

Modeling the Impact of TikTok-Based Digital Marketing on Fashion Purchase Intention among Indonesian Millennials: A PLS-SEM Approach

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Abstract

The digital era has transformed the fashion marketing paradigm with the emergence of TikTok as a communication medium targeting the millennial generation. This study aims to analyze the influence of TikTok digital marketing on the purchase intention of fashion products among Indonesian millennials. A quantitative approach was employed using an explanatory research design through a survey of 200 millennial respondents active on TikTok. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of SmartPLS to examine the relationships between the variables of Perceived Quality, Brand Attitude, Electronic Word of Mouth (E-WOM), and Purchase Intention. Thus, the results of the study indicate that all hypotheses are statistically supported on Purchase Intention. Perceived Quality had the strongest influence on Purchase Intention, followed by Brand Attitude and E-WOM on Purchase Intention. Therefore, the study contributes theoretically to the digital marketing literature and offers practical insights for fashion brands in optimizing their TikTok marketing strategies. Managerial implications highlight the importance of focusing on visual content quality, building a positive brand attitude, and implementing community engagement strategies to drive organic E-WOM within the TikTok digital marketing ecosystem.

Keywords: TikTok Digital Marketing, Purchase Intention, Millennial

Introduction

The digital age has profoundly altered the marketing environment, with the rise of several social media platforms as predominant vehicles of marketing communication. TikTok, a swiftly expanding short-video platform, has emerged as a worldwide phenomenon that is transforming consumer interactions with businesses and products. In Indonesia, this platform has grown essential to the digital lives of society, especially among millennials who utilize social media for many objectives, including entertainment and product information acquisition (Junti et al., 2024). This transition has changed consumer content consumption and generated new chances for organizations to devise more effective and inventive digital marketing tactics to engage their target audiences. The fashion sector has experienced substantial transformations in the digital age, as customers increasingly depend on social

media platforms for inspiration and information on fashion products. Millennials, recognized as the generation that has evolved with the advancement of digital technology, have distinctive traits in their fashion consumption patterns. Besides, greater receptiveness to emerging trends, appreciation for authenticity and transparency in brand communication, and a strong emphasis on personalized and engaging shopping experiences are key characteristics observed in millennial consumer behavior. Thus, Haris & Azhar, (2025) stated the advancement of digital technology has had a significant impact on various sectors, including the electronic commerce sector.

The purchasing behavior of millennial consumers in the fashion industry demonstrates an intriguing trend, as they are not only seeking high-quality products but also authentic and meaningful shopping experiences. TikTok provides a distinctive content format that enables brands to establish meaningful interactions with their audiences by utilizing short-form vertical videos, personalized algorithms, and various interactive features. This platform has demonstrated its capacity to transform the manner in which consumers interact with and discover fashion products, from the mere perusing of content to the actual purchase of items. In addition, phenomenon establishes a novel dynamic in the relationship between brands, consumers, and digital platforms, in which the distinctions between entertainment and commercial content are becoming more ambiguous but remain effective in influencing purchasing decisions. Although, TikTok has been demonstrated to be a successful digital marketing platform, there is still a lack of comprehensive comprehension regarding the precise mechanisms through which this platform influences the purchase intentions of fashion products. The innovative features of TikTok have not been comprehensively examined, while previous studies have tended to concentrate on more conventional social media platforms. Furthermore, the cultural and demographic context of Indonesia, an emerging market with unique millennial characteristics, necessitates a more detailed and specific research approach. (Nazihi et al., 2021) stated discrepancy necessitates an examination of the ways in which the emotive engagement and cognitive processes of Indonesian millennials are influenced by the various elements of TikTok marketing, which ultimately drive their purchase intentions.

Furthermore, the existing body of literature on digital marketing through social media reveals several notable limitations, particularly in relation to TikTok marketing for fashion products. Most previous research has concentrated on well-established platforms such as Instagram and Facebook (Ashley & Tuten, 2015; De Veirman et al., 2017), while TikTok, with its distinctive algorithm and unique content format, has received limited academic attention. Ying et al., (2025) explores the substantial impact of TikTok as a marketing platform, with a primary emphasis on Generation Z. The behavior of Indonesian millennials, shaped by a distinct cultural context, has also not been examined in sufficient depth. Besides, the connection between TikTok's specific features and consumer purchase intentions remains underexplored, and stronger empirical evidence is needed to construct a comprehensive theoretical framework. From a theoretical standpoint, there is a clear gap in adapting traditional consumer behavior models to the TikTok environment. This gap in the existing literature presents a valuable opportunity to construct a more thorough and contextually appropriate model that captures the underlying mechanisms through which TikTok's digital marketing influences fashion product purchase intentions among Indonesian millennials, particularly in a period characterized by rapid digital adoption (Wasiat & Bertuah, 2022).

This research seeks to conduct a comprehensive analysis of the influence of TikTok-based digital marketing on the purchase intentions of Indonesian millennials toward fashion products. The primary objective is to identify the key elements within TikTok's digital marketing ecosystem that most significantly contribute to the formation of purchase intentions. Additionally, the study aims to explore the psychological and behavioral mechanisms that underlie the relationship between exposure to TikTok marketing content and consumer decision-making among millennials. Furthermore, the study aspires to develop a theoretical framework that captures the dynamic interplay between TikTok marketing strategies and purchase intentions in the context of Indonesian millennial consumers. This research is expected to offer meaningful contributions both theoretically and practically. From a theoretical standpoint, the study enriches the existing digital marketing literature by providing a deeper understanding of how next-generation social media platforms influence consumer behavior. The findings are anticipated to support the development of a new theoretical model that aligns more closely with the unique characteristics of contemporary social media and millennial consumer patterns. Practically, the study provides actionable insights for marketing professionals and fashion brand managers in formulating more targeted and effective digital marketing strategies. According to (Annisa et al., 2024) stated the results can assist fashion companies in optimizing their TikTok marketing investments by identifying the most influential content elements driving millennial purchase intentions, thereby enhancing conversion rates and overall campaign profitability.

Method

This research employed a quantitative methodology with an explanatory research design, aiming to elucidate the causal relationship between TikTok-based digital marketing and millennials' purchase intentions for fashion products. The quantitative approach was selected due to its capacity to statistically measure and analyze relationships among variables. This study employs a cross-sectional design, wherein data are collected at a single point in time to provide a snapshot of current conditions. The target population consists of millennial TikTok users in Indonesia who have been exposed to fashion marketing content on the platform. A purposive sampling technique was utilized, with inclusion criteria comprising individuals who have been active TikTok users for at least the past six months, have encountered fashion-related promotional content, and possess experience in purchasing fashion products online. The sample size was determined to be 200 respondents, based on the requirements for multivariate statistical analysis. Thus, the sample size should be adequate to effectively address the research objectives. A more suitable approach involves taking the effect size into account. The recommended sample size ranges from a minimum of 30 to a maximum of 500 participants (Salkind, 2012). The data collection instrument was a structured questionnaire comprising four main sections: demographic information, variables related to TikTok digital marketing, and purchase intention towards fashion products. All measurement items were assessed using a five-point Likert scale to ensure measurement consistency and validity.

The data collection process was conducted through an online survey distributed via Google Forms, disseminated through various social media platforms and online communities over a period of four weeks. Prior to participation, respondents were required to provide

informed consent outlining the study's purpose, assurances of confidentiality, and their rights as participants. The validity of the research instrument was assessed using confirmatory factor analysis, with factor loadings and Average Variance Extracted (AVE) values required to meet a minimum threshold of 0.5. Reliability was evaluated using Cronbach's Alpha and composite reliability, with both metrics expected to exceed 0.7. Data analysis was performed using the Structural Equation Modeling (SEM) approach, facilitated by SmartPLS software. The analytical procedures included descriptive statistical analysis, assessment of the measurement model (outer model), evaluation of the structural model (inner model), and mediation testing through bootstrapping techniques. The findings were interpreted based on path coefficient estimates, t-statistics, and p-values, with a significance level set at 5%, in order to evaluate the magnitude and significance of the relationships among the studied variables.

Results

Demographic Profile

The study obtained data from 200 respondents who fulfilled the specified criteria as active millennial TikTok users in Indonesia. The demographic and behavioral characteristics of the respondents are presented in the table below:

Tabel 1. Demographic Profile

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	78	39.0
	Female	122	61.0
Occupation	Student	32	16.0
	Private Sector Employee	118	59.0
	Entrepreneur	38	19.0
	Othres	12	6.0
Income	<Rp 1.000.000	24	12.0
	Rp 1.000.000 - Rp 2.000.000	58	29.0
	Rp 2.000.000 - Rp 4.000.000	84	42.0
	>Rp 4.000.000	34	17.0

Based on the demographic data, the majority of respondents were female, accounting for 61 percent. The majority were employed in the private sector, representing 59 percent, and reported a monthly income between IDR 2,000,000 and IDR 4,000,000, accounting for 42 percent. This demographic profile indicates a representative sample of the targeted millennial generation in Indonesia, who are active users of TikTok and possess purchasing power in the fashion product market. Therefore, this study confirms that women are more inclined to purchase fashion products than men, as they typically demonstrate a heightened interest in personal style and appearance. Thus, men make over 75 percent of their purchases in physical retail stores, whereas more than 70 percent of women demonstrate a preference for online shopping (Behera, 2025). Similarly, the data indicates that the majority of respondents are private sector employees, driven by workplace expectations to maintain a neat appearance, which in turn encourages their interest in online shopping, particularly through TikTok.

Descriptive Statistics

Tabel 2. The Result of Descriptive Statistics

Variabel	Mean	Std. Deviation	Min	Max
Brand Attitude	3.68	0.82	1.67	5.00
BA1	3.72	0.89	1	5
BA2	3.65	0.86	1	5
BA3	3.67	0.91	1	5
E-WOM	3.45	0.94	1.33	5.00
EWOM1	3.38	1.02	1	5
EWOM2	3.52	0.95	1	5
EWOM3	3.45	0.98	1	5
Perceived Quality	3.58	0.88	1.33	5.00
PQ1	3.54	0.92	1	5
PQ2	3.49	0.95	1	5
PQ3	3.71	0.87	1	5
Purchase Intention	3.62	0.91	1.25	5.00
PI1	3.65	0.94	1	5
PI2	3.48	0.98	1	5
PI3	3.69	0.89	1	5
PI4	3.67	0.92	1	5

The results of the descriptive statistical analysis indicate that all research variables exhibit mean values above the midpoint of the Likert scale (3.0), suggesting a generally positive perception among respondents toward the measured constructs. Among these, brand attitude recorded the highest mean score at 3.68, followed by purchase intention at 3.62, perceived quality at 3.58, and electronic word of mouth (E-WOM) at 3.45.

Validity and Reliability Analysis

Tabel 3. The Result of Validity and Reliability Analysis

Variabel	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Brand Attitude	BA1	0.852	0.721	0.886	0.812
	BA2	0.847			
	BA3	0.847			
E-WOM	EWOM1	0.889	0.767	0.908	0.853
	EWOM2	0.863			
	EWOM3	0.875			

Perceived Quality	PQ1	0.831	0.712	0.882	0.803
	PQ2	0.849			
	PQ3	0.851			
Purchase Intention	PI1	0.878	0.759	0.927	0.898
	PI2	0.863			
	PI3	0.871			
	PI4	0.873			

The validity test results demonstrate that all measurement items have factor loadings exceeding 0.7 and Average Variance Extracted (AVE) values above 0.5, confirming that the constructs possess satisfactory convergent validity. Furthermore, the Composite Reliability and Cronbach's Alpha values for all variables are greater than 0.7, indicating that each construct exhibits strong internal consistency and reliability within the context of this research.

Structural Model Evaluation

Tabel 4. Results of Hypothesis Testing

Hypothesis	Path	Path Coefficient	T-Statistics	P-Values	Conclusion
H1	Brand Attitude → Purchase Intention	0.284	3.867	0.000	Accepted
H2	E-WOM → Purchase Intention	0.187	2.543	0.011	Accepted
H3	Perceived Quality → Purchase Intention	0.356	4.892	0.000	Accepted

The structural model evaluation results indicate that all proposed hypotheses are statistically supported, as evidenced by p-values less than 0.05. Among the predictors, perceived quality exhibits the strongest influence on purchase intention ($\beta = 0.356$), followed by brand attitude ($\beta = 0.284$) and electronic word of mouth (E-WOM) ($\beta = 0.187$).

Discussion

The study indicates that perceived quality has a positive and significant effect on purchase intention with a path coefficient of 0.356 ($p < 0.001$). This finding confirms that Indonesian millennials' purchase intentions are strongly influenced by the perceived quality of fashion products promoted through TikTok. The platform's video format allows detailed visualization of products, helping consumers evaluate aspects such as fabric texture and finishing more effectively than static images. In the fashion industry, where both hedonic and

utilitarian values are present, perceived quality becomes crucial. Millennials, raised in a digital environment, tend to be more critical and depend on visual cues available on TikTok to assess product quality. This is consistent with signaling theory, which posits that consumers rely on external cues to evaluate product quality in the absence of direct interaction. TikTok's algorithm reinforces this process by curating content aligned with users' individual preferences. Pradani & Puspita, (2025) stated authentic formats such as outfit of the day or detailed reviews enhance the credibility of the quality perception, especially among millennials who value authenticity and transparency in brand communication.

Brand attitude also shows a positive and significant influence on purchase intention, with a path coefficient of 0.284 ($p < 0.001$). Positive attitudes towards fashion brands on TikTok are formed through engaging and relatable content that reflects a more human brand personality. Indonesian millennials value originality and creativity, and brands that align with TikTok's culture are more likely to foster positive brand attitudes. The high average score of brand attitude (3.68) suggests favorable consumer perceptions. According to the mere exposure effect, repeated brand exposure through TikTok's personalized content increases familiarity and enhances positive attitudes. In addition, social validation through likes, shares, and comments reinforces these attitudes. Millennials often consider these social signals as indicators of quality and popularity. Positive community responses increase the brand's perceived social acceptance, thereby strengthening the relationship between brand attitude and purchase intention (Nahari & Aji, 2021).

Furthermore, electronic word of mouth (E-WOM) has a positive and significant effect on purchase intention with a path coefficient of 0.187 ($p = 0.011$). Although its impact is smaller compared to other variables, E-WOM plays an important role in the TikTok marketing environment. Features such as duet, stitch, and comment allow users to share reviews and recommendations creatively. For Indonesian millennials, E-WOM is highly credible as it is perceived to come from non commercial sources. This aligns with source credibility theory, which emphasizes the importance of trust in persuasive communication. User generated content by micro influencers or ordinary users is seen as more authentic and reliable. The relatively lower average score of E-WOM (3.45) indicates that while consumers view fashion products positively, they are cautious in recommending them publicly. However, once shared, E-WOM can have a significant impact due to its viral nature, often creating trends within the TikTok community (Listiani & Ismail, 2023).



Conclusion

This study successfully examined the influence of TikTok digital marketing on the purchase intention of fashion products among Indonesian millennials using a quantitative approach through Structural Equation Modeling. The results indicate that perceived quality, brand attitude, and electronic word of mouth each have a positive and significant effect on purchase intention at a 95 percent confidence level. Perceived quality is the most influential factor with the highest path coefficient ($\beta = 0.356$), showing that the perception of product quality on TikTok plays a key role in shaping consumer intention. These findings reveal that the purchase decision process on TikTok involves both rational evaluation and emotional engagement. This research contributes to the literature on digital marketing, especially in the context of emerging social media platforms. Thus, it provides practical insights for fashion

brands to optimize content strategies on TikTok in order to boost consumer engagement, increase sales conversions, and strengthen long-term relationships with millennial consumers in Indonesia. Therefore, this study specifically investigates the impact of digital marketing through TikTok on the purchase intention of fashion products among Indonesian millennials, using the Structural Equation Modeling approach. Future research may consider including different age groups such as Generation Z and Generation Alpha to examine whether there are differences in the influence of TikTok marketing on purchase intentions across demographic segments.

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