

# THE EFFECT OF PRODUCT INNOVATION AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST MEDIATION OF HIJAB PRODUCTS IN THE TIKTOKSHOP

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## Abstract

This study aims to examine the influence of product innovation and customer engagement on repurchase intention of hijab products in TikTok Shop with brand trust as a mediating variable. The research method uses a quantitative approach with causal research design. The research sample consisted of 228 female employees of PT Pabrik Kertas Tjiwi Kimia who actively shop at TikTok Shop. Data were collected through a Likert-based questionnaire, then analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results showed that product innovation ( $\beta = 0.366$ ;  $p < 0.001$ ) and customer engagement ( $\beta = 0.385$ ;  $p < 0.001$ ) had a significant positive effect on repurchase intention. Both also had a significant effect on brand trust, which in turn had a strong influence on repurchase intention ( $\beta = 0.421$ ;  $p < 0.001$ ). A mediation test demonstrated that brand trust mediated the relationship between product innovation ( $\beta = 0.091$ ;  $p = 0.013$ ) and customer engagement ( $\beta = 0.162$ ;  $p = 0.007$ ) and repurchase intention. This finding indicates that product innovation and consumer engagement need to be integrated with a brand trust-building strategy to increase loyalty and repurchase intention among hijab consumers on the TikTok Shop platform.

**Keywords:** *Product Innovation, Customer Engagement, Brand Trust, Repurchase Intention, TikTok Shop*

## INTRODUCTION

The growth of social commerce presents both opportunities and challenges for the Muslim fashion industry, particularly for hijab products on TikTok Shop. While initial sales often surge thanks to viral content and promotions, repurchase intention tends to be low and fluctuating. This phenomenon indicates that consumer loyalty has not yet been consistently established. Data from the Indonesia Hijab Market Outlook shows a downward trend in online hijab sales growth, from 18.7% (2021) to 13.9% (2023), indicating customer retention issues. TikTok Shop has a unique character as a social commerce platform that combines entertainment, social interaction, and online transactions. In the context of hijabs, its visual and interactive approach provides brands with the opportunity to showcase the quality of materials, designs, and even wearing styles. However, despite generating initial purchase intention, many consumers do not make repeat purchases. This is influenced by inconsistent product quality, shallow consumer engagement, and weak brand trust.

Despite TikTok Shop's ability to stimulate initial purchases through viral content and influencer endorsements, research reveals that many consumers do not continue with repeat purchases and often switch rapidly to competing brands (Pradiptha et al., 2024). This inconsistency suggests that short-term promotions and visual appeal alone are insufficient to build long-term loyalty. Instead, product innovation, customer engagement, and brand trust emerge as critical factors in shaping repurchase behavior within the digital hijab market. The focus on TikTok Shop is particularly relevant, not only because of its growing dominance in Indonesia's e-commerce landscape but also because it represents a unique intersection of visual culture, consumer psychology, and religious identity. As hijab products hold both functional and symbolic significance for Muslim women, analyzing their repurchase dynamics on TikTok Shop provides valuable insights into the broader challenges and opportunities of building digital consumer loyalty in the era of social commerce. Based on these issues, this study aims to examine the influence of product innovation and customer engagement on repurchase intention, with brand trust as a mediating variable. The focus of this study was on employees at PT Pabrik Kertas Tjiwi Kimia because this group

represents digital native consumers who are adaptable to social commerce trends and play a significant role in the development of the online hijab market.

## **LITERATURE REVIEW**

Research on repurchase intention has largely utilized the Theory of Planned Behavior (TPB) (Ajzen, 1991), which explains that behavioral intentions are influenced by attitudes, subjective norms, and perceived control. In the context of e-commerce, the TPB is relevant for understanding how positive experiences, testimonials, and ease of transaction influence repurchase intentions. Furthermore, Innovation Diffusion Theory (Rogers, 1962) emphasizes that innovation adoption is influenced by attributes such as relative advantage, compatibility, complexity, trialability, and observability. Hijab product innovations that align with consumer lifestyles and are easy to understand are considered capable of increasing trust and loyalty.

The concept of customer engagement (Brodie et al., 2011) describes consumer involvement as a multidimensional phenomenon encompassing cognitive, emotional, and behavioral aspects. This engagement has been shown to contribute to loyalty and repeat purchases, particularly in interactive digital ecosystems like TikTok Shop. Meanwhile, Commitment-Trust Theory (Morgan & Hunt, 1994) emphasizes brand trust as the foundation of long-term relationships between consumers and brands. Consumer trust in brand reliability and integrity has been shown to be a crucial mediator between the influence of innovation and customer engagement on repurchase intentions. Previous research found that product innovation and customer engagement positively influence repurchase intention, but the results were often inconsistent when brand trust was not considered as a mediator. This underscores the need for further study to understand how these three variables interact, particularly in the context of digital hijabs on TikTok Shop.

## **Research Hypothesis**

The hypothesis formulated in this study is as follows:

- H1: Product innovation has a positive and significant effect on repurchase intention.
- H2: Customer engagement has a positive and significant effect on repurchase intention.
- H3: Product innovation has a positive and significant effect on brand trust.
- H4: Customer engagement has a positive and significant effect on brand trust.
- H5: Brand trust has a positive and significant effect on repurchase intention.
- H6: Product innovation has a positive and significant effect on repurchase intention mediated by brand trust.
- H7: Customer engagement has a positive and significant effect on repurchase intention mediated by brand trust.

## **RESEARCH METHOD**

### **Research Design**

This study uses a quantitative descriptive approach to examine causal relationships between variables that can be measured numerically and analyzed statistically (Creswell & Creswell, 2018). The research employs Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique, chosen for its flexibility with non-normal data, effectiveness in handling complex models with mediating variables, and suitability for predictive and explanatory research (Hair et al., 2022). The conceptual model consists of four main constructs: product innovation, customer engagement, brand trust, and repurchase intention, with brand trust serving as a mediating variable. Data were collected through an online survey using a Likert-scale questionnaire adapted from validated instruments in prior studies. Online surveys were selected due to their efficiency in data collection, lower costs, and higher likelihood of eliciting honest responses compared to traditional methods (Malhotra et al., 2020; Bougie & Sekaran, 2019). The study specifically focuses on TikTok's e-commerce marketplace, where respondents are active users, and data collection was facilitated through platforms such as Google Forms, which have been proven effective in reaching online consumers (Wright, 2017).

### **Population and Sample**

In quantitative research, determining the population and sample is a fundamental step that ensures the validity and generalizability of the findings (Hair et al., 2022). The population refers to the entire group with specific characteristics relevant to the study, while the sample represents a subset selected to reflect the population (Malhotra et al., 2020). This study targets female permanent employees of PT Pabrik Kertas Tjiwi Kimia as the population.

The sampling method used is proportional random sampling, a stratified random sampling technique that distributes respondents proportionally across strata based on characteristics such as division, age, and position (Sekaran & Bougie, 2019). This method ensures fair representation and improves the validity and generalizability of the results. Based on HR data, the total population consists of 556 female permanent employees across 17 divisions. Using a sample size calculator with a 95% confidence level and 5% margin of error, the required sample size is 228 respondents. Proportional allocation was applied to each division to ensure balanced representation, making the sample both valid and reliable for statistical analysis.

### **Data Collection Technique**

The data collection technique in this study was systematically designed to ensure validity, reliability, and representativeness of the sample. Data were gathered through an online questionnaire survey using Google Forms, distributed via division administrators through WhatsApp. This method was chosen for its effectiveness in reaching a wider population at lower cost while minimizing researcher–respondent bias (Hair et al., 2022). To enhance accuracy, strict methodological principles were applied, including proper respondent selection, data validation strategies, and quality control measures (Malhotra et al., 2020).

### **Data Analysis**

The data collection in this study was systematically designed to ensure validity, reliability, and representativeness. Data were collected online using a questionnaire survey distributed via Google Forms through division administrators on WhatsApp. This method was chosen for its effectiveness in reaching a broad population at lower costs while reducing researcher–respondent bias (Hair et al., 2022). The study employed quantitative data obtained through a Likert-scale questionnaire (1 = strongly disagree to 5 = strongly agree), suitable for hypothesis testing, measuring relationships among variables, and analyzing the model using PLS-SEM. The primary data came directly from respondents—female employees who purchased hijab products via TikTok Shop—while secondary data were drawn from journals, books, and official reports to strengthen the theoretical foundation (Malhotra et al., 2020).

The data collection process included instrument design based on validated indicators from prior research, pilot testing to refine clarity and reliability, main survey distribution through Google Forms to proportional random sampling respondents, data verification and cleaning to ensure accuracy and completeness, preliminary processing and conversion into numerical form for analysis with SmartPLS. Through this combination of primary and secondary data, supported by rigorous methodology and quality control, the study ensures robust and reliable findings. This study employs the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the aid of SmartPLS software. PLS-SEM is selected because it is well-suited for analyzing complex relationships among latent variables, can be applied to medium-sized samples, and does not require strict assumptions of multivariate normality (Hair et al., 2021). Broadly, the PLS analysis consists of two main stages: (1) the evaluation of the measurement model (outer model), which focuses on testing the validity and reliability of the instruments, and (2) the evaluation of the structural model (inner model), which examines the causal relationships among constructs in line with the research hypotheses.

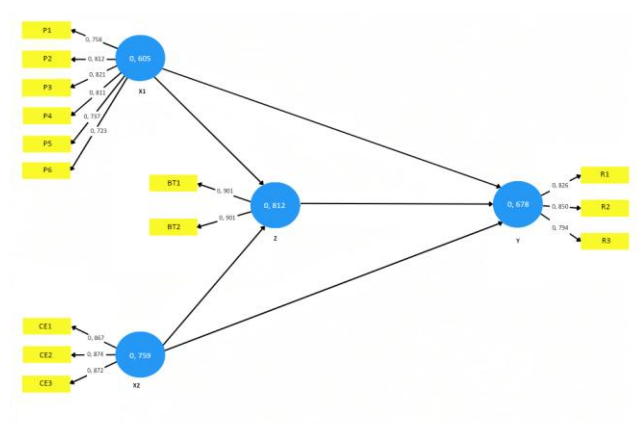
## **RESEARCH RESULTS AND DISCUSSION**

### **Research Result**

Partial Least Square (PLS) analysis will be used to examine and analyze both the direct and indirect effects among the variables. The Product Innovation variable consists of 6 indicators, the Customer Engagement variable consists of 3 indicators, the Brand Trust variable consists of 2 indicators, and the Repurchase Intention variable consists of 2 indicators.

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## A. Evaluation of the Measurement Model (Outer Model)

### 1. Convergent Validity

**Tabel 1**

| Variable                 | AVE   | Standart AVE | Remark |
|--------------------------|-------|--------------|--------|
| Product innovation (X1)  | 0,605 | 0,50         | Valid  |
| Customer engagement (X2) | 0,759 | 0,50         | Valid  |
| Brand trust (Z)          | 0,812 | 0,50         | Valid  |
| Repurchase intention (Y) | 0,678 | 0,50         | Valid  |

Processed by the Researcher, 2025

All latent variables in this study meet the convergent validity requirement, as each construct shows an AVE value greater than the 0.50 threshold. Product Innovation (0.605), Customer Engagement (0.759), Brand Trust (0.812), and Repurchase Intention (0.678) are all valid. These results confirm that the indicators for each construct consistently explain a sufficient proportion of variance, ensuring the measurement model is valid and ready for further structural model analysis.

**Tabel 2**

| Variable                 | Indikator | Outer Loading | Remark |
|--------------------------|-----------|---------------|--------|
| Product innovation (X1)  | PI1       | 0,758         | Valid  |
|                          | PI2       | 0,812         | Valid  |
|                          | PI3       | 0,821         | Valid  |
|                          | PI4       | 0,811         | Valid  |
|                          | PI5       | 0,737         | Valid  |
|                          | PI6       | 0,723         | Valid  |
| Customer engagement (X2) | CE1       | 0,867         | Valid  |
|                          | CE2       | 0,874         | Valid  |
|                          | CE3       | 0,872         | Valid  |
| Brand trust (Z)          | BT1       | 0,901         | Valid  |
|                          | BT2       | 0,901         | Valid  |
| Repurchase intention (Y) | RI1       | 0,826         | Valid  |
|                          | RI2       | 0,850         | Valid  |
|                          | RI3       | 0,794         | Valid  |

Processed by the Researcher, 2025

Based on the results of the convergent validity test derived from outer loading calculations for Product Innovation (PI), Customer Engagement (CE), Brand Trust (BT), and Repurchase Intention (RI), all indicators meet the required threshold of  $\geq 0.70$ . This indicates that each indicator reliably and consistently reflects its latent construct. For Product Innovation, six indicators (PI1–PI6) fall within the range of 0.723–0.821, showing that the instrument effectively captures perceived product innovation. Customer Engagement demonstrates excellent reliability, with three indicators (CE1–CE3) scoring between 0.867–0.874, confirming strong measurement consistency. Brand Trust displays the highest stability, as both indicators (BT1 and BT2) achieved identical outer loadings of 0.901, making it the strongest construct in the model. Repurchase Intention also shows solid validity, with three indicators (RI1–RI3) ranging from 0.794–0.850, proving reliable measurement of consumer purchase intention. Overall, all constructs satisfy convergent validity criteria, with AVE values exceeding 0.50 and Composite Reliability (CR) surpassing 0.80. These results confirm that the measurement model is both statistically valid and highly reliable in reflecting the theoretical constructs. Thus, the model is robust and ready to proceed to the structural analysis stage.

## 2. Discriminant Validity

**Tabel 3**

| Variable                    | <i>Product innovation</i> | <i>Customer engagement</i> | <i>Brand trust</i> | <i>Repurchase intention</i> |
|-----------------------------|---------------------------|----------------------------|--------------------|-----------------------------|
| <i>Product innovation</i>   | 0,778                     |                            |                    |                             |
| <i>Customer engagement</i>  | 0,663                     | 0,871                      |                    |                             |
| <i>Brand trust</i>          | 0,642                     | 0,803                      | 0,901              |                             |
| <i>Repurchase intention</i> | 0,480                     | 0,590                      | 0,631              | 0,823                       |

**Processed by the Researcher, 2025**

Based on the Fornell–Larcker Criterion, the diagonal values (square roots of AVE) for each construct are greater than their correlations with other constructs in the same row/column. For example, Product Innovation has an AVE root of 0.778, which is higher than its correlations with Customer Engagement (0.663), Brand Trust (0.642), and Repurchase Intention (0.480). Similarly, Customer Engagement shows an AVE root of 0.871, exceeding its correlations with other constructs (0.663, 0.803, and 0.590). Brand Trust has the highest AVE root at 0.901, also greater than its correlations, while Repurchase Intention has an AVE root of 0.823, higher than all its construct correlations. Thus, all constructs meet the discriminant validity requirement, indicating that each latent variable reflects its own indicators more strongly than its correlation with other constructs. This confirms the reliability of the research instruments and strengthens the validity of the measurement model before moving on to structural model analysis.

## 3. Composite Reliability

**Tabel 4**

| Variable                        | <i>Composite Reliability</i> | <i>Cronbach's Alpha</i> | Remarks  |
|---------------------------------|------------------------------|-------------------------|----------|
| <i>Product innovation (X1)</i>  | 0,902                        | 0,869                   | Reliabel |
| <i>Customer engagement (X2)</i> | 0,904                        | 0,841                   | Reliabel |
| <i>Brand trust (Z)</i>          | 0,896                        | 0,768                   | Reliabel |
| <i>Repurchase intention (Y)</i> | 0,863                        | 0,762                   | Reliabel |

**Processed by the Researcher, 2025**

The results indicate that all research constructs achieved Composite Reliability (CR) above 0.80 and Cronbach's Alpha (CA) above 0.70, confirming strong reliability across all instruments. Product Innovation (X1): CR = 0.902, CA = 0.869 → strong internal consistency, showing indicators consistently measure product innovation.

- Customer Engagement (X2): CR = 0.904, CA = 0.841 → very stable and reliable in capturing consumer engagement.
- Brand Trust (Z): CR = 0.896, CA = 0.768 → despite having only two indicators, reliability remains strong and consistent.

- Repurchase Intention (Y): CR = 0.863, CA = 0.762 → reliable measurement of consumers' repurchase intention.

Overall, these results confirm that all constructs meet reliability standards. Thus, the research instrument is not only convergently valid but also reliable, making it suitable for subsequent structural model analysis.

#### B. Evaluation of the Structural Model (Inner Model)

##### 1. R Square

**Tabel 5**

| Variable                        | R-Square |
|---------------------------------|----------|
| <i>Brand trust (Z)</i>          | 0.642    |
| <i>Repurchase intention (Y)</i> | 0.711    |

**Processed by the Researcher, 2025**

Based on the R-Square analysis, the construct Brand Trust (Z) obtained a value of 0.642, which falls into the moderate category (0.40–0.70). This indicates that 64.2% of the variance in Brand Trust can be explained by Product Innovation and Customer Engagement, while the remaining 35.8% is influenced by other factors outside the research model. Meanwhile, the construct Repurchase Intention (Y) recorded an R-Square value of 0.711, classified as substantial (>0.70). This means that Product Innovation, Customer Engagement, and Brand Trust together explain 71.1% of the variance in Repurchase Intention, with the remaining 28.9% accounted for by external factors not included in the model. Overall, these findings suggest that the structural model demonstrates strong predictive accuracy, particularly for the main dependent variable, Repurchase Intention.

##### 2. Goodnes of Fit Index (GoF Index)

**Tabel 6**

| Indeks     | Saturated Model | Estimated Model |
|------------|-----------------|-----------------|
| SRMR       | 0.078           | 0.078           |
| d_ ULS     | 1.025           | 1.025           |
| d_ G       | 0.356           | 0.356           |
| Chi-Square | 312.487         | 312.487         |
| NFI        | 0.721           | 0.721           |

**Processed by the Researcher, 2025**

Based on the table results, the SRMR value (0.078) is below 0.10, indicating a good fit. The d\_ ULS (1.025) and d\_ G (0.356) values are relatively low and close to zero, suggesting minimal differences between the empirical and theoretical models. Although the Chi-Square value (312.487) is relatively large, it remains acceptable given the high number of respondents (228). Meanwhile, the NFI value (0.721) exceeds the minimum threshold of 0.70, classifying the model as acceptable fit.

##### 3. F Square

**Tabel 7**

| Variable                    | PI (X1) | CE (X2) | BT (Z) | RI (Y) |
|-----------------------------|---------|---------|--------|--------|
| <i>Product Innovation</i>   |         | 0.134   | 0.052  |        |
| <i>Customer Engagement</i>  |         |         | 0.148  | 0.089  |
| <i>Brand Trust</i>          |         |         |        | 0.216  |
| <i>Repurchase Intention</i> |         |         |        |        |

**Processed by the Researcher, 2025**

Based on the table, Product Innovation (X1) makes a small contribution to Customer Engagement (X2) with an F<sup>2</sup> value of 0.134 (small to medium effect according to Cohen). It also contributes slightly to Brand Trust (Z) with a value of 0.052. Customer Engagement (X2) influences Brand Trust (0.148, medium effect) and Repurchase Intention (0.089, small effect). Meanwhile, Brand Trust (Z) has the strongest impact on Repurchase Intention (Y) with an F<sup>2</sup> value of 0.216 (medium to large effect). This indicates that consumer trust in the brand is the dominant factor driving repurchase intention for hijab products.

C. Hypothesis Testing

Tabel 7

| Independent Variables    | Intervening Variables | Dependent Variable       | Path Coefficient | P-Value | Information |
|--------------------------|-----------------------|--------------------------|------------------|---------|-------------|
| Product innovation (X1)  | –                     | Repurchase intention (Y) | 0.366            | 0.000   | Accepted    |
| Customer engagement (X2) | –                     | Repurchase intention (Y) | 0.385            | 0.000   | Accepted    |
| Product innovation (X1)  | –                     | Brand trust (Z)          | 0.217            | 0.002   | Accepted    |
| Customer engagement (X2) | –                     | Brand trust (Z)          | 0.196            | 0.004   | Accepted    |
| Brand trust (Z)          | –                     | Repurchase intention (Y) | 0.421            | 0.000   | Accepted    |
| Product innovation (X1)  | Brand trust (Z)       | Repurchase intention (Y) | 0.091            | 0.013   | Accepted    |
| Customer engagement (X2) | Brand trust (Z)       | Repurchase intention (Y) | 0.162            | 0.007   | Accepted    |

Source: Processed by Researchers, 2025

Based on the results of the structural model testing presented in the table, all research hypotheses were accepted. This is indicated by a significant p-value of  $\leq 0.05$ , as well as positive path coefficients. The first hypothesis (H1), which states that product innovation has a positive and significant effect on repurchase intention, was proven to be accepted with a path coefficient of 0.366 and a p-value of 0.000. This indicates that the higher the product innovation offered, the greater the consumer's intention to repurchase. This means that product innovation is a crucial factor in encouraging consumers to remain loyal and make repeat purchases of the same product. The second hypothesis (H2), regarding the positive and significant influence of customer engagement on repurchase intention, was also proven to be accepted, with a path coefficient of 0.385 and a p-value of 0.000. These findings indicate that customer engagement in various forms of interaction, whether through social media, services, or direct experiences, plays a significant role in strengthening consumers' desire to repurchase. In other words, the higher the level of engagement consumers perceive, the greater the likelihood of maintaining their loyalty.

Furthermore, the third hypothesis (H3) states that product innovation has a positive and significant effect on brand trust, as evidenced by a coefficient value of 0.217 and a p-value of 0.002. These results indicate that consistent product innovation not only increases consumer appeal but also fosters trust in the brand. Appropriate and relevant innovation is seen as capable of enhancing a brand's reputation and credibility in the eyes of consumers. The fourth hypothesis (H4), which states that customer engagement has a positive and significant effect on brand trust, was also accepted, with a path coefficient of 0.196 and a p-value of 0.004. This demonstrates that consumer interaction and involvement with a brand actively contribute to building consumer trust. Consumers who feel involved and close to a brand tend to have greater trust and loyalty to that brand.

The fifth hypothesis (H5) confirms that brand trust has a positive and significant effect on repurchase intention. With a path coefficient of 0.421 and a p-value of 0.000, this result is one of the strongest in the model. This finding explains that brand trust is a key determinant driving consumers to repurchase. The greater a consumer's trust in a brand, the greater their tendency to repurchase products from that brand. The sixth hypothesis (H6), related to the indirect effect of product innovation on repurchase intention through brand trust, was also proven to be accepted with a coefficient value of 0.091 and a p-value of 0.013. This finding indicates that brand trust plays a role as a partial mediating variable, where product innovation by a company can strengthen consumers' repurchase intention by first fostering trust in the brand. Thus, in addition to its direct effect, product innovation also influences consumer loyalty through the formation of brand trust. Finally, the seventh hypothesis (H7) regarding the indirect effect of customer engagement on repurchase intention through brand trust was also accepted, with a path coefficient of 0.162 and a p-value of 0.007. These results indicate that brand trust functions as a mediator in the relationship between consumer engagement and repurchase intention. The higher the consumer engagement, the stronger their trust in the brand, ultimately driving increased repurchase intention. Overall, these test results demonstrate that both product innovation and customer engagement play a significant role in increasing

repurchase intention, both directly and through the mediation of brand trust. This confirms that product innovation strategies and efforts to increase consumer engagement must go hand in hand, while maintaining brand trust as a key factor in building consumer loyalty and repeat purchase intention.

## **DISCUSSION**

### **The Influence of Product Innovation on Repurchase Intention**

The results of this research analysis indicate that product innovation has a significant influence on repurchase intention among hijab consumers on the TikTok Shop platform. These findings confirm that consumers are more likely to make repeat purchases when they perceive relevant innovations, whether in terms of design, material quality, or the unique value offered by the product. In the hijab industry, innovations such as the development of more comfortable materials, practical instant hijabs, or designs that follow global modest fashion trends have been shown to increase customer satisfaction and strengthen customer loyalty. Theoretically, this relationship can be explained through the Diffusion of Innovations Theory framework, which asserts that consumers will more readily accept and adopt products that have relative advantage, compatibility, and observability (Rogers, 1962). Hijab product innovations designed to suit the lifestyle preferences of digital natives not only encourage initial purchases but also create repeat purchase tendencies because consumers perceive the product as relevant to their long-term needs.

### **The Influence of Customer Engagement on Repurchase Intention**

The analysis results in this study indicate that customer engagement has a positive and significant effect on repurchase intention among hijab consumers on TikTok Shop. This finding confirms that the higher the level of consumer engagement in digital interactions—whether through likes, comments, reviews, or participation in live streaming—the greater the consumer's tendency to make repeat purchases. These results align with recent literature that consistently positions engagement as a direct predictor of repurchase intention (Majeed et al., 2022; Simbolon & Law, 2022). Theoretically, this relationship can be explained through the multidimensional engagement framework proposed by Brodie et al. (2011), where consumer engagement is understood to encompass cognitive, affective, and behavioral dimensions (Brodie et al., 2022). In the context of TikTok Shop, cognitive engagement occurs when consumers pay repeated attention to brand content; affective engagement manifests in positive feelings such as trust and belonging to the brand; while behavioral engagement is reflected through tangible activities such as commenting, sharing content, or making purchases. These three dimensions collectively strengthen emotional bonds and increase the likelihood of repeat purchases.

### **The Influence of Product Innovation on Brand Trust**

The analysis results show that product innovation significantly influences brand trust among hijab consumers on TikTok Shop. This means that the higher the level of product innovation perceived by consumers—whether through creative hijab designs, the use of environmentally friendly materials, or new features relevant to user needs—the greater the level of consumer trust in the brand. These findings indicate that innovation is seen not only as a product's functional appeal but also as a reflection of the brand's long-term commitment to meeting consumer expectations. Theoretically, these findings are consistent with the Diffusion of Innovation Theory developed by Rogers (1962). This theory emphasizes that consumer adoption of innovation is largely determined by innovation attributes, such as relative advantage, compatibility, complexity, trialability, and observability (Rogers, 1962). In the context of hijabs on TikTok Shop, relative advantage is reflected in the brand's ability to present hijab designs and functions that are distinct from competitors, such as instant hijabs that are comfortable for daily activities. Compatibility is seen from the innovation's alignment with the religious values and lifestyles of Indonesian Muslim women. Trialability and observability are further strengthened through TikTok Live visual content, which allows consumers to test or directly observe product quality before purchasing. Thus, product innovation not only influences consumers' rational preferences but also strengthens the brand's belief in its ability to consistently meet their needs.

### **The Influence of Customer Engagement on Brand Trust**

The results of this research analysis show that customer engagement significantly influences brand trust among hijab consumers on TikTok Shop. This finding indicates that the higher the level of consumer engagement—whether through cognitive, affective, or behavioral interactions—the stronger the trust formed in the brand. In other words, engagement, which extends beyond transactional activities to include social participation,

interactive discussions, and user-generated content, is a crucial foundation for building trust. This concept aligns with the multidimensional engagement framework proposed by Brodie et al. (2011), which emphasizes that engagement involves cognitive (consumer attention and thoughts about the brand), affective (emotions and attachment), and conative (intentions and concrete actions) dimensions (Brodie et al., 2011). In the context of TikTok Shop, engagement through live streaming, likes, comments, and product reviews reflects all three dimensions simultaneously, thereby strengthening deeper trust in the hijab brand.

### **The Influence of Brand Trust on Repurchase Intention**

The results of this research analysis indicate that brand trust has a positive and significant influence on repurchase intention among hijab consumers on TikTok Shop. This finding reinforces the premise that brand trust is a key foundation for building consumer loyalty in the digital era, particularly on social commerce platforms rife with uncertainty regarding product quality, seller credibility, and transaction security. Conceptually, brand trust is defined as consumer confidence that a brand can fulfill its communicated promises, maintain consistent quality, and behave with integrity (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). This trust arises when consumers have repeated positive experiences, thereby reducing perceived risk and fostering confidence that future interactions with the brand will continue to provide satisfaction. In the context of hijabs on TikTok Shop, trust is formed from the match between consumer expectations (e.g., the quality of the hijab material, color, or design) and the reality received after purchase. These findings are consistent with the study of Fitri, Rohmah, & Sudarmiatin (2025), who examined service quality and customer satisfaction at Arascarf Malang, revealing that consumers are willing to repurchase only when trust and satisfaction are consistently established, rather than merely based on initial impressions (Fitri et al., 2025).

### **The Influence of Product Innovation on Repurchase Intention through Brand Trust**

The results of this research analysis indicate that product innovation has a positive effect on repurchase intention through the mediation of brand trust. This significant mediation effect indicates that product innovation does not automatically guarantee repeat purchases, but rather requires consumer trust in the brand as a psychological intermediary that strengthens consumer behavioral intentions. In other words, trust acts as a key mechanism bridging the link between innovation and consumer loyalty. Theoretically, product innovation is defined as a company's strategic effort to differentiate itself through new attributes relevant to consumer needs, both in terms of design, function, and user experience (Rogers, 2003; Utami & Aisyah, 2022). In the context of digital fashion, such as hijabs on TikTok Shop, innovation takes the form of the latest design variations, trendy color combinations, and the integration of religious values with modern styles. However, innovation is only the initial stimulus that drives consumer attention. The decision to repurchase is not solely born of interest in the innovation, but also from consumer confidence that the brand will consistently maintain quality and deliver on its value proposition. These findings are consistent with the study of Ambarwati, Sudarmiatin, & Astuti (2024), which demonstrated that brand trust and brand satisfaction are key variables mediating loyalty (Ambarwati et al., 2024). The emphasis on the importance of trust in that research reinforces the notion that product innovation in hijab products on TikTok Shop can only contribute to repurchase intention if it first succeeds in strengthening consumer trust.

### **The Influence of Customer Engagement on Repurchase Intention through Brand Trust**

The menu analysis results show that customer engagement has a positive effect on repurchase intention through the mediation of brand trust. In other words, consumer engagement does not directly guarantee repeat purchases, but its effectiveness increases significantly when accompanied by trust in the brand. This confirms the role of brand trust as a key psychological variable bridging digital engagement with consumer loyalty in the form of repurchase intention. Conceptually, customer engagement is defined as consumers' cognitive, emotional, and behavioral participation in interactions with brands (Brodie et al., 2011). In the context of TikTok Shop, engagement can include watching live shopping, leaving comments, liking, sharing content, or even co-creating content with the brand. However, this engagement is often superficial or temporary if not framed by trust. Consumers who are only digitally active will not necessarily make repeat purchases unless they are confident the brand can deliver on its promises of quality, consistent service, and the functional and emotional value of the hijab products it offers. This perspective is also consistent with the study of Lestari & Fitri (2024), which demonstrates that customer engagement will only be effective in increasing repurchase intention when accompanied by emotional factors such as brand love and gamification strategies that encourage deeper involvement (Lestari &

Fitri, 2024). The study of Wijaya et al. (2025), which examined live streaming and content marketing for Lozy hijab products on TikTok Shop, and found that content strategies do not automatically generate purchase intention unless accompanied by consumer trust in product authenticity (Wijaya et al., 2025).

## CONCLUSION

First, product innovation has been shown to positively influence repurchase intention. Innovation, manifested through more varied hijab designs, the use of comfortable materials, and the integration of interactive digital features in the TikTok Shop, creates a distinct added value for consumers compared to other brands. This added value not only influences initial purchasing decisions but also drives repeat purchase intentions because they perceive innovative products as more relevant to their modern lifestyle needs and socio-religious identities. Second, customer engagement also positively influences repurchase intention. Active consumer interaction through watching live streams, commenting, and sharing experiences on social media creates emotional and relational engagement with the brand. This engagement creates a sense of belonging and closeness to the brand, ultimately strengthening loyalty and increasing the likelihood of repeat purchases. This confirms that interactive behavior on social platforms is not merely transactional but can foster long-term, repeat relationships.

Third, product innovation significantly influences brand trust. Consumers interpret innovation as evidence of a brand's commitment to meeting expectations, both in terms of quality, function, and aesthetics. Consistent innovation fosters confidence in a brand's competence and integrity in maintaining product quality. Thus, innovation is viewed not merely as a differentiation strategy but as a crucial instrument in building consumer trust. Fourth, customer engagement also positively impacts brand trust. The interactions between consumers and brands in the digital space—from cognitive engagement to active participation in user-generated content—create social experiences that strengthen perceptions of brand authenticity and credibility. With intense and meaningful engagement, consumers perceive brands as more trustworthy because they feel involved in the communication process and the value proposition. Fifth, brand trust has been shown to be a fundamental factor influencing repurchase intention. Consumer trust in a brand creates a sense of security, lowers perceived risk, and strengthens confidence that future purchasing experiences will be consistent with their expectations. Trust serves as both an emotional and rational foundation that bridges long-term relationships between consumers and brands. Therefore, the higher the level of trust, the stronger the loyalty, which is manifested in repeat purchases.

Sixth, product innovation influences repurchase intention through the mediation of brand trust. Brand innovation does not automatically guarantee repeat purchases; rather, it is more effective when it builds consumer trust. Trust acts as a psychological mechanism that reinforces the brand's perception of offering not only novelty but also long-term consistency and integrity. Thus, the presence of brand trust strengthens the influence of innovation on consumer loyalty. Seventh, customer engagement influences repurchase intention through the mediation of brand trust. Engagement that arises from digital interactions is often temporary if not accompanied by trust. However, when engagement successfully fosters trust in a brand, its influence on repurchase intention becomes stronger and more sustainable. This proves that trust is a crucial bridge that transforms digital engagement into loyal consumer behavior in the form of repeat purchases.

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# THE EFFECT OF PRODUCT INNOVATION AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST MEDIATION OF HIJAB PRODUCTS IN THE TIKTOKSHOP

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## APPENDIX 1 QUESTIONNAIRE

| No. | Variable           | Indicator              | Measurement Item                                                                                                                         |
|-----|--------------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Product Innovation | Relative Advantage     | I feel more comfortable using hijab products sold on TikTok Shop compared to other marketplaces.                                         |
| 2   |                    |                        | I find it easier to get hijab products sold on TikTok Shop compared to other marketplaces.                                               |
| 3   |                    |                        | I prefer hijab products sold on TikTok Shop because they are more affordable compared to similar quality products in other marketplaces. |
| 4   |                    | Personal Compatibility | My clothing style matches the hijab products sold on TikTok Shop.                                                                        |
| 5   |                    |                        | My self-image as an employee aligns with the hijab products sold on TikTok Shop.                                                         |
| 6   |                    |                        | My lifestyle is consistent with the hijab products sold on TikTok Shop..                                                                 |
| 7   |                    | Social Compatibility   | I am socially accepted in my work environment when wearing hijab products sold on TikTok Shop.                                           |
| 8   |                    |                        | I am liked by my friends and family when wearing hijab products sold on TikTok Shop.                                                     |
| 9   |                    |                        | Many of my friends want to use hijab products sold on TikTok Shop.                                                                       |
| 10  |                    | Complexity             | I do not experience any difficulties when using hijab products sold on TikTok Shop.                                                      |
| 11  |                    |                        | I can try the quality of hijab products sold on TikTok Shop without having to buy in large quantities.                                   |
| 12  |                    |                        | I do not need a tutorial when using hijab products sold on TikTok Shop.                                                                  |
| 13  |                    |                        | I do not need any special skills                                                                                                         |

**THE EFFECT OF PRODUCT INNOVATION AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST MEDIATION OF HIJAB PRODUCTS IN THE TIKTOKSHOP**

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|    |                            |                             |                                                                                                        |
|----|----------------------------|-----------------------------|--------------------------------------------------------------------------------------------------------|
|    |                            |                             | when using hijab products sold on TikTok Shop.                                                         |
| 14 |                            | <i>Trialability</i>         | I can try the quality of hijab products sold on TikTok Shop without having to buy in large quantities. |
| 15 |                            |                             | I can try hijab products sold on TikTok Shop first before deciding to repurchase.                      |
| 16 |                            | <i>Observability</i>        | I can observe hijab products sold on TikTok Shop when used during live streaming.                      |
| 17 |                            |                             | If I buy hijab products sold on TikTok Shop, others can adopt and use them as well.                    |
| 18 |                            |                             | For me, seeing hijab products sold on TikTok Shop is common when used by others.                       |
| 19 | <i>Customer Engagement</i> | <i>Cognitive Processing</i> | I often think about hijab products sold on TikTok Shop when I open the TikTok application.             |
| 20 |                            |                             | I often think about hijab products sold on TikTok Shop when I wear the hijab.                          |
| 21 |                            |                             | My interest may arise to learn more about hijab when using hijab products sold on TikTok Shop.         |
| 22 |                            | <i>Affection</i>            | I feel very positive when using hijab products sold on TikTok Shop.                                    |
| 23 |                            |                             | I can feel happy when using hijab products sold on TikTok Shop.                                        |
| 24 |                            |                             | I feel delighted when using hijab products sold on TikTok Shop.                                        |
| 25 |                            |                             | I feel proud when using hijab products sold on TikTok Shop                                             |
| 26 |                            |                             | I spend a lot of time using/exploring hijab products sold on TikTok Shop compared to other products.   |
| 27 |                            |                             | Whenever I need a hijab, I usually buy hijab products sold on TikTok Shop.                             |
| 28 |                            |                             | Hijab products sold on TikTok Shop are among the products I usually use when buying hijab.             |
| 29 | <i>Brand Trust</i>         | <i>Reliability</i>          | Hijab products sold on TikTok Shop are products that meet my expectations.                             |
| 30 |                            |                             | I feel confident about hijab products sold on TikTok Shop.                                             |
| 31 |                            |                             | I have never been disappointed when buying hijab products sold                                         |

**THE EFFECT OF PRODUCT INNOVATION AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST MEDIATION OF HIJAB PRODUCTS IN THE TIKTOKSHOP**

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|    |                             |                                      |                                                                                                                     |
|----|-----------------------------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|    |                             |                                      | on TikTok Shop.                                                                                                     |
| 32 |                             |                                      | Hijab products sold on TikTok Shop are products that can guarantee my satisfaction.                                 |
| 33 |                             | <i>Intentions</i>                    | Hijab products sold on TikTok Shop will respond to my complaints honestly and sincerely.                            |
| 34 |                             |                                      | I can rely on hijab products sold on TikTok Shop to solve problems if product errors occur.                         |
| 35 |                             |                                      | Hijab products sold on TikTok Shop will do their best to satisfy me.                                                |
| 36 |                             |                                      | Hijab products sold on TikTok Shop will provide fair compensation if there is a problem with the hijab I purchased. |
| 37 | <i>Repurchase Intention</i> | <i>Explorative Intention</i>         | I am willing to repurchase hijab products sold on TikTok Shop.                                                      |
| 38 |                             | <i>Transactional Controllability</i> | I will definitely consider positively repurchasing hijab products sold on TikTok Shop.                              |
| 39 |                             | <i>Referential Intention</i>         | I will recommend hijab products sold on TikTok Shop to others.                                                      |