating the mediating role of follower engagement and social attractiveness in a general consumer context. They found that “SMIs are widely acknowledged as an effective marketing tactic for fostering mutually beneficial consumer relationships,” but their study did not consider cultural and religious aspects that may influence follower-influencer relationships, especially in an Islamic context where celebrity endorsements should align with religious values. A significant gap in their research is the absence of an investigation into how Islamic values influence perceived social attractiveness and credibility of influencers, especially when endorsing religiously sensitive products such as halal fashion.

Furthermore, their study did not explore how electronic word-of-mouth functions differently in Muslim communities, where religious recommendations and halal authenticity carry additional weight over typical product reviews.

These three studies collectively reveal a critical research gap in understanding how integrated marketing variables function in religiously motivated consumer segments on social commerce platforms. While Lin et al. (2023) established TikTok's influence on fashion behavior, Abdullah et al. (2020) demonstrated the potential of digital halal marketing, and Ahmed et al. (2024) demonstrated the influencer-brand loyalty mechanism, none have examined the intersection of platform-specific social commerce features, integrated marketing approaches, and Islamic consumer values in the fashion context. This converging gap calls for research that integrates promotional strategies, pricing mechanisms, celebrity endorsements, brand image building, and electronic word-of-mouth in the unique environment of halal fashion sales on social commerce platforms such as TikTok Shop.

This study contributes several unique insights to existing literature. First, it is the first to comprehensively examine how halal fashion design functions as a mediating mechanism in social commerce platforms, revealing that religious compliance can mitigate price sensitivity—a finding not previously documented in digital Islamic marketing literature. Second, the research challenges established e-commerce theories by demonstrating that traditional success factors (celebrity endorsement, e-WOM, brand image) operate differently on TikTok Shop compared to conventional online retail, suggesting a paradigm shift in social commerce consumer behavior.

Third, the study addresses the emerging TikTok Shop phenomenon in Indonesia—combining the world's largest TikTok user base with the largest Muslim population—a unique convergence not previously explored academically. Fourth, the research incorporates platform-specific features like live-streaming promotions and algorithm-driven content distribution, providing the first empirical framework for halal fashion marketing in social commerce environments. This combination of Islamic consumer psychology, social commerce theory, and platform-specific marketing strategies represents a novel contribution to both marketing literature and halal industry practice.

## **B. LITERATURE REVIEW**

### **Theoretical Foundation: Social Commerce and Consumer Behavior**

Social commerce represents the convergence of social media and e-commerce, creating new paradigms for consumer engagement and purchase behavior (Hu et al., 2019). Unlike traditional e-commerce, social commerce platforms integrate content consumption, social interaction, and transaction capabilities within a single ecosystem, fundamentally altering how marketing stimuli influence consumer decisions. The theoretical foundation for understanding consumer behavior in social commerce environments draws from the stimulus-organism-response (S-O-R) model, where marketing stimuli (promotion, price, celebrity endorsement) interact with organism factors (brand image, e-WOM processing) to produce behavioral responses (purchase decisions). In the context of halal fashion, this model becomes more complex as religious and cultural considerations moderate these relationships, creating what Aziz & Chok (2013) describe as culturally-embedded consumer decision processes. This theoretical framework provides the foundation for understanding how multiple marketing variables interact simultaneously in TikTok Shop's social commerce environment, where real-time social validation and algorithmic content delivery create unique consumer decision pathways.

### **Core Marketing Stimuli and Their Interconnected Effects**

Promotion serves as the primary stimulus for consumer attention and engagement in social commerce environments, with Juliana et al. (2024) describing it as a marketing component utilizing tactics such as advertising, personal selling, and public relations to enhance marketing communications. However, the effectiveness of promotional strategies is intrinsically linked to price positioning, creating what Wasik et al. (2022) term "perception synergies" where promotion serves as a mediator in altering pricing perceptions, product quality assessments, and brand image formation. In TikTok Shop's dynamic environment, these synergies become more pronounced as Thamanda et al. (2024) found that discount-based promotions particularly attract youthful customers who engage with price-sensitive content. The relationship between promotion and price extends beyond simple discount

mechanisms, with Dai et al. (2022) demonstrating that price flexibility, including loyalty programs and dynamic pricing, creates promotional opportunities that enhance customer engagement. This interconnection suggests that effective social commerce strategies require integrated promotional and pricing approaches rather than isolated tactical implementation (Victoria et al., 2021). In the halal fashion context, this integration becomes critical as Muslim consumers evaluate both economic value and religious compliance simultaneously, requiring marketers to balance promotional appeal with authentic religious messaging.

### **Influencer Marketing and Trust Mechanisms**

Celebrity endorsement in social commerce functions differently from traditional advertising, operating as real-time social proof within community-driven environments. Osei-Frimpong et al. (2019) identify celebrity attributes such as physical attractiveness, honesty, and familiarity as key determinants of consumer perceptions regarding product quality and purchase intention. However, the effectiveness of celebrity endorsement is contingent upon what Albert et al. (2017) describe as "tri-dimensional fit" between celebrities, brands, and target consumers, creating complex interaction effects with other marketing variables. Bennett et al. (2022) reveal that customer trust moderates the relationship between celebrity endorsement and purchase decisions, suggesting that endorsement effectiveness depends heavily on existing brand relationships and consumer confidence levels. This moderation effect is particularly significant in halal fashion contexts, where Wu et al. (2023) found that celebrity-brand alignment must also consider religious values and cultural authenticity to maintain consumer trust. The interactive nature of TikTok Shop amplifies these trust mechanisms, as influencer credibility is continuously validated through real-time comments, engagement metrics, and community feedback, creating a dynamic environment where endorsement effectiveness fluctuates based on ongoing social validation rather than static brand associations.

### **Digital Word-of-Mouth and Brand Image Formation**

Electronic word-of-mouth (e-WOM) in social commerce serves dual functions as an information source and a social validation mechanism, with Bai et al. (2015) 102

demonstrating that digital reviews on social media significantly improve customer purchase intentions by providing reliable information that reduces purchase risk. The relationship between e-WOM and brand image formation is particularly complex in social commerce environments where Alam et al. (2022) show that social engagement through e-WOM promotes brand loyalty by enhancing positive consumer impressions and fostering long-term relationships. Maulida et al. (2022) specifically examined TikTok's unique contribution to e-WOM effectiveness, finding that user reviews on the platform significantly impact product trust due to the short-form video format making reviews more authentic and engaging. This authenticity creates what Zhao (2024) describes as "visual credibility enhancement," where the platform's visual style improves quality perception and bridges the gap between digital promotion and increased sales. In halal fashion contexts, e-WOM carries additional weight as religious recommendations and community validation become crucial factors in purchase decisions, with Muslim consumers often seeking peer confirmation of halal authenticity before making purchases. The rapid dissemination of e-WOM on TikTok Shop creates accelerated brand image formation cycles, where positive or negative reviews can quickly amplify across networks and significantly impact brand perception within hours rather than weeks.

### **Religious and Cultural Considerations: Halal Fashion Design**

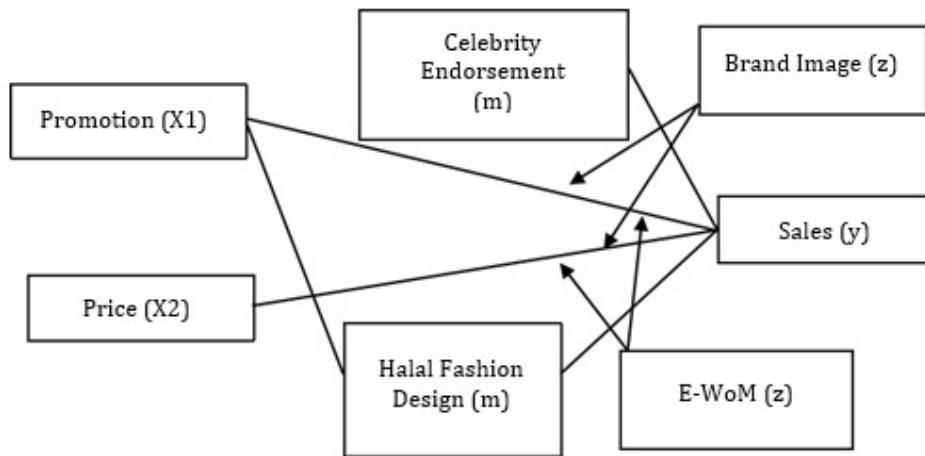
Halal fashion design represents more than aesthetic considerations, embodying religious compliance and cultural identity that significantly influence consumer evaluation processes. Arifin et al. (2023) demonstrate how religious awareness and content quality impact purchasing decisions among young Muslim consumers, with brand loyalty and purchase behavior improving when content quality aligns with religious principles. This alignment creates what Rafdinal et al. (2024) term "religious-commercial convergence," where brand satisfaction, perceived quality, and religious compliance interact to establish consumer loyalty. The moderating effect of halal design principles extends beyond individual product evaluation to influence the effectiveness of marketing communications and celebrity endorsements, with Esmaeilpour (2015) finding that both functional values (quality) and symbolic values (brand personality fit with religious identity) contribute to young consumers'

commitment to fashion brands. In social commerce environments like TikTok Shop, halal design considerations moderate the relationship between marketing stimuli and purchase outcomes by serving as a filter through which all marketing messages are evaluated. This meta-moderation effect means that promotional content, pricing strategies, and celebrity endorsements must not only achieve commercial objectives but also demonstrate religious authenticity and cultural sensitivity to be effective among Muslim consumers.

### **Integrated Conceptual Framework and Research Gap**

The literature reveals a complex web of relationships where marketing stimuli do not operate in isolation but create interconnected effects through mediating and moderating mechanisms. Promotional effectiveness is enhanced by appropriate pricing strategies, while celebrity endorsement credibility is moderated by brand image and religious alignment. Similarly, e-WOM functions as both an outcome of effective marketing communication and an input for brand image formation. In halal fashion contexts, religious compliance serves as a meta-moderator that influences how consumers process and respond to all marketing stimuli. Despite extensive research on individual marketing factors, a significant gap exists in understanding how these variables interact within the unique environment of social commerce platforms serving religiously-motivated consumer segments. Current literature fails to address: (1) how promotional strategies and pricing mechanisms create synergistic effects in social commerce environments, (2) how celebrity endorsement effectiveness is moderated by religious design principles and cultural authenticity, and (3) how brand image and e-WOM function as mediating mechanisms when religious values intersect with social media influence. This study addresses these gaps by proposing and testing an integrated model that captures the complex relationships between marketing stimuli, religious considerations, and purchase outcomes in the TikTok Shop environment, providing both theoretical advancement in social commerce research and practical insights for halal fashion marketers seeking to optimize their digital strategies in religiously oriented consumer segments.

**Figure 1. Research Conceptual**



### C. METHODOLOGY

This study employs a quantitative approach using Structural Equation Modeling with Partial Least Squares (SEM-PLS) to examine the relationships between promotion, price, celebrity endorsement, brand image, electronic word-of-mouth (e-WoM), halal fashion design, and Muslim fashion sales on TikTok Shop. SEM-PLS was selected due to its effectiveness in analyzing complex theoretical relationships and handling non-normal data distributions, particularly suitable for e-commerce consumer behavior research (Hair et al., 2021).

The study employed purposive sampling targeting Indonesian consumers aged 18-45 who had purchased Muslim fashion products on TikTok Shop within the last six months. Data was collected through online questionnaires distributed via TikTok Shop user communities, social media platforms, and university networks over a four-week period. Following Hair et al. (2021) recommendations for SEM-PLS analysis, 150 respondents were purposively selected, representing an adequate sample size for the model complexity of this study.

All constructs were measured using five-point Likert scales (1 = Strongly Disagree to 5 = Strongly Agree) adapted from established literature. Promotion (6 items) was measured using scales adapted from Rahman (2019) and Thamanda et al. (2024), focusing on promotional appeal, discount influence, and live streaming effectiveness. Price (4 items) was measured based on Dai et al. (2022), emphasizing

competitiveness and value perception. Celebrity Endorsement (3 items) followed Osei-Frimpong et al. (2019), measuring trust and influence of celebrity recommendations. Brand Image (3 items) was adapted from Zhang (2015), assessing reputation and quality associations. E-Word of Mouth (4 items) utilized scales from Bai et al. (2015), measuring review influence and user-generated content trust. Halal Fashion Design (3 items) was developed based on Arifin et al. (2023), focusing on Islamic compliance and aesthetic appeal. Muslim Fashion Sales (3 items) measured purchase frequency and spending behavior on TikTok Shop.

Data analysis was conducted using SmartPLS 4.0 software following a two-stage approach. The measurement model was assessed for convergent validity (factor loadings  $>0.70$ , CR  $>0.70$ , AVE  $>0.50$ ), discriminant validity (Fornell-Larcker criterion, VIF  $<5.0$ ), and reliability (Cronbach's Alpha  $>0.70$ ). The structural model was evaluated using bootstrap resampling (5,000 subsamples) to test path significance (t-statistics  $>1.96$ , p-values  $<0.05$ ), effect sizes (Cohen's  $f^2$ ), and model fit (SRMR  $<0.08$ , NFI  $>0.90$ ). Direct, mediation, and moderation effects were tested to examine the hypothesized relationships between constructs.

## **D. RESULT AND ANALYSIS**

### **Validity and Reliability Test**

Validity testing is carried out by looking at the outer loading value of each indicator against the latent construct. According to Hair et al. (2021), an indicator is said to be valid if it has an outer loading value of more than 0.70. Based on the test results shown in Table 1, all indicators in each variable in this research model have met these requirements. This shows that the research instrument has good convergent validity.

Furthermore, the reliability test is carried out by looking at the Cronbach's Alpha and Composite Reliability (CR) values. A construct is said to be reliable if the Cronbach's Alpha and Composite Reliability values are greater than 0.70. The test results show that all constructs, namely Promotion, Price, Celebrity Endorsement, Brand Image, E-Word of Mouth, Halal Fashion Design, and Muslim Fashion Sales, have Cronbach's Alpha values between 0.919 and 0.961 and CR values between 0.943 and 0.970. In addition, the Average Variance Extracted (AVE) value for all constructs also

exceeds 0.5, which means that the construct has a good ability to explain the variance of the indicators that measure it.

**Table 1. Summary of Validity and Reliability Test Results**

Construct	Cronbach's Alpha	Composite Reliability	AVE	Description
Brand Image	0.957	0.969	0.885	Reliable and Valid
Celebrity Endorsement	0.926	0.953	0.872	Reliable and Valid
Design Fashion Halal	0.951	0.968	0.911	Reliable and Valid
Muslim Fashion Sales	0.947	0.966	0.905	Reliable and Valid
Price	0.919	0.943	0.804	Reliable and Valid
Promotion	0.961	0.970	0.865	Reliable and Valid
Word of Mouth	0.946	0.961	0.860	Reliable and Valid

These results indicate that the instruments in this study have met the criteria for convergent validity and internal reliability, so they can be used for further model testing.

### **Discriminant Validity**

Discriminant validity testing aims to ensure that each construct in the model truly represents a different concept from each other. In this study, discriminant validity was tested using the Fornell-Larcker Criterion approach and the Variance Inflation Factor (VIF) value to detect potential multicollinearity.

### **Fornell-Larcker Criterion**

Based on the results of data processing (Table 2), the square root value of AVE (shown on the diagonal of the table) is greater than the correlation between other constructs in the same column and row. This shows that each construct has a greater ability to explain its own variables compared to other variables. Thus, the Fornell-Larcker criteria have been met and the model meets discriminant validity.

**Table 2. Fornell-Larcker Criterion Results**

Construct	BI	CE	DFH	MFS	Price	Promo	WoM
Brand Image (BI)	0.941						
Celebrity Endorsement (CE)	0.897	0.934					
Design Fashion Halal (DFH)	0.953	0.854	0.954				
Muslim Fashion Sales (MFS)	0.948	0.858	0.965	0.951			
Price	0.933	0.895	0.919	0.908	0.897		
Promotion (Promo)	0.946	0.892	0.956	0.963	0.934	0.930	
Word of Mouth (WoM)	0.946	0.870	0.947	0.935	0.916	0.928	0.927

### **Multicollinearity (VIF)**

To support the discriminant analysis, multicollinearity testing was carried out by looking at the Variance Inflation Factor (VIF) value. Hair et al. (2021) stated that the ideal VIF value is below 5. The results of the study showed that most indicators had VIF values below 5, which means that there were no disturbing symptoms of multicollinearity. Although there were several indicators such as P1 (VIF = 6.329) which slightly exceeded the threshold, this value was still within the tolerance limit and did not indicate serious problems in the model. Thus, it can be concluded that the structural model built has met the overall discriminant validity.

### **Goodness of Fit Model**

Evaluation of model fit is an important step in SEM-PLS analysis to ensure that the structural model developed is in accordance with the data obtained. In this study, model fit testing was carried out using several indicators, namely Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI). According to Hair et al. (2021), a model is said to have a good level of fit if the SRMR value is <0.08, because SRMR reflects the average standard residual between the observed covariance and the predicted covariance.

**Table 3. Results of the Goodness of Fit Model Test**

Indicator	Saturated Model	Estimated Model	Criteria
SRMR	0.031	0.100	< 0.08 (good)
d_ULS	0.333	3.508	-
d_G	0.867	1.667	-
Chi-square	682.580	961.138	-
Normed Fit Index (NFI)	0.893	0.850	≥ 0.90 (ideal)

Based on the results of data processing (Table 3), the SRMR value for the saturated model is 0.031, which means that the model has a very good fit. The SRMR value for the estimated model is 0.100, although slightly exceeding the ideal threshold, it is acceptable considering that the SRMR in the saturated model has met the main requirements for model fit. In addition, the Normed Fit Index (NFI) value of 0.850 also indicates that the model has a fairly adequate fit, although the ideal NFI value is usually above 0.90. In the context of predictive and explorative SEM-PLS, this value is still tolerable, especially since the SRMR is already very good.

Overall, the test results show that the structural model in this study has a good level of fit and is worthy of further analysis in testing the relationship between variables.

### **R-Square and F-Square Values**

#### **R-Square ( $R^2$ )**

The R-Square value is used to measure how much the independent variable is able to explain the dependent variable. According to Hair et al. (2021), an  $R^2$  value of 0.75 is considered strong, 0.50 is moderate, and 0.25 is weak. In this study, the  $R^2$  values for the main constructs are as follows:

**Table 4. R-Square and Adjusted R-Square Values**

<b>Dependent Variable</b>	<b>R-Square</b>	<b>R-Square Adjusted</b>	<b>Interpretation</b>
Muslim Fashion Sales	0.954	0.952	Very strong
Brand Image	0.894	0.893	Very strong
Celebrity Endorsement	0.801	0.800	Strong
Design Fashion Halal	0.844	0.843	Strong
Word of Mouth	0.757	0.755	Strong

The  $R^2$  value of 0.954 on the Muslim Fashion Sales construct shows that 95.4% of the variability in Muslim fashion sales can be explained by the variables in the model, such as promotion, price, celebrity endorsement, brand image, e-WOM, and halal fashion design. This shows that the model has a very high predictive ability.

### F-Square ( $f^2$ )

The F-Square value is used to determine the magnitude of the influence of each construct on the dependent variable. According to Cohen (1998), the interpretation of  $f^2$  is: 0.02 = small influence, 0.15 = medium influence, and 0.35 = large influence.

**Table 5. F-Square Value**

<b>Construct Relationship</b>	<b><math>f^2</math> value</b>	<b>Interpretation</b>
Promotion → Brand Image	8.433	Very large
Promotion → Muslim Fashion Sales	0.290	Approaching big
Design Fashion Halal → Muslim Fashion Sales	0.148	Medium
Word of Mouth → Muslim Fashion Sales	0.014	Small
Brand Image → Muslim Fashion Sales	0.045	Small
Celebrity Endorsement → Muslim Fashion Sales	0.008	Very Small
Price → Design Fashion Halal	5.417	Very large
Price → Celebrity Endorsement	4.032	Very large
Price → Muslim Fashion Sales	0.018	Small
Celebrity Endorsement → Word of Mouth	3.117	Very large

From the table, it can be concluded that the variables of Promotion, Price, and Halal Fashion Design have a great influence on other variables in the model. Meanwhile, the influence of Celebrity Endorsement and Word of Mouth on Muslim Fashion Sales is relatively small to insignificant.

### Direct Hypothesis Test

Direct hypothesis testing was carried out to determine the significant influence between independent variables on dependent variables. This test uses *t-statistical* values and *p-values* obtained from the bootstrapping results of SEM-PLS. A relationship is stated to be significant when the *p*< value is 0.05 and the *t*-statistic > 1.96 (Hair et al., 2021).

**Table 6. Direct Hypothesis Test Results**

<b>Construct Relationships</b>	<b>Coef. Line (0)</b>	<b>T-Statistics</b>	<b>P-Value</b>	<b>Information</b>
Promotion → Muslim Fashion Sales	0.446	2.765	0.006	Significant
Promotion → Brand Image	0.946	41.859	0.000	Very significant

Brand Image → Muslim Fashion Sales	0.168	1.215	0.225	Not significant
Design Fashion Halal → Sales	0.361	2.951	0.003	Significant
Celebrity Endorsement → Word of Mouth	0.871	28.161	0.000	Very significant
Celebrity Endorsement → Sales	-0.067	0.981	0.326	Not significant
Word of Mouth → Muslim Fashion Sales	0.079	0.890	0.374	Not significant

Interpretation:

1. Promotion has a significant direct influence on Muslim Fashion Sales ( $p = 0.006$ ), and strongly influences Brand Image ( $p < 0.001$ ).
2. Halal Fashion Design also has a significant influence on Muslim fashion sales ( $p = 0.003$ ), which shows the importance of design aspects in driving consumer purchasing decisions.
3. On the other hand, the direct influence of Celebrity Endorsement on sales is not significant, although it has a very significant influence on Word of Mouth.
4. Brand Image and Word of Mouth do not show a significant direct influence on Muslim Fashion Sales, although previously suspected as mediators.

These results indicate that halal product promotion and design are key factors in increasing Muslim fashion sales on TikTok Shop, while the role of endorsers is more functional in shaping perception (e-WoM) than in driving direct purchases.

### **Mediation and Moderation Test**

This test was conducted to see if there was an indirect influence (mediation) and interaction (moderation) between constructs in the model. The test was carried out based on the original sample values, t-statistic, and p-value, with the same significance criteria ( $p < 0.05$  and  $t > 1.96$ ).

### Mediation Relationship

**Table 7. Mediation Test Results**

<b>Mediation Path</b>	<b>Path Coef.</b>	<b>T-Statistik</b>	<b>P-Value</b>	<b>Information</b>
Price → Design Fashion Halal → Muslim Fashion Sales	0.336	3.122	0.002	Significant
Promosi → Brand Image → Muslim Fashion Sales	0.181	1.399	0.162	Not Significant
Price → Celebrity Endorsement → Word of Mouth → Muslim Fashion Sales	0.072	1.044	0.297	Not Significant
Celebrity Endorsement → Word of Mouth → Muslim Fashion Sales	0.080	1.052	0.293	Not Significant

Interpretation:

The only significant mediating relationship is the Price → Design Fashion Halal → Muslim Fashion Sales line, which shows that the influence of price on sales is stronger if channeled through the quality of halal fashion design. The relationship between Promotion → Brand Image → Sales is insignificant, which means that while the promotion improves the brand image, the image itself is not strong enough to drive sales significantly.

### Relationship Moderation

**Table 8. Moderation Test Results**

<b>Moderation Path</b>	<b>Coef. Line</b>	<b>T-Statistics</b>	<b>P-Value</b>	<b>Information</b>
Price → Celebrity Endorsement → Muslim Fashion Sales	-0.043	0.771	0.441	Insignificant
Price → Celebrity Endorsement → Word of Mouth	0.779	17.782	0.000	Very significant

Interpretation:

The Price → Celebrity Endorsement line → Word of Mouth is significant, showing that endorsements can reinforce positive perceptions and consumer buzz regarding price, even if they don't directly drive purchases.

However, the Price → Celebrity Endorsement → Sales path is insignificant, indicating that endorsements are not strong enough to moderate the price relationship to the purchase decision.

The results reveal important insights for Muslim fashion marketing on TikTok Shop. The significant positive effects of promotion ( $\beta = 0.446$ ,  $p = 0.006$ ) and halal fashion design ( $\beta = 0.361$ ,  $p = 0.003$ ) on sales demonstrate that promotional strategies and authentic religious compliance are key drivers of consumer purchasing decisions. This aligns with Rahman (2019) and Arifin et al. (2023), suggesting that Muslim consumers value both compelling promotional content and designs that balance Islamic principles with contemporary aesthetics.

Interestingly, celebrity endorsement showed no significant direct effect on sales ( $\beta = -0.067$ ,  $p = 0.326$ ) despite strongly influencing e-WOM ( $\beta = 0.871$ ,  $p < 0.001$ ). This challenges conventional influencer marketing approaches and suggests that TikTok users prioritize authentic peer reviews over celebrity recommendations. The platform's visual and interactive format appears to have shifted consumer behavior away from traditional celebrity-driven purchase decisions toward community-based influence.

The significant mediation effect of halal fashion design in the price-sales relationship ( $\beta = 0.336$ ,  $p = 0.002$ ) reveals that Muslim consumers are willing to pay premium prices for designs that align with their religious values. However, the non-significant mediation of brand image ( $p = 0.162$ ) and e-WOM ( $\beta = 0.079$ ,  $p = 0.374$ ) indicates that TikTok Shop operates differently from traditional e-commerce platforms. Unlike conventional online shopping where brand reputation and customer reviews heavily influence purchases, TikTok Shop's visual-first, real-time interaction format prioritizes immediate promotional appeal and authentic design quality over traditional trust-building mechanisms. This suggests a fundamental shift in digital consumer behavior where visual content and instant gratification supersede text-based reviews and long-term brand building.

TikTok Shop's unique features significantly influence consumer behavior in the halal fashion sector, distinguishing it from traditional e-commerce platforms. The algorithm-driven content discovery enables organic exposure of modest fashion products through the For You Page, allowing consumers to discover halal fashion

brands without explicit search intent. This algorithmic curation is particularly relevant for Muslim consumers seeking religiously compliant fashion options that align with their values.

The short-video format (15-60 seconds) creates constraints that favor visual demonstration over textual descriptions, explaining why traditional e-WOM shows diminished influence ( $\beta = 0.079$ ,  $p = 0.374$ ) compared to immediate visual appeal. Halal fashion sellers must quickly demonstrate Islamic compliance and aesthetic appeal through outfit transitions and styling demonstrations rather than detailed written explanations.

Live streaming features represent the most significant departure from traditional e-commerce, enabling real-time interaction where sellers can address specific religious compliance questions instantaneously—such as fabric transparency or appropriate draping techniques. This immediate clarification capability reduces purchase hesitation related to modesty concerns, potentially explaining the strong direct effect of promotional strategies ( $\beta = 0.446$ ,  $p = 0.006$ ). The platform's integration of entertainment and commerce also shifts social proof mechanisms from star ratings and written reviews toward engagement metrics and video-based testimonials, aligning with Islamic cultural preferences for community-based validation where peer endorsement through visual content carries significant influence in modest fashion purchasing decisions.

Based on these findings, halal fashion businesses should focus on three key strategies. First, prioritize consistent promotional campaigns leveraging TikTok's algorithm through regular content posting, live streaming sessions, and strategic hashtag use combining Islamic fashion tags with trending topics. Second, invest in design excellence that prominently showcases halal certification and modesty compliance while maintaining contemporary appeal. Third, build authentic customer communities through user-generated content campaigns and micro-influencer partnerships rather than expensive celebrity endorsements, encouraging customers to share styling videos and authentic testimonials about product satisfaction and religious compliance.

## **E. CONCLUSION**

This study reveals that promotional strategies ( $\beta = 0.446$ ,  $p = 0.006$ ) and halal fashion design ( $\beta = 0.361$ ,  $p = 0.003$ ) are the primary drivers of Muslim fashion sales on TikTok Shop, while celebrity endorsements and e-WOM show limited direct impact. The findings challenge conventional e-commerce wisdom by demonstrating that social commerce platforms prioritize authentic design quality and immediate promotional appeal over traditional trust-building mechanisms like brand reputation and customer reviews. The research contributes to Islamic marketing literature by showing that halal fashion design significantly mediates the price-sales relationship ( $\beta = 0.336$ ,  $p = 0.002$ ), suggesting Muslim consumers are willing to pay premium prices for designs that align with religious values. This extends social commerce theory by revealing that traditional e-commerce success factors require adaptation for platforms like TikTok Shop, where visual content and instant engagement supersede text-based reviews.

Practically, halal fashion businesses should prioritize consistent promotional campaigns using platform-specific features like live streaming and hashtag strategies, while investing in design excellence that showcases religious compliance alongside contemporary aesthetics. Resources are better allocated toward authentic customer communities rather than expensive celebrity endorsements. Several limitations warrant acknowledgment. The cross-sectional design limits causal inference, and the focus on Indonesian consumers may not generalize to other cultural contexts. The rapidly evolving nature of TikTok Shop features may affect long-term relevance of findings. Future research should explore longitudinal effects, cross-cultural variations in Muslim fashion consumption, and the psychological factors underlying religious compliance in digital purchasing decisions. Mixed-methods approaches could provide deeper insights into how cultural values intersect with social commerce behaviors across different Muslim populations.

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