

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

How Digital Content Marketing, Fashion Involvement, and Trust Influence Online Purchase Intention on TikTok: The Mediating Role of eWOM

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ABSTRACT

This study aims to examine the relationship between Digital Content Marketing, Fashion Involvement, and Trust on Online Purchase Intention, with Electronic Word of Mouth (eWOM) acting as a mediating variable on the TikTok platform. The research focuses on active TikTok users who regularly engage in fashion-related purchases, providing insight into how digital engagement and consumer perceptions influence purchasing behavior in social commerce environments. A total of 200 potential respondents were targeted, and 130 valid responses were successfully collected using purposive sampling techniques. All respondents had experience purchasing fashion products at least once per month, ensuring the relevance of their consumption behavior to the research context. A quantitative approach was employed, utilizing Partial Least Squares–Structural Equation Modeling (PLS–SEM) with SmartPLS 4.1 software to analyze the proposed relationships. The findings reveal that Digital Content Marketing, Fashion Involvement, and Trust each have a positive and significant effect on Electronic Word of Mouth. This indicates that engaging digital content, strong personal involvement in fashion, and consumer trust collectively encourage users to share opinions, reviews, and recommendations online. Furthermore, Electronic Word of Mouth demonstrates a significant direct effect on Online Purchase Intention, confirming its critical role in shaping consumers' buying decisions. Importantly, the results also show that Electronic Word of Mouth effectively mediates the influence of Digital Content Marketing, Fashion Involvement, and Trust on Online Purchase Intention. This suggests that while these antecedent variables directly enhance consumers' perceptions, their impact on purchase intention is substantially strengthened through eWOM mechanisms. Overall, the study highlights the strategic importance of fostering credible digital content, building consumer trust, and encouraging positive eWOM to stimulate online purchase intentions within social media-based fashion markets.

Keywords: Digital Content Marketing, Electronic Word of Mouth, Fashion Involvement, Trust, Online Purchase Intention.



I. Introduction

In the digital era which is competitive and fast online purchase intention has become an important element in the modern business world (Dewi et al., 2019). According to Rodriguez & Fernández (2017) online purchase intention reflects the extent to which a consumer has a tendency to make transactions through platforms online, which in turn becomes an early indicator of the success of the company's strategy digital. By understanding purchase intention consumers, businesses can be proactive in designing products, determining prices, and developing more targeted promotional campaigns goal (Nguyen et al., 2023). Nofrialdi (2021) stated that changes in consumer behavior patterns are now leading to more information searches, product comparisons, and online shopping make online purchase intentions an important benchmark in assessing whether a brand has met market expectations digitally. Besides that, online purchase intentions are also closely related to the level of customer trust and satisfaction with the shopping experience offered, such as transaction security, service quality, and ease of use platform (Limbu & Huhmann, 2024). According to Hidayat et al. (2024) for small and medium business actors, understanding online purchase intentions helps them determine cost-effective yet effective strategies, as well as creating opportunities to access larger markets, including global markets. Therefore online purchase intention is not just a theoretical concept, but a practical foundation that is crucial for business growth and sustainability in this digital era (Fikram et al., 2025; Li et al., 2022).

Digital content marketing became one of the most important and relevant corporate strategies in the modern era (Hidayat et al., 2024). Today's consumers are no longer only interested in direct advertising, but are also looking for information, education, entertainment, and added value through content presented by brand consistently and interestingly (Gregoriades et al., 2021). Digital content marketing enables companies to build deeper relationships with audiences through a variety of platforms such as social media, blogs, email, videos, and podcasts (Hollebeek & Macky, 2019). According to Assaf et al. (2025), in an era where consumers have many choices and information is easily accessible, content digital Quality is the main weapon to attract attention, differentiate yourself from competitors, and create a memorable experience. Therefore digital Content marketing is not just a complement, but has become a core part of a business strategy that wants to grow and survive in the digital era currently (Fourinta et al., 2026; Putri et al., 2024).

Electronic Word of Mouth (eWOM) has become a vital aspect in influencing customer purchasing decisions in the digital era. (Rahman, 2020). Unlike conventional promotions, eWOM comes in various forms such as product reviews, customer testimonials, comments on social media, and even video reviews shared voluntarily by consumers (Sardar et al., 2021). Based on Kim et al. (2018) customers tend to trust the opinions of fellow users more than official advertisements from the company, thus making eWOM an authentic and powerful company tool. The rapid spread of EWOM content through platforms such as Instagram, TikTok, and YouTube also expanded their reach (Feng et al., 2023). For companies, eWOM not only builds brand reputation but also acts as a continuous and strategic free promotion amidst competition digital which is getting tighter (Nofal et al., 2022; Nurlaila et al., 2026).

On the other hand, fashion involvement or consumer involvement in world fashion become an important indicator in modern consumer behavior (Hourigan & Bougoure, 2012). Mao et al. (2024) stated, fashion now it is not just about appearance, but a form of self-expression, social identity, and

image digital. Consumers who have high involvement in fashion. They tend to actively follow trends, pay attention to brands, and spread influence through social media (Cass, 2004). This makes them a potential target for corporate strategies brand (Dasanayaka & Karunarathne, 2024). Trust (trust) also plays an important role in supporting online purchase intention, especially in online transactions that require guaranteed security and credibility (Sharma & Klein, 2020). Trust became the foundation in building healthy long-term relationships, both between consumers and brand as well as in interactions digital in general, making it a strategic asset amidst the rise of disinformation and fraud online (Lai et al., 2020).

Previous research on online purchase intention influenced by trust, fashion involvement and digital content marketing (Prabowo & Yulianeu, 2017; Jin et al., 2024; Salirrosas et al., 2022). Study on the role of eWOM as a mediator in the relationship between Digital Content Marketing, Trust and Fashion Involvement to Online Purchase Intention is still rarely found. Recent research analyzes the influence/sense of belonging, fashion involvement, tie strength, trust, and informational influence mediated by eWOM towards online purchase intention on the product/fashion on the WeChat application (Bilal et al., 2021). However, this study explores the impact digital content marketing, fashion involvement and trust mediated by eWOM on online purchase intention on the product fashion on the TikTok application. The TikTok application was chosen as the object of research because it is one of the platform social media is growing very rapidly and has a big influence in shaping consumer behavior, especially in the industry fashion TikTok offers a short, interactive, and easily viral video-based content format, making it highly effective in conveying corporate messages emotionally and visually. With a young, highly engaged user base that tends to be impulsive in purchasing decisions, TikTok has become a platform-relevant and strategic to explore the influence antecedents to online purchase intention, especially in the context of products fashion. It is important to further explore the key elements that make TikTok successful in marketing products, especially in the digital sector fashion. Therefore, the following study was conducted to evaluate and understand the effects digital content marketing, fashion involvement and trust mediated by eWOM on online purchase intention to product consumers fashion on the TikTok application, especially in the areas of Jakarta, Depok, Bogor, Bekasi, and Tangerang.

II. Literature Review and Hypothesis Development

2.1. Digital Content Marketing and Online Purchase Intention

Digital content marketing, which can effectively improve online purchase intention (Jamil et al., 2022). Digital content marketing can also increase the perception of brand value and trust through the platform, which in turn increases online purchase intention both in the short and long term (Gomes et al., 2022). Interaction through live streaming and social media can increase social presence and consumer conformity, which significantly impacts online purchase intention (Li et al., 2022). Nouwens et al. (2024) digital content marketing can influence online purchase intention through their social power, such as expert power and information power. The quality of content and interactivity on social media can increase brand awareness and consumer engagement, which in turn increases online purchase intention (Pinca et al., 2024). High-quality content and good interaction with users are essential to attract and entertain consumers and increase online purchase intention (Limbu & Huhmann, 2024). Until now, previous research has found that there is a positive impact between digital content marketing and online

purchase intention because positive content on social media can build online purchase intention (Anand et al., 2023). Previous research has investigated digital content marketing influence online purchase intention positively (Addo et al., 2021). A study conducted by Pinca et al. (2024) displays digital content marketing having a positive effect on online purchase intention because it is able to provide relevant information, increase consumer trust, and build emotional engagement with the brand. Therefore, the hypothesis includes:

2.2. Electronic Word of Mouth (eWOM) and Online Purchase Intention

eWOM has a significant impact on online purchase intention towards consumers (Sardar et al., 2021). eWOM can influence online purchase intention through various mechanisms, including reviews online, Q&A customer feedback, and interactions on social media (Joshi & Singh, 2017). The volume of reviews and the quality of responses positively influence product sales, indicating that eWOM can increase online purchase intention by providing useful and credible information to consumers (Feng et al., 2023). The credibility of sources and the quality of information conveyed through EWOM is a very influential online purchase intention (Li et al., 2022). Information that is considered credible and of high quality tends to be more adopted by consumers in the decision-making process online purchase intention (Roy et al., 2018). Although eWOM can directly influence online purchase intention, the presence of trust can strengthen or weaken this influence (Albayrak & Ceylan, 2021). A study conducted by Amin (2025) found that Quality and credible eWOM information increases the perception of the usefulness of the information, which then encourages online purchase intention. Furthermore, Joshi & Singh (2017) stated that platform Social media strengthens the eWOM effect by expanding the reach and interaction between users, thereby increasing online purchase intention. There is support from the research results of Vania (2022) which states that eWOM increase brand awareness and trust, which contributes to online purchase intention.

2.3. Digital Content Marketing and Online Purchase Intention mediated by Electronic Word Of Mouth (eWOM)

According to Akram et al. (2021) eWOM has a vital role in strengthening the impact digital content marketing on online purchase intention. In the context of social commerce, eWOM functions as a significant and positive moderator with online purchase intention (Antarizkia & Arif, 2022). eWOM functions as a form of social influence that can optimize customer trust in products/services promoted through eWOM. digital content marketing, this can increase customer engagement and, ultimately, improve online purchase intention (Kartika & Pandjaitan, 2023). Haris et al. (2025) argues that EWOM acts as a mediator that strengthens the impact of digital content marketing on online purchase intention. Tien et al. (2019) 's study results indicated that eWOM acts as a mediator that strengthens the impact of digital content marketing on online purchase intention. Digital content marketing, engaging and informative content encourages consumers to share their experiences online, which then influences online purchase intention. Research from Amin (2025) has investigated that digital content marketing increases eWOM, and eWOM further increases online purchase intention, effect digital content marketing on online purchase intention became stronger through eWOM intermediaries.

2.4. Fashion Involvement and Online Purchase Intention Mediated by Electronic Word of Mouth (eWOM)

In the world fashion, fashion involvement not only has a direct impact on online purchase intention, but also has an indirect influence mediated by electronic word of mouth (eWOM) (Bilal et al., 2021). Consumers who have a high level of involvement in fashion generally show a great interest in seeking and sharing product-related information fashion, including through platform digital such as social media, forums online, as well as product review sites (Gomes et al., 2022). According to Sagffia & Hasanati (2023) this activity increases exposure towards eWOM and encourages the formation of stronger perceptions of the product, which in turn can influence online purchase intention. Thus, eWOM functions as a mediating mechanism that bridges the influence of engagement on fashion with online purchase intention (Gvili & Levy, 2023). A study conducted by Dasanayaka & Karunarathne (2024) found that consumer involvement in the world of fashion, fashion involvement, which reflects the level of interest, attention and concern for trends and products/fashion, can affect online purchase intention, taking into account the mediating role of eWOM as a communication channel that has a significant impact on the customer decision-making process. Then, a study conducted by Sardar et al. (2021) explains that consumer behavior, eWOM acts as a source of information as well as a mediation mechanism that explains how consumers are involved in fashion can form purchase intentions online through increased trust, perceived quality, and social connectedness among users.

2.5. Trust and Online Purchase Intention mediated by Electronic Word of Mouth (eWOM)

According to Akram et al. (2021) eWOM plays a role as an important factor that strengthens the influence of trust to online purchase intention. This shows that an effective corporate strategy must take into account the management of trust to increase online purchase intention (Qadri et al., 2023). According to Mahmud et al. (2020) reviews and recommendations online can optimize trust consumers on goods/services, which in turn increases online purchase intention. eWOM not only moderates but also has a significant positive influence, meaning that the more positive reviews received, the greater the trust which then increases online purchase intention (Sulthana, 2019). The credibility of eWOM sources, including expertise and trust, greatly influences consumer perceptions of the usefulness and credibility of eWOM, which then influences online purchase intention (Ismagilova et al., 2020). The quality of information conveyed through eWOM greatly influences trust consumers, high-quality information can reduce social psychological distance and increase trust, which in turn increases online purchase intention (Out et al., 2024). This means that eWOM can strengthen the relationship between trust and online purchase intention by providing reliable and relevant information to consumers (Zhao et al., 2020). Empirical evidence from Sinulingga et al. (2024) research shows that eWOM acts as a mediating variable that connects trust and online purchase intention. Trust consumers towards platform sellers increase their tendency to trust and adopt eWOM information, which ultimately drives online purchase intention (Sardar et al., 2021). Previous study by Zainudin et al. (2020) concluded that The credibility and quality of eWOM information greatly influences trust consumers, credible and useful information increases eWOM adoption and strengthens online purchase intention.

2.6. Digital Content Marketing and Electronic Word of Mouth (eWOM)

Based on Ngo et al. (2024) digital content marketing plays a central role in shaping eWOM. When consumers feel that the content they consume provides benefits, whether in the form of

knowledge, entertainment, or solutions to their needs, they tend to be encouraged to share those experiences with others in the form of eWOM. (Nofal et al., 2022). Therefore, it is more effective and relevant digital content marketing which is run by a brand, then the greater the potential for the formation of positive eWOM (Chantamas et al., 2020). This relationship shows that digital content marketing not only functions as a promotional tool, but also becomes an important catalyst in encouraging consumer participation in spreading information through eWOM. voluntarily in the room digital (Adwan, 2024). Previous research found that digital content marketing informative and relevant content builds customer trust, supports them in sharing positive experiences through eWOM on social media and platform digital others (Journal, 2025). Previous research has investigated the use influencing strategy digital content marketing proven to be effective in increasing EWOM (Vania, 2022). Research conducted by Bharej (2025) concluded that brands who actively create digital content marketing meaningful and encouraging user interaction tends to build loyalty and increase the likelihood of consumers spreading positive eWOM.

2.7. Fashion Involvement and Electronic Word of Mouth (eWOM)

Based on Mueller & Wolny (2013) fashion involvement refers to an individual's level of interest and attention to fashion, which can influence how they interact with fashion content, including electronic word of mouth (eWOM). Fashion involvement plays a vital role in shaping eWOM by influencing how consumers participate and respond to fashion information shared online (Shen, 2021). In addition, Ananda et al. (2019) argues that EWOM has a significant impact on the consumer decision-making process, especially in the context of products. fashion. Consumers involved in fashion tend to be more influenced by reviews and recommendations found on social media such as eWOM (Vergura et al., 2021). According to Cheung et al. (2020) eWOM elements such as interactions and trends can increase consumer engagement with brands fashion. Consumers who have high involvement in fashion more likely to engage in eWOM and share their experiences, which strengthens brand knowledge and awareness (Hourigan & Bougoure, 2012). Influencer mode fashion are usually more interested in using certain narrative strategies to create effective eWOM (Bharej, 2025). They associate the brand with fashion with a specific role in eWOM and use persuasion modes to convince consumers to accept the meanings associated with the brand fashion said (Zhou et al., 2020). Research results from Ananda et al. (2019) found that exposure to corporate activities and fashion on social media can increase consumer intentions to engage in eWOM, both in the form of sharing information and providing support for brands. Research from Widyanesti & Febyola (2024) stated that engagement with the brand of fashion luxury and social influence strengthen consumers' tendency to engage in eWOM. In addition, research from Dasanayaka & Karunarathne (2024) shows that consumer involvement in fashion (fashion involvement) have a strong relationship with their tendency to contribute to eWOM on social media.

2.8. Trust and Electronic Word of Mouth (eWOM)

According to Gharib et al. (2019) trust is aspect fundamental in building long-term bonds between customers and brands, until eWOM is formed. Trust includes consumer confidence in the

integrity, competence and good intentions of the seller or service provider so that consumers recommend the product in a positive way, online through eWOM (Lai et al., 2020). When the customer has a standard of trust which is high on a platform or brand, they usually have a positive experience and feel safe sharing their opinion or recommendation with others through social channels. digital (To & Ho, 2014).. This triggered the formation of eWOM, namely eWOM communication, interpersonal conducted online regarding their experience with a service or product (Sinulingga et al., 2024). Zainudin et al. (2020) argues that trust is the main driver that increases eWOM. Ultimately, consumers are motivated to share information voluntarily, because they feel confident that the information shared is useful and can be trusted by others. Therefore, the higher the level of trust consumers towards a brand or platform digital, the greater the likelihood of positive eWOM emerging (Gvili & Levy, 2023). This relationship confirms that trust plays an important role in creating and strengthening consumer communication in general digital in the form of eWOM (Gharib et al., 2019). A study conducted by Zhao et al. (2020) explains that trust has an important role in shaping effectiveness/electronic word of mouth (eWOM) in various digital platforms. To & Ho (2014) research shows that high quality eWOM information increases trust towards a brand or product. Then the study conducted by Karabulut & Bulut (2018) found that eWOM contributed significantly to trust.

Based on the hypothesis framework, the research model can be described in Figure 1 below:

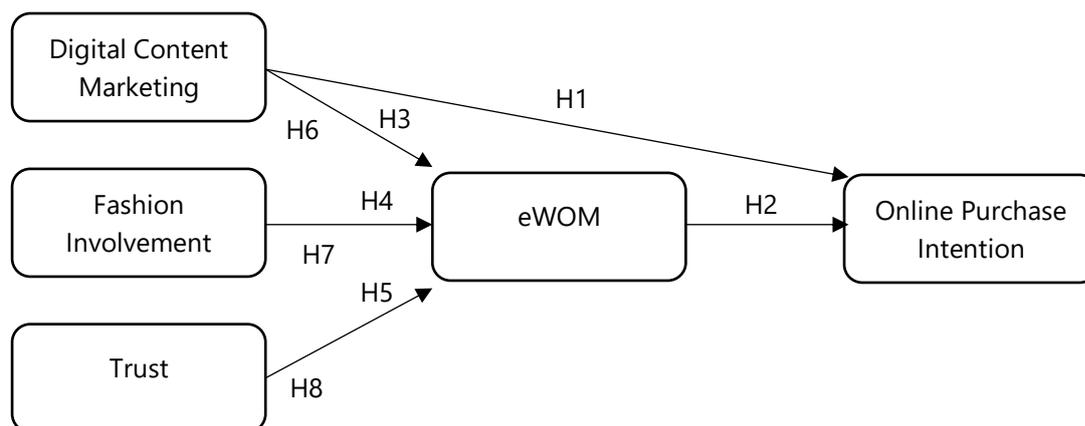


Figure 1. Research Model Framework

The Hypothesis proposed in this study is as follow:

- H1 : Digital Content Marketing has a positive impact on Online Purchase Intention
- H2 : eWOM has a positive influence on Online Purchase Intention
- H3 : eWOM plays a positive role in mediating the influence Digital Content Marketing on Online Purchase Intention
- H4 : eWOM plays a positive role in mediating the influence Fashion Involvement to Online Purchase Intention
- H5 : Electronic Word of Mouth (eWOM) plays a positive role in mediating the influence Trust To Online Purchase Intention
- H6 : Digital Content Marketing has a positive influence on eWOM
- H7 : Fashion Involvement has a positive influence on eWOM

H8 : Trust has a positive influence on eWOM

III. Research Methods

This research is a quantitative research with sampling using a cross-sectional design with purposive sampling technique. In the following research methods chapter, variable measurements are adopted from relevant previous journals. Variable measurements digital content marketing adopted from Hidayat et al. (2024) & Wiryawan et al. (2024) consisting of 10 (ten) statements, measuring the eWOM variable adopted from Hidayat et al. (2024) & Ho et al. (2021) which consists of 7 (seven) statements, variable measurements/fashion involvement adopted from Adiba (2019) which consists of 6 (six) statements, variable measurements, trust adopted from Wiryawan et al. (2024) which consists of 6 (six) statements and the last is the measurement of variables online purchase intention. In this study, respondents who had experience shopping online were online, with the criteria of having made a product purchase fashion at least once a month, adopted from Hidayat et al. (2024) and Wiryawan et al. (2024) which consists of 11 (eleven) statements. So the total number of statements in this research questionnaire is 40 (forty) statements. Data collection was carried out through a survey in the form of a questionnaire online use google form, with scale like scale 1-5 (1 = strongly disagree and 5 = strongly agree).

Researchers adopted a quantitative approach to investigate the relationship between digital content marketing, fashion involvement & trust mediated by electronic word of mouth to online purchase intention The population in this study includes active users of the TikTok application who are aged >18 years and have purchased products fashion at least once a month, with a total sample size of 200 people. The sampling method is carried out randomly purposive sampling, with the criteria for research samples of customers aged >18 years, because at 18 years old, they are entering adolescence, which is generally exposed to various media and technology, which can provide access to information about products and brands. This can support the determination of more informed shopping decisions. Determining the number of samples using measurements based on Hair et al. (2014) which explains that the minimum sample size is 10 times the number of indicators of the construct being studied. In the following research, the most indicators are in the variable online purchase intention which totals 11 (eleven) statements, so the minimum number of samples is 10 x 11, namely 110.

Before distributing the questionnaire pretest In this study, factor analysis used 30 respondents' data as the initial sample to test the feasibility of the data before the main analysis. The aspects tested were the values Kaiser-Meyer-Olkin (KMO) and MSA, which serve to assess sample adequacy and data suitability for factor analysis. The KMO and MSA values measure the extent to which variables are correlated and sufficiently representative, with ideal values usually above 0.5. Meanwhile, reliability testing use scronbach's alpha where the value is considered reliable if it is above 0.6. Data analysis using the PLS-SEM method (Partial Least Square-Structural Equation Modeling), utilizing software SmartPLS 4.1. Outer Model used to test discriminant, convergent, and reliability validity. Validity testing aims to assess whether the questionnaire is valid or not, while reliability testing aims to evaluate the level of precision, accuracy, and consistency of the questionnaire (Negri et al., 2020). Convergent validity tests can be seen through the weight loading factor ≥ 0.7 and AVE weight (Average Variance Extracted) $\geq 0,5$ (Hair et al., 2014). Testing the validity of the discriminant by examining the weight-former lacker and cross loading. While reliability testing uses cronbach's alpha, when the weight cronbach's alpha above 0.6 then the data is reliable (Venturini & Mehmetoglu, 2019). Descriptive statistical tests are conducted

by considering the profile or demographics of respondents. To test the hypothesis, measurements are taken inner model namely testing the value R-square, path coefficient, And bootstrapping. Significance hypothesis is seen using a one-sided test (one-tailed) with the magnitude-value minimum 1.65 and p-value minimal 0,05.

IV. Result And Discussion

This study used a sample of 200 active TikTok users who had experience shopping for products fashion at least once a month. The data collection process was carried out in the period of May 25, 2025 to June 25, 2025, and from the total sample, 130 respondents were successfully collected and used in the analysis of this study, the data that could be collected regarding gender showed that 59.2% (77) of respondents were female, while the remaining 40.8% (53) were male. In the age range category, the majority of them were between 18 and 25 years old, reaching around 54% (72), while the majority of 40% (52) were students/pupils and private employees. Most of the respondents, as many as 31.5% (41), were known to live in Tangerang, then the majority of them, 63.8% (83) were single, and most of them, around 53.1% (69), were bachelor/professional graduates. Based on purchasing preferences on TikTok, the majority of respondents, around 43.8% (57), shop 3 to 5 times a month. Before conducting a hypothesis test, the initial stage in the following research is to test the measurement model to assess the indicators of the latent variables. Based on Hair's approach Hair et al. (2014), the construct validation process is carried out through testing. Discriminant Validity, Convergent Validity, as well as AVE weight, by examining the weight outer loading of each indicator. The results of the analysis show that all indicators in each variable have a weight outer loading ≥ 0.7 . Thus, all 40 (forty) indicators are declared valid because they are in the range of 0.797 – 0.903 as shown in Figure 2.

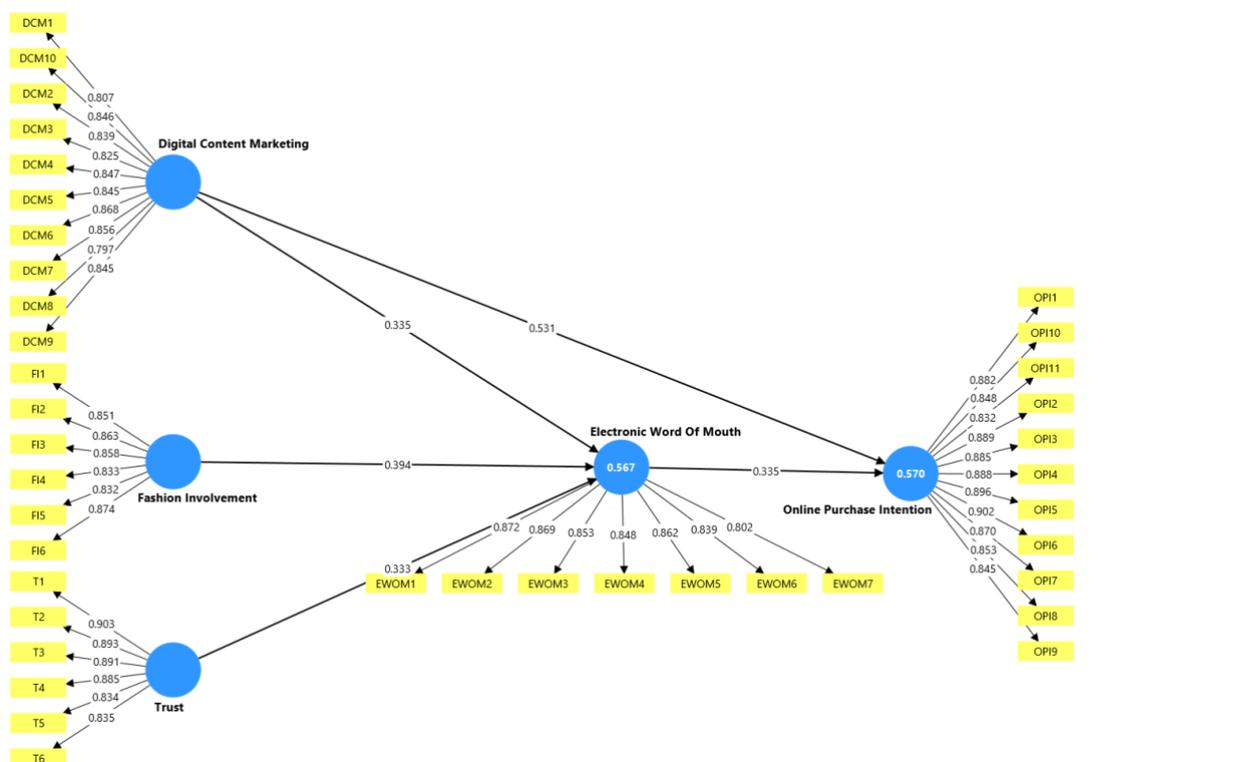


Figure 2. Results Output PLS-SEM

Next, construct validity and reliability testing is carried out by measuring the AVE weight, AVE testing is carried out to assess the extent to which a variable has a different variance or uniqueness compared to other variables through its indicators or forming factors, as well as testing internal reliability through the value Composite Reliability And Cronbach's Alpha to assess the consistency and reliability of indicators in forming a construct, where all variables in this study show an AVE value ≥ 0.50 and a value Cronbach's Alpha And Composite Reliability ≥ 0.70 , which indicates that all constructs have met the criteria for convergent validity and adequate internal reliability (Hair et al., 2017; Hair et al., 2019; Haqir et al., 2014). The results of the Reliability and Validity Tests include:

Table 1. Validity Test and Reliability Test of Research Variables

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Information
Digital Content Marketing	0,953	0,959	0,702	Valid & Reliable
Electronic Word Of Mouth	0,936	0,948	0,722	Valid & Reliable
Fashion Involvement	0,925	0,941	0,726	Valid & Reliable
Online Purchase Intention	0,968	0,972	0,760	Valid & Reliable
Trust	0,938	0,951	0,764	Valid & Reliable

Table 1 shows the results of construct validity and reliability testing for all variables in the following study, which have a weighting of Composite Reliability dan Cronbach's Alpha exceeds 0.70, which means that all constructs have internal reliability which is very good and has high consistency between indicators in measuring the intended construct Hair et al. (2017). Weight AVE of all variables exceeds 0.50, so that each construct has also fulfilled the requirements convergent validity, namely the ability of indicators to explain the latent variables they represent (Haqiret al.,2014). Thus, all the constructs in the following research can be said to be reliable and valid, so that it is worthy of being used for further analysis in testing the structural model.

Discriminant Validity can be evaluated through weight FornellLarcker Criterion. Level Discriminant Validity is stated as supporting if the AVE weight of each construct exceeds the relationship between other constructs or if the weight Discriminant Validity $> 0,6$ (Hair et al., 2014). The results of the analysis show that the measurement model meets these requirements, so that the validity and reliability of the construct can be accepted. The test results Discriminant Validity includes:

Table 2. Fornell-Larcker Criterion

Variables	Digital Content Marketing	Electronic Word Of Mouth	Fashion Involvement	Trust	Online Purchase Intention
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Digital Content Marketing	0,838				
Electronic Word Of Mouth	0,492	0,850			
Fashion Involvement	0,228	0,576	0,852		
Trust	0,696	0,596	0,394	0,872	
Online Purchase Intention	0,201	0,526	0,317	0,356	0,874

Table 2 shows that the results of the discriminant validity test using the Criteria approach Fornell-Larcker. This study demonstrates that all constructs in the following research model meet the specified standards. This is evident from the square root mean squared average (AVE) of each variable, which exceeds the correlation between the constructs. Therefore, the conclusion is that each variable in the model has good discriminatory ability and there is no overlap between constructs. This means that the indicators used in each variable consistently measure its own construct, not other constructs, thus all constructs are said to have supported discriminant validity. Then, in order to assess the correlation between the constructs, a structural test analysis was carried out which obtained the weights. R-Square for each formula (Hair et al., 2019). R-Square used to estimate the results, where values closer to 1 indicate a higher correlation strength (Gao, 2023). The following table presents the predicted results from the analysis using weights R-Square:

Table 3. R-Square

Variables	R-Square	Information
Electronic Word Of Mouth	0,567	Moderate
Online Purchase Intention	0,570	Moderate

Table 3 shows the coefficient of determination (R-Square) for both endogenous variables in the model, namely Online Purchase Intention and Electronic Word of Mouth, falls into the moderate category. This indicates that the exogenous variables in the model have a strong enough ability to explain the variations that occur in each endogenous variable. Thus, the structural model developed in this study demonstrates an adequate level of predictive power and can proceed to the hypothesis testing stage.

The next test is Q-Square, which, based on Hair et al. (2019), is used to assess the extent to which the model and its indicator estimates can obtain observation weights. If the weights Q-Square exceeds 0, this shows that the model has Predictive Relevance, while if the weight Q-Square below 0, meaning the model has little or no Predictive Relevance (Chin, 1998). Here are the weights Q-Square what was obtained:

Table 4. Q-Square

Variables	Q-Square (Q ²) Redundancy
Electronic Word of Mouth	0,399
Online Purchase Intention	0,421

Based on Table 4 shows the value Q-Square (Q^2) Redundancy Both endogenous variables in the model have Q^2 values above zero, indicating the model's predictive ability for these variables. Based on Chin's (1998) interpretation, Q^2 values in the medium to high category indicate the model has good predictive relevance. Therefore, the conclusion is that the following research model not only statistically explains endogenous variables but also has predictive power that supports the observed data.

Next, a goodness-of-fit model test was conducted, which is the initial step in assessing how well the path analysis model fits the existing data. The purpose of this study was to examine how well the model can explain the variance in the data. To assess model fit, the NFI and SRMR weights were used. SRMR is used to examine the difference between the root mean square weights of the studied relationship and the relationship predicted by the model. SRMR weights below 0.10 are considered adequate, based on Hair et al. (2017)'s guidelines. While the NFI weight is between 0-1, it is considered sufficient to meet acceptable suitability requirements (Hair et al., 2019) Test results/model Fit used in the following analysis include:

Table 5. Test Model Fit

Variables	Saturated Model	Estimated Model
SRMR	0,051	0,056
NFI	0,814	0,813

Test results Model Fit done by looking at the value Standardized Root Mean Square Residual (SRMR) And Normed Fit Index (NFI) on Saturated Model and Estimated Model. The SRMR value for both models is below the threshold of 0.08, which indicates that there is a good fit between the theoretical model and the observed data, so that the model is stated to have a good level of fit goodness of fit good. Meanwhile, the NFI value is above 0.80, which indicates that the model has reached an acceptable level of goodness of fit (acceptable fit). Thus, overall, the structural model in this study can be said to have met the model suitability criteria and is worthy of proceeding to the hypothesis testing stage. Hypothesis testing in SEM-PLS is carried out using the method bootstrapping by reviewing the values T-value must be greater than 1.645 and P-value must be less than 0.05. T-value and P-value where the research results are shown in Figure 3 below:

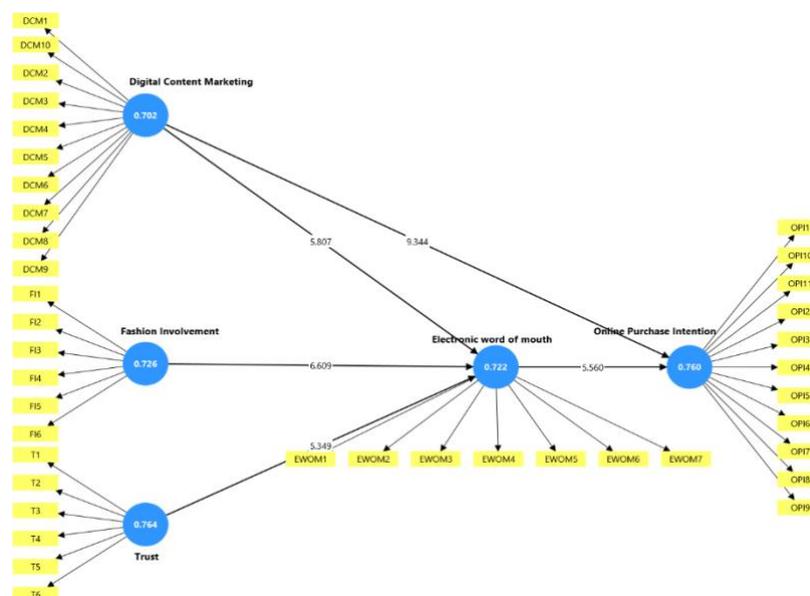


Figure 3. Path Diagram – T-Value

Based on Path diagram – T-value In Figure 3 above, the hypothesis testing of the research model can be presented as follows:

Table 6. Hypothesis Testing

Hypothesis	Variables	Original Sample (O)	T Values	P Values	Information
H1	Digital Content Marketing have a positive impact on Online Purchase Intention	0,531	9,344	0,000	Data supports the hypothesis
H2	Electronic Word Of Mouth have a positive impact on Online Purchase Intention	0,335	5,560	0,000	Data supports the hypothesis
H3	Electronic Word Of Mouth have a positive influence in mediating the influence Digital Content Marketing to Online Purchase Intention	0,112	3,838	0,000	Data supports mediation
H4	Electronic Word Of Mouth have a positive influence in mediating the influence Fashion Involvement to Online Purchase Intention	0,132	3,958	0,000	Data supports mediation
H5	Electronic Word Of Mouth mediating the influence of Trust on Online Purchase Intention	0,112	4,116	0,000	Data supports mediation
H6	Digital Content Marketing have a positive impact on Electronic Word Of Mouth	0,335	5,807	0,000	Data supports the hypothesis
H7	Fashion Involvement have a positive impact on Electronic Word Of Mouth	0,394	6,609	0,000	Data supports the hypothesis
H8	Trust can have a positive impact on Electronic Word Of Mouth	0,333	5,349	0,000	Data supports the hypothesis

Table 6 shows the hypothesis test using the PLS-SEM approach. All hypotheses in this study were proven to be statistically significant. This is indicated by the value T-Values which exceeds the critical limit of 1.96 and the value P-Values which is smaller than 0.05 in all relationships between variables. This finding indicates that Digital Content Marketing and Electronic Word of Mouth has a positive and significant effect on Online Purchase Intention. In addition, the variables Electronic Word of Mouth also proven to play a significant role as a mediator in bridging the influence Digital Content Marketing, Fashion Involvement, And Trust to Online Purchase Intention. Furthermore, the results of the analysis also show that Digital Content Marketing, Fashion Involvement, dan Trust has a significant positive influence on Electronic Word of Mouth. Thus, all hypotheses proposed in this study are supported by empirical data, so that the conceptual model developed is stated to be appropriate and

valid to explain the relationship between variables in the context of consumer behavior in platform TikTok.

The results of the study show that Digital Content Marketing has a positive impact on Online Purchase Intention. This finding is in line with the characteristics of the majority of respondents who are female (59.2%) and aged between 18–25 years (54%), which is an age group that is very responsive to visual content on media platforms like TikTok. Users in this age group spend a significant amount of time browsing the FYP (For You Page), following the trend fashion, as well as exploring product recommendations from influencer and brand. Content digital Content like fashion tutorials, seasonal promotions, or content that leverages TikTok trends has been proven to generate attention and emotional engagement, leading to consumers repurchasing the product fashion others. For this group, Digital Content Marketing not just a promotional tool, but a visual experience that builds brand perception instantly. TikTok allows brands to reach them directly, quickly and efficiently, thus increasing content exposure digital towards them, the greater their intention to make a purchase online This finding is consistent with previous research which states that Digital Content Marketing able to create engagement high and positive consumer perceptions of brand which then created Online Purchase Intention (Jamil et al., 2022; Wiryawan et al., 2024). Thus, it is concluded that the findings of this study are consistent with previous research.

Further research showed that Electronic Word of Mouth (eWOM) has a significant influence on Online Purchase Intention, especially in the context of the audience/digital Young people rely heavily on social opinion before purchasing. In this study, the majority of respondents were students and private sector employees (40%), who often seek references from other people's reviews, either through videos unboxing, testimonials, product comments, and other user content that reviews the product fashion. They tend not to immediately trust advertisements from brands, but rather rely more on the real experiences of fellow users. In this group, purchasing decisions are not only rational but also heavily influenced by social validation. Therefore, the presence of strong and positive eWOM becomes a catalyst that accelerates the formation of Online Purchase Intention Respondents who access TikTok not only for entertainment but also as a source of lifestyle information indicating that eWOM is a key consideration in making purchasing decisions fashion. In line with research conducted by Sardar et al. (2021) that Electronic Word Of Mouth can strengthen Online Purchase Intention. In addition, this research was supported by Roy et al. (2018) who said that increasing Online Purchase Intention towards consumers cannot be separated from Electronic Word Of Mouth. Thus, it is concluded that the findings in this study support the results of previous studies.

Then the role Electronic Word of Mouth in mediating Digital Content Marketing to Online Purchase Intention. The findings show that respondents in this study, especially those who are accustomed to re-sharing promotional videos or saving content fashion as a reference (especially the 18–25 age group), indicate that the content digital not only influences them directly, but also encourages them to become agents of information dissemination. Content from the brand which is packaged creatively and attractively encourages users to share it via the features "share" or comments, which ultimately form social opinion digital namely eWOM. These opinions are then read or viewed by other users, who are indirectly influenced to make a purchase. Thus, eWOM serves as a bridge between the effects of consumed content and subsequent purchasing decisions. This means. Digital Content Marketing good will strengthen. Online Purchase Intention through the natural urge of consumers to spread brand messages voluntarily, namely Electronic Word Of Mouth. This finding is consistent with Tien et al. (2019) and Akram et al. (2021) researches which states that Digital Content Marketing,

informative, and relevant content encourages consumers to share their experiences voluntarily through social media digital. This process produces Electronic Word Of Mouth positive which acts as a form of social validation that increases Online Purchase Intention towards consumers. Thus, the findings of this study align with previous research.

Next, in the analysis of the role Electronic Word Of Mouth in mediating influence Fashion Involvement to Online Purchase Intention, the findings show high involvement of respondents in the world fashion which is demonstrated through the frequency of purchases and active participation in following TikTok trends encourages them to share their experiences, opinions, and preferences fashion to the audience digital Respondents in this group (especially women with student and young working backgrounds) use TikTok not only as a medium for entertainment but also as a space to express their tastes and style identity. This engagement is channeled through product reviews, outfit recommendations, or comments on videos fashion, then EWOM is formed which has high persuasive power. Other consumers who see or read the opinion will feel more confident and tend to imitate the purchasing behavior. Therefore, engagement/fashion involvement have an impact on online purchase intention not only because of personal interest, but because they are driven by their ability to influence others socially through eWOM. In line with research conducted by Dasanayaka & Karunaratne (2024) that consumers with a high level of involvement in fashion to be more active in seeking information, following trends, and sharing their experiences regarding products fashion, Fashion Involvement create emotional and psychological drive which makes consumers feel the need to share their knowledge and opinions with others, either in the form of reviews, recommendations, or creative content on social media, which is called Electronic Word Of Mouth, it creates Online Purchase Intention. Thus, it is concluded that the findings of this study strengthen the evidence presented in previous research.

The next finding relates to the role Electronic Word Of Mouth in mediating influence Trust to Online Purchase Intention. The findings show consumer confidence in brand and platform TikTok has also been shown to encourage positive feedback. Most respondents who had a satisfying shopping experience, such as product quality meeting expectations, easy transactions, or responsive customer service, stated they would be willing to recommend the app brand that they believe in. They exhibit behavior digital in the form of positive comments, sharing experiences in the review column, and even making review videos on TikTok. Trust This then encourages the formation of authentic and credible eWOM, so that it can convince other potential buyers to also buy. This is where eWOM acts as a social channel that transmits the effects of Trust become a real intention to do Online Purchase Intention This finding is in line with the results of previous research, such as research from Gharib et al. (2019) which states that Trust not only elements that have a direct influence on Online Purchase Intention, but also functions as a catalyst for the creation of Electronic Word Of Mouth positive, which in turn influences other consumer decisions. Thus, this study produces conclusions that align with previous studies.

Then research the role of Digital Content Marketing also proven to have a positive influence on the formation of Electronic Word of Mouth. One of the reasons is the high level of respondent involvement with platform TikTok, As active users, they are not only consumers of content but also creators and disseminators of content directly. Digital content marketing Interesting content, such as funny, inspiring, or informative content, is often reshared through TikTok features like duets, stitches, or comments, which are concrete forms of eWOM. In this context, Digital Content Marketing can be a trigger for audience involvement in the communication chain/digital that spreads organically. High-quality content will encourage users to recommend or simply share it, creating multiple exposures that are not one-way like conventional advertising. Respondents who are accustomed to expressing opinions

on social media tend to make Digital Content Marketing as a basis for social reference for the community digital They. This finding is in line with researches of Ngo et al. (2024); Nofal et al. (2022) dan Hollebeek & Macky (2019) who stated that Digital Content Marketing interesting, interactive and relevant are important driving factors in the creation of Electronic Word Of Mouth. This is supported by Chantamas et al. (2020) which explains that Digital Content Marketing has a positive impact on Online Purchase Intention. Thus, it can be said that the results of this study are not different from the results of previous studies.

Further research is on the role Fashion Involvement to Electronic Word Of Mouth. The findings show that fashion Involvement has a strong influence on eWOM. Respondents who have a purchase frequency of 3–5 times per month (41.5%) indicate that they have a high interest in trends fashion. They follow the development of clothing styles, looking for inspiration from influencers, and often try new products. This high interest makes them not just passive buyers, but also active in sharing their experiences through videos, comments, or reviews. TikTok facilitates self-expression in the form of short-form content, which makes platform. This is very effective for consumers who have high involvement in fashion. In this group, sharing opinions is not just a recommendation, but a form of self-image and social connection. Fashion become an identity, and sharing becomes part of their lifestyle narrative. Therefore, the higher a person's involvement in fashion, the greater their tendency to create and spread eWOM digital. This finding is in line with researches of Bilal et al. (2021) and Wiryawan et al. (2024) which explains that consumers who have Fashion Involvement which is high tend to more active in seeking, consuming, and sharing product-related information fashion which then created Electronic Word Of Mouth. So it can be concluded that the similarity of results between this study and previous studies shows consistency of findings.

And the last is the analysis of the role of influence Trust to Electronic Word Of Mouth, the findings show that Trust has a significant relationship to the formation of eWOM. Most of the respondents in this study have had purchasing experience fashion via TikTok more than once per month, which indicates a level of comfort and trust in platform and brand. In this context, when consumers are satisfied with product quality and transaction security, they are more likely to voluntarily share their positive experiences. Respondents who experienced a positive shopping experience, whether in terms of ease of navigation, seller service, or product satisfaction, were more likely to leave positive comments, recommend products to friends, or even create reviews. This aligns with the logic that trust forms the basis of credible communication between users. eWOM that is born from trust will be more influential because it is considered honest and not commercially motivated. For young consumers who are active in the online world digital, trust become a starting point for the formation of communities and networks that support each other in making consumer decisions. This is in line with research conducted by To & Ho (2014) which states that Trust become one of the most important foundations in consumer communication behavior which has a positive impact on Electronic Word Of Mouth. Thus, it can be said that the results of this study are the same as the results of previous studies.

V. Conclusion

Based on the results of the data analysis and discussion that has been carried out, it can be concluded that this research proves that Digital Content Marketing has a positive impact on Online Purchase Intention, where the better Digital Content Marketing creative, informative, and relevant in platform TikTok, getting higher and higher Online Purchase Intention. Electronic Word of Mouth

(eWOM) also has a positive impact on Online Purchase Intention, because reviews, testimonials, and content such as unboxing and tutorials have proven significant in improving Online Purchase Intention. Digital Content Marketing not only has a direct impact, but also triggers positive EWOM which strengthens its influence on Online Purchase Intention. In addition, eWOM mediates the influence Fashion Involvement to Online Purchase Intention, where consumers are highly involved in fashion, actively creating content that is not only informative, but also builds self-image and social identity, thereby influencing Online Purchase Intention towards other consumers.

Furthermore, eWOM also mediates the influence Trust to Online Purchase Intention, because consumers believe in brand or platform courage to share positive experiences that become references for other consumers. Digital Content Marketing proven to have a positive influence on eWOM, because creative content encourages consumers to share it voluntarily. Fashion Involvement also has a positive influence on eWOM, because consumers are very interested in fashion share reviews and content more often fashion others who expand the reach of influence brand. Besides that, Trust has a positive effect on eWOM, because the higher the consumer trust, the greater the likelihood that they will recommend the product voluntarily. These findings indicate that Digital Content Marketing, Fashion Involvement and Trust, both directly and through eWOM, plays a significant role in increasing Online Purchase Intention. These results contribute to the understanding of the complex relationship between Digital Content Marketing, Electronic Word of Mouth, Fashion Involvement, Trust and Online Purchase Intention in the context of the product fashion of platform TikTok.

This study has several limitations that need to be considered. First, this study only focuses on the product fashion which is marketed through platform TikTok, so it doesn't cover a wide variety of products fashion more broadly. Therefore, it is recommended that further research add various types of brands fashion other research institutions, both local and international, to provide more diverse and detailed research results. Second, the respondents in this study were limited to the Greater Jakarta area, so they do not fully reflect national consumer behavior. Therefore, future research coverage needs to be expanded to other major cities in Indonesia to obtain more representative results. Furthermore, this study focused only on Indonesian products fashion of platform TikTok. Therefore, for future research, it is recommended to expand the study to other product categories actively promoted on TikTok, such as beauty products or accessories. Thus, future research results are expected to contribute to a more comprehensive understanding of the factors influencing Online Purchase Intention Of platform social commerce, and become a strong basis for corporate research and strategy digital in the future.

The managerial implications of this research are to provide valuable insights for companies fashion especially platform TikTok in planning Digital Content Marketing and strengthening relationships with consumers. The importance of implementing Digital Content Marketing that is creative, informative, and relevant. Companies need to focus on developing Digital Content Marketing that is able to attract audience attention, encourage interaction, and has viral potential to expand brand reach and increase Online Purchase Intention. Next, the company needs to pay attention to Fashion Involvement by understanding trends fashion What consumers are interested in and provide content that suits the lifestyle and preferences of the target market. This is important for creating deeper emotional engagement between consumers and brands. In addition, building Trust is also a crucial factor. Companies need to maintain transparent communication, provide honest and accurate information, and be responsive to consumer questions or complaints. A high level of trust will make consumers more confident in making purchases online. Companies must also manage and utilize Electronic Word of Mouth (eWOM) optimally. Encourage consumers to share their positive experiences

through reviews, testimonials, or creative content on TikTok. Positive eWOM will increase brand credibility and influence other consumers' purchase intentions. Finally, companies need to actively encourage Online Purchase Intention by creating digital experiences that are fun, easy, and reliable. The combination of Digital Content Marketing good, high Fashion Involvement, Trust strong, and positive eWOM management will be an effective strategy in increasing Online Purchase Intention. Therefore, it is very important for companies to design strategies digital integrated and focused on consumer experience to achieve business success in this digital era.

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