

Halal Fashion in Marketplace: The Case Study of TikTok Platform

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Abstract. Study This aims to influence content marketing, free promo send, and e-service quality to interest buy product fashion Muslims on the application TikTok with e-wom as variable moderation (empirical study user tiktok generation z Muslim. Methods of data collection carried out through distributed questionnaires _ to society Generation Z. The sample was taken from as many as 150 respondents with a purposive sampling technique. Obtained data were then processed with the use tool SPSS version 25. The data analysis tool used is a multiple linear regression technique. Analysis This includes the validity test, KMO test, reliability test, statistical test, coefficient test determination (R^2), F test, T-test, assumption test classic, and MRA test. Research results show that based on partial test variable content marketing, free promo send, and e-service quality matters positively and significantly to interest buy product fashion Muslims on the application tik tok. MRA test shows that variable E-WOM cannot moderate influence between variable *content marketing*, free promo send, *e-service quality* influential in a manner positive and significant to interest in buying the product fashion Muslims on the application tiktok.

Keywords: Content Marketing, Free Shipping Promos, E-Service Quality, Purchase Interest, and E-WOM

1. Introduction

Indonesia is a country that has amount resident Muslims the most based on population. Based on Dukcapil data Ministry of Home Affairs, 86.88% of the Indonesian population is hugger religious. It is also an Islamic Generation dominated _ Z, Growth product fashion Muslims in Indonesia experience enhancement every year and are now contributors to the third largest GDP in the world. It also encourages the need public to use fashion with more concepts _ closed and more polite, making fashion a need for the dress and a modern style of life. It can, too _ become an opportunity at a time challenge in the fashion industry Muslim. Development is increasingly digital technology proceed side by side with the tight competition industry fashion demanding Muslims _ creativity from the company in promoting a product. One of them utilizes the *marketplactiktok*. For circles young naturally Already No foreign Again with *platforms* Shopee, Tokopedia, Blibli.com, Bukalapak, Etc. However, lately, this is a lively *marketplace platform* for social media based, namely TikTok.

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Based on data from lombokinsider.com that TikTok occupies the highest downloads at the world level, followed by social media, meanwhile For Shopee *e-commerce* occupies the position highest However, in the manner total amount downloads, tiktok is superior Far from the Shopee *platform*.

TikTok is the application of social media based in China that was launched and entered Indonesia in 2017 and exploded in 2020. TikTok is preferred Because of its easy algorithm _ compared to other platforms. One _ matter latest from TikTok is Medium TikTok Shop feature trending moment this. Through the user's TikTok Shop can buy the products directly without the need to forward them to an application other. Besides that matter stands out what distinguishes TikTok Shop from other applications (*e-commerce*), i.e., the sale of TikTok Shop packaged through long videos short that contain tutorials, product reviews, or other things to make viewer will more connected in a manner emotionally so that they No feel that seller currently offer something the product or called as *content marketing*. In addition, free postage promos are relatively big, which is the last—this complaint by customers on limited other *e-commerce*. Apart from marketing, *E-Service Quality* also influences the interest to buy consumers. *E-Service Quality* form service or services _ given through electronic media to customers To facilitate activity transaction sell to buy in a manner effective and efficient as well as own mark use. Satisfaction consumers will receive products and services from consumers so that consumers will recommend products to the people around them; the feedback is called E-WOM.

Study about *content marketing* has Lots researched. However, studies about *content marketing* to interest consumers on the TikTok *platform* have yet to be done. A study state that impactful *content marketing* is positive and significant to interest buy consumer (Saputra, 2021). Different from the study (Huda et al., 2021), impactful *content marketing* is positive and does not significantly interest consumers. Likewise, research conducted by (Herlyana et al.. Wiyadi MM, 2021) found that the promo is free of charge to Send No Own Influence to interest buy consumers, different from research conducted by (Tusanputri, 2021) that the promo is free of charge to Send influential positive significant to interest buy consumer. As well as research conducted by (MZ Aulia, 2017) states that *e-service quality* influence is positively significant. In contrast, every research _ conducted by (D. Aulia, 2021) states that *e-service quality* does not influence consumer interest.

2. Literature Review

2.1 Content Marketing

Content marketing or content marketing is A marketing strategy Where identity, studies, and fulfills the request of the client To get profit from the utilization of disseminated content _ through a channel electronically in a manner appropriate to target that push the audience To become a customer. In contrast to content affiliates, *content marketing* is created and shared by the seller himself. The fundamental difference between *content marketing* and traditional marketing is that *content marketing* focuses more on consumer interest than selling products (Holliman & Rowley, 2014).

Principle *content marketing* offers good content through print media and appropriate digital media with a target market. Because _ that content must be designed according to the interests and needs of the target market. In the making of content must notice quality and quantity content. Especially digital media content is increasingly Lots, so only really content _ interesting attention and packed with well will get the attention audience. Indicator *Content Marketing* is as follows (Puspitasari et al., 2017).

- a. Relevance that is, content containing relevant information accordingly _ to the needs and interests of the consumer.

- b. Accuracy, that is, content containing actual and factual information
- c. Worth it, that is, content containing valuable and useful information _ for the audience

2.2 Free Shipping Promo

Free shipping promo is a discount on shipping costs borne by the buyer. Free shipping promo is one part of a sales promotion to increase purchases. The problem is that most consumers often hesitate to shop online Because of the burden of fare sent what they should pay for the goods bought online _ Can until to House them. Consumers feel objected If they must pay the fare to send. Sometimes _ the amount Can be larger than the price of purchased items. _ With there are promotions free of charge Send so consumers No feel object For purchase so that consumers will make taking a decision to purchase (Sofjan Assauri, 2010).

Indicator from free shipping promotions Send as follows.

- a. Interesting attention that is interesting attention for the customer.
- b. Interests, that is, appearance interest, buy consumers against marketed objects. _
- c. Action, existence taking decision purchase to product offered. _

2.3 E-Service Quality

E-Service Quality or *E- ServQual* is new to *Service Quality* (*ServQual*). *E- ServQual* developed and delivered based on an internet network. *E-Service Quality* is the ability web network to facilitate the shopping process and purchases until delivery is made _ in a manner effective and efficient (Septiani & Nurhadi, 2020).

Indicator from E-Service Quality includes (Akbar et al., 2016) :

- a. Reliability, related to function technical from the site in question.
- b. Efficiency, capability consumer For access desired product and related information _ _ with the product the.
- c. Privacy, related to availability, guarantees security for data consumers who do not will be given to parties anywhere.

2.4 Purchase Interest

Interest in buying is a trend viewer For Act before the decision to buy truly held (Sarti, 2017). There is a difference between actual purchases and interested purchases. When purchasing is an absolute purchase _ done by consumers, then interest purchase is the intention To make a purchase on occasion in the future. Although it is an unfinished purchase , Of course, it will be done in the future. However, measurement to interest purchase is generally done To use maximum prediction to purchase actual That alone. Indicator interest buy, according to Ferdinand (2006), includes:

- a. Transactional interest is a trend in buying products.
- b. Referential interest, that is, trend, refers products
- c. to others.
- d. Preferential interest shows the behavior of someone w
- e. ith
- f. a main preferential product _ . Preference This can be replaced if
- g. something happens with product preference.
- h. Explorative interest is showing behavior toward someone who always looks for information about products that are of interest and search for other information that support the properties positive of the product.

2.5 Interested in buying

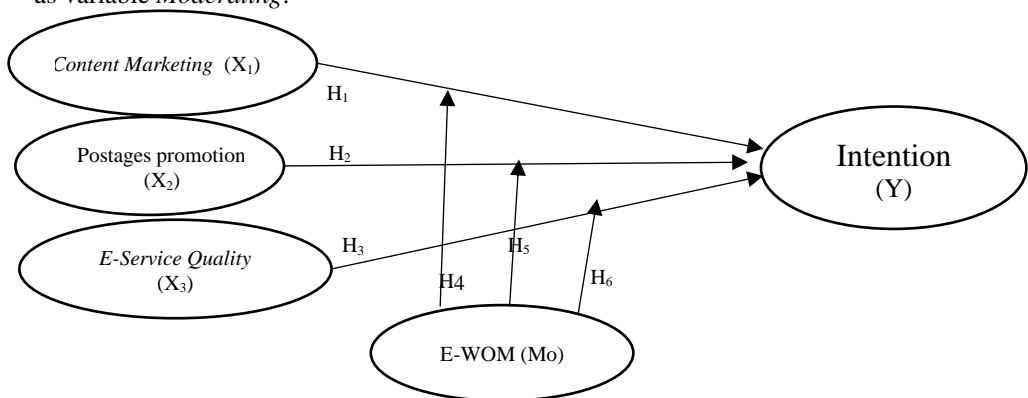
Electronic Word Of Mouth (E-WOM) is something characteristic assessment _ of positive and negative origins _ from candidate buyers ever _ buy something delivered product _ via the Internet. E-WOM makes it possible to communicate between internet users to give and

take information about something product online where _ they No each other know (Hennig-Thurau et al., 2004). Hennig-Thurau also conveyed in his research that the driving factor emergence of E-WOM is as follows (Priansa, 2016) :

- a. *Concern for others*, consumer to other consumers for information related experience buy something product is product That satisfying or not.
- b. *Venting negative feelings* to prevent others from experiencing our problem _ experience
- c. *Expressing Positive Feelings*, an expression characteristic positive about experience consu u men buy something product

2.6 Framework Research and Hypotheses

Variable dependent in study This is Interest Buy (Y). Variable independent consists of *Content Marketing* (X1), *Free Promos Send* (X2), *E-Service Quality* (X3), and E-WOM (Mo) as variable *Moderating*.



Hypothesis :

- H1: *Content Marketing* has a positive and significant influence on purchase intention
- H2: Free Shipping Promo has a positive and significant impact on purchase intention
- H3: *E-Service Quality* influential positive, and significant to interest buy
- H 4: E-WOM strengthens influence *content marketing* to interest buy consumer
- H 5: E-WOM strengthens influence *content marketing* to interest buy consumer
- H 6: E-WOM strengthens the influence of *E-Service Quality* to interest buy consumer

3. Research Method

Study This uses a quantitative study. Methods of data collection carried out through distributed questionnaires _ to society Generation Z (ages 11-26 in 2023). The sample was taken from as many as 150 respondents with the *purposive sampling* technique. The measurement scale used is the *Likert* scale with intervals 1-5. Obtained data were then processed with the use tool SPSS version 25. The data analysis tool used is the technique of multiple linear regression. Analysis This includes the validity test, KMO test, reliability test, statistical test, coefficient test determination (R^2), F test, T-test, assumption test classic, and MRA test.

From the respondent's data based on type sex, 81.4% of the various sex were female, and 18% were male sex men. Before testing the hypothesis, the research passed the instrument's validity and reliability test. The purpose of validity testing is to see the accuracy of measurement. While the reliability test For measure mark consistency in measurements. The instrument test results were obtained, marked the validity of r count $>$ r table, and showed the significance of two stars (**) at the 1% level. The Keizer-Meyer-Olkin (KMO) and

Bartlett tests obtained results with a KMO value > 0.1 , so it can conclude all questions used _ is valid. Reliability results show mark Crobach's alpha > 0.50 , so it can conclude that the questions used _ are reliable. In addition to the instrument test, an assumption test was also carried out, classic showing _ that the normality test show mark significant variable > 0.05 and then normally distributed variables. Continued multicollinearity test, which shows VIF value > 10 , means No There is multicollinear between variables. And finally, a Heteroscedasticity test was performed, which showed that sig. > 0.05 so study This No experience symptom heteroscedasticity.

4. Result and Discussion

Tests performed _ in the study using SPSS. Before the regression test was carried out To prove a hypothesis, research This has passed the assumption test classic.

First, namely coefficient test purposeful determination _ To show How big variable independent can explain the variable dependent, coefficient test results determination show If the Adjusted R Square coefficient is 0.544, It means the contribution variation variable independent (*Content* et al.) can influence the variable dependent (interest by consumers) of 54.4% while as much as 55.6% is influenced by other variables outside the model.

Second, a t-test (individual test) was carried out to know how far one independent variable individually in _ explain variable dependent, based on statistical test results researcher found t count For variable :

- a. *Content marketing* to interest buy of 6.283 and level significance worth 0.000. In other words, the sig value < 0.05 or t count $> t$ table where t table = 1.665 so can pull a conclusion If variable *content marketing* (X1) by way of statistics can influential positive and significant to interest buy consumers (Y), so that H1 is accepted. Research results This is in line with research conducted by (Puspitasari et al., 2017; Ramadhan Irianto, 2020; Saputra, 2021), which state that content marketing has an effect positive and significant in the interest buy consumer. Moreover, the research results leave later with a study from (Huda et al., 2021), which showed that *content marketing* against interest buys is influential positive and insignificant.
- b. Free shipping promotions Send to interest by consumers. From the results, testing is known that the t count is worth 3.842 and level significance is worth 0.000. In other words, value sig < 0.05 or t count $> t$ table where t table = 1.665 so can pulled conclusion If variable free promotion send (X2) automatically statistics can influential positive and significant to interest buy consumers (Y) so that H2 is accepted. Study This is in line with research conducted by (Auli, 2021; Sanjaya & Candraningrum, 2021; Tusanputri, 2021), that the promo is free of charge. Send your own influence positive and significant interest buy. And research This is left behind by a study by (Herlyana et al.. Wiyadi, MM, 2021), which stated that free shipping promo has a negative effect or does not significantly interest consumers.
- c. E-service quality against interest buys consumer. These data show that the t count is worth 2.564, and the level significance is 0.000. In other words, the sig value < 0.05 or t count $> t$ table where t table = 1.665 so can pull a conclusion If variable *E-Service Quality* (X3) by way of statistics can influential positive and significant to interest buy consumer (Y), and H3 is accepted. Study This is in line with research conducted by (MZ Aulia, 2017; Barriyah & Suyanto, 2019; Saragih, 2021), which states that *e-service quality* influence positive and significant interest by consumers. And research This is left behind research conducted by (

D. Aulia, 2021), which states that *e-service quality* has a negative influence and has no significant interest in consumers.

Third, a simultaneous test (F test) is carried out to know the influencing variable independently in a manner together. The same to the variable dependent. Based on the results, testing obtained sig value $> \alpha$ (0.05) or F count $< F$ table, so the hypothesis study was rejected, and if sig $< \alpha$ (0.05) or Fcount $> F$ table, then the hypothesis study was accepted. SPSS output results from results testing variable *content marketing* (X1), free of charge promo send (X2), *E-Service Quality* (X3), against variable interest buy (Y), is known sig value = 0.000 and F count = 60.147. In other words, the sig value < 0.05 or F count $> F$ table where F table = 2.66. so , variable *content marketing* (X1), free-of-charge promo send (X2), and *E-Service Quality* (X3) manner together. The own same influence is positive and significant to variable interest buy (Y)

Fourth, the objective moderation test is variable can moderate (strengthen or weaken) or No to connection influence variable independent and dependent. The results of the MRA test show that the output results of the MRA equation 1 show mark each significant _ variable *content marketing*, free promo send, and *e-service quality* own effect positive significant to variable interest buy. Continuing the test of determination equation 1 with yield 55.3%. The rest of 44.7% is explained by other factors, not in the study. The results of the MRA test equation 2 show

- a. mark significance of variable interaction between variable *Content Marketing* (X1) with E-WOM (Mo) of 0.373 (> 0.05). So concluded that between variable *content marketing* (X1), no capable moderate influence variable between variable *content marketing* (X1) to variable Purchase Interest (Y)
- b. Is known mark significance variable interaction between the Free Shipping Promo variable (X2) with E-WOM (Mo) of 0.681 (> 0.05). So concluded that between Free Shipping Promo variable (X2) no capable moderate influence variable between Free Shipping Promo variable (X2) to variable Purchase Interest (Y)
- c. It is known to mark significant variable interaction between variable *E-Service Quality* (X3) with E-WOM (Mo) of 0.779 (> 0.05). So concluded that between Free Shipping Promo variable (X2) no capable moderate influence variable between variable *E-Service Quality* (X3) against variable Purchase Interest (Y).

Determination test results Equation 2 is obtained R2 value - of 0.587, then means donation _ influence *Content Marketing* (X1), *Free Shipping Promos* (X2), *E-Service Quality* (X3) to Purchase Interest (Y) of 58.7%.

Can pull conclusion that variable E-WOM is not can moderate influence between variable independent to variable dependent that gives results so that H1, H2, H3 are rejected.

Table 4 Coefficient Determinants and Adjusted R Square, Results of t-test, and F-test, MRA

Equality	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.743 ^a	.553	.544	1,369
2	.766 ^a	.587	.567	1,333
T-test results				
Coefficient Beta standard				Sig.
X1 = 0.440				0.000
X2 = 0.260				0.000
X3 = 0.186				0.011
F test results				
F count = 60,147			Sig . = 0.000 ^b	

5. Conclusion

In research, This can conclude that *content marketing*, free promo send, and e-service quality on an ongoing basis Partially nor simultaneously own influence positive and significant interest buy consumer to product fashion Muslims on the application tik tok. It means increasing the content marketing, free promotion send, and e-service quality will increase interest by consumers product fashion Muslims on the application tik tok. Based on the results study that E-WOM as variable moderation No can moderate (strengthen or weaken) the influence between the independent variable against the dependent variable.

In existing research _ hence the advice given for sellers on Tiktok preferably _ using the TikTok app, is maximized in carrying out a marketing strategy For introducing products in the framework to increase student interest. And Researcher Furthermore, On the results of the coefficient test determination study, This gained 58.7%, whereas the rest, 41.3%, influenced other variables outside the study. For Researcher furthermore recommended using variable outside variables that have already been researched. Not only was variable else used For the study furthermore, but generation was used _ For research. The research uses Generation Z, factors _ influencing _ interest by every generation different, along with development time and technology.

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