

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti¹, Wahyuningsih², Muzakir³, Mohammad Zeylo Auriza⁴

¹Program Studi Manajemen, Fakultas Ekonomi dan Bisnis / , Universitas Tadulako Palu

E-mail: : cintanurfebriyanti@gmail.com

Received : 01 June 2026

Accepted : 15 June 2026

Revised : 05 June 2026

Published : 19 July 2026

Abstract

This study aims to analyze the influence of Influencer Marketing and Fashion Trends on Purchasing Decisions through Consumer Trust on the TikTok Shop application among Generation Z in Palu City. The study uses a quantitative approach with an associative research type. The study population is Generation Z in Palu City who have made purchases through TikTok Shop. The research sample consisted of 112 respondents selected using a purposive sampling technique. Data collection was carried out by distributing questionnaires with a five-point Likert scale. Data analysis used Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS 4.0 software. The results of the study indicate that Influencer Marketing has a positive and significant effect on Consumer Trust and Purchasing Decisions. Fashion Trends also have a positive and significant effect on Consumer Trust and Purchasing Decisions. In addition, Consumer Trust has a positive and significant effect on Purchasing Decisions. The results of the mediation test indicate that Consumer Trust is able to mediate the influence of Influencer Marketing and Fashion Trends on Purchasing Decisions. The findings of this study indicate that the better the influencer marketing strategy and the higher the product's suitability to fashion trends, the higher consumer trust will be, which ultimately increases purchasing decisions on the TikTok Shop application among Generation Z in Palu City.

Keywords: Influencer Marketing, Fashion Trends, Consumer Trust, Purchase Decisions, TikTok Shop.

1. INTRODUCTION

In today's era of modernization and globalization, change occurs very rapidly and has various impacts on human life (Maryanti, 2023) . This progress has driven the emergence of various e-commerce platforms that have an impact on changes in consumer behavior, especially in terms of online shopping which is considered more practical and efficient. This phenomenon shows that the development of the internet and the presence of e-commerce such as TikTok Shop has brought about major changes in the world of digital marketing. Based on the 2022 APJII survey, internet users are dominated by young age groups, especially the 13–34 year old range, which is included in the Generation Z category. This generation tends to prefer online shopping due to ease of access and time efficiency. TikTok was chosen for this study because it is considered to have advantages over other e-commerce platforms in attracting the attention of Generation Z. TikTok combines entertainment media and shopping activities in one application through creative, interactive, and trend-following short video content. TikTok Shop also provides live streaming, affiliate, and promotions through influencers that make consumers more interested in making direct purchases. Meanwhile, on applications like Shopee and Lazada, consumer interactions are more focused on product searches and buying and selling transactions. Therefore, TikTok is considered more effective in influencing consumer interest and purchasing decisions, especially for fashion products among Generation Z (Erwan Permana et al. 2025) . In practice, TikTok Shop utilizes influencers extensively to promote products with a communication style that is engaging and easily understood by the audience. This strategy has been shown to influence purchasing decisions, particularly among Generation Z (Mahardini et al., 2021) . Furthermore, consumers can access a variety of engaging marketing content, making it easier for them to assess a product's strengths and weaknesses. Content marketing itself is a marketing strategy that focuses on creating and distributing informative, relevant, and engaging content to capture consumer attention and encourage purchasing (Siburian et al., 2025) .

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti *et al*

In addition to influencer marketing, fashion trends are also a factor influencing consumer purchasing behavior. Fashion is no longer seen simply as a necessity but also as a part of lifestyle and identity, especially for Generation Z. The rapid development of fashion trends through social media, particularly TikTok, encourages consumers to follow popular clothing styles, thus increasing their desire to purchase fashion products. Research (Dewi et al., 2026) shows that the higher consumers' interest in fashion trends developing on social media, the greater their tendency to make purchasing decisions for fashion products. On the other hand, fashion products that follow the latest trends, accompanied by comprehensive product information, positive customer reviews, and recommendations from credible influencers, can increase consumer trust in the quality of the product and the seller. Thus, consumer trust is a crucial factor bridging the influence of influencer marketing and fashion trends on purchasing decisions on the TikTok Shop app. (Mahardika & Sholahuddin, 2025)

2. LITERATURE REVIEW

2.1 Influencer Marketing

Influencer marketing is a marketing strategy that utilizes influential individuals on social media, both celebrities and non-celebrities, with large followings to influence consumer attitudes, behaviors, and interest in a product (Athaya & Irwansyah, 2021). Through creative, informative, and interactive content, influencers are able to build closer communication with their followers, making product information more readily accepted than through conventional advertising. In addition to conveying information, influencers also act as parties who provide recommendations based on product usage experiences. Recommendations provided by influencers can increase followers' trust in product information, thereby encouraging interest in making a purchase. This shows that the higher the credibility of an influencer, the greater the level of consumer trust in the promoted product, according to research (Garg & Bakshi, 2024).

2.2 Fashion Trends

According to (Lubis, 2021), a trend is a tendency for change to occur over a certain period of time, either increasing or decreasing. Trends reflect phenomena that are popular and widely discussed in society during a certain period. Meanwhile, fashion is defined as a style of clothing or appearance that is popular at a particular time and place. The development of digital technology and social media has caused changes in fashion trends to occur more rapidly than before. Various social media platforms, especially TikTok, are able to accelerate the dissemination of information about clothing styles, fashion models, and popular fashion products. As a result, consumers, especially Generation Z, tend to follow developing trends to stay relevant to their social environment. This condition makes fashion trends one of the important factors influencing consumer behavior in determining product choices to purchase. (Della, 2021)

2.3 Purchasing Decision

According to Kotler et al. (2022), purchasing decisions are a problem-solving process undertaken by consumers, encompassing the stages of needs analysis, information search, alternative evaluation, and purchase decisions and post-purchase behavior. Furthermore, purchasing decisions can also be defined as the process of identifying various alternatives to solve a problem, then systematically and objectively evaluating each alternative to determine the best choice based on a consideration of advantages and disadvantages (Valencia et al., 2026).

2.4 Consumer Trust

Trust is the willingness to rely on the ability, integrity, and motivation of another party to act in order to satisfy one's needs and interests as mutually agreed upon implicitly or explicitly. And according to (Arif Sudaryana et al., 2025) Consumer Trust is consumer knowledge about an object, its attributes, and its benefits. According to Udayana & Pramana, (2019), consumer trust is built through three main dimensions, namely ability, benevolence, and integrity. These three dimensions are the basis for consumers in assessing the credibility of the seller before deciding to make a purchase.

2.5 Hypothesis

H1: Influencer Marketing has a positive influence on Consumer Trust in the TikTok Shop application among Generation Z in Palu City.

H2: Fashion trends have a positive influence on consumer trust in the TikTok Shop application among Generation Z in Palu City.

H3: Consumer Trust has a positive influence on Purchasing Decisions on the TikTok Shop application among Generation Z in Palu City.

H4: Influencer Marketing has a positive influence on Purchasing Decisions on the TikTok Shop application among Generation Z in Palu City.

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti et al

H5: Fashion trends have a positive influence on purchasing decisions on the TikTok Shop application among Generation Z in Palu City.

H6: Consumer Trust Mediates the Influence of Influencer Marketing on Purchasing Decisions

H7: Consumer Trust Mediates the Influence of Fashion Trends on Purchasing Decisions

Conceptual Framework

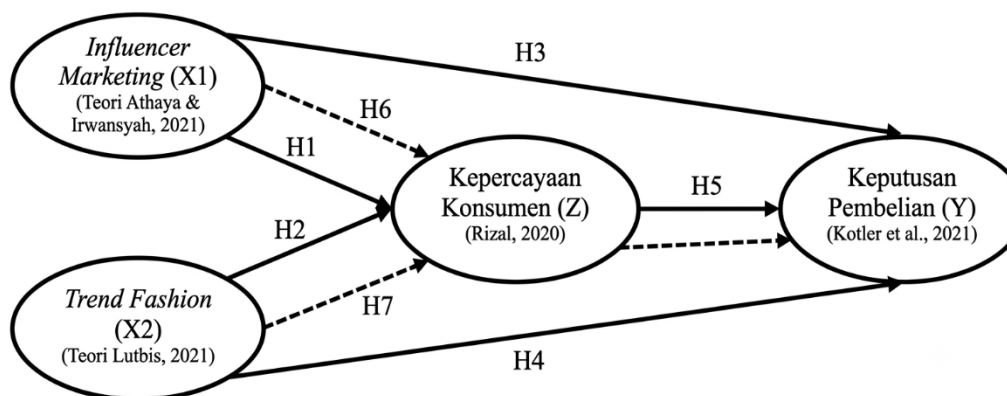


Figure 1. Research model

3. RESEARCH METHODS

This study uses a quantitative approach with an associative research type. According to (Sugiyono, 2023), associative research is a research problem formulation that asks about the relationship between two or more variables. This study also uses a mediating variable, namely Consumer Trust, which functions as an intermediary variable between Influencer Marketing and Fashion Trends on Purchasing Decisions on the TikTok Shop application. The location of this research was conducted in Palu City, Central Sulawesi, with the research object being Generation Z who had purchased clothes through the TikTok Shop application. The research was conducted in 2026. The population in this study was all Generation Z in Palu City. According to (Sugiyono, 2023) the sample is part of the population that has certain characteristics. The sampling technique used was purposive sampling, namely sampling based on certain predetermined criteria. including: Aged 17–28 years (Generation Z), domiciled in Palu City, having an active TikTok account and having purchased clothes through TikTok Shop at least once.

According to (Hair et al., 2021) , a relevant sample size in research can be determined by multiplying the number of indicators by 5 to 10. The number of indicators in this study was 16, so the minimum sample size was calculated as $7 \times 16 = 112$ respondents. Therefore, the sample size used in this study was 112 respondents. This study used the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The analysis included outer model testing, inner model testing, and hypothesis testing. The outer model test aims to test the validity and reliability of the research instrument, thus determining the extent to which the instrument is able to measure variables accurately and consistently. Meanwhile, the inner model test is used to analyze the relationship between variables in the research model, while the hypothesis test is used to determine whether the relationship between variables in the research model is accepted or rejected based on the research data. Data were collected through an online questionnaire (Google Forms) arranged based on variable indicators. Measurements used a Likert scale of 1–5, ranging from strongly disagree to strongly agree (Alfifto, 2024) .

4. RESULTS AND DISCUSSION

4.1 Respondent Responses

This study collected data using Google Form and obtained a sample of 112 respondents who had shopped and used the TikTok Shop feature on the TikTok application. Based on gender, the number of female respondents who answered the researcher's questionnaire was 58 people (51.79%) and 54 people (48.21%) male respondents. Based on age, the majority of respondents were aged 21-24 years with 58 respondents (51.78%), 33 respondents (29.46%) were aged 25-28 years, and 21 respondents (18.75%) were aged 17-20 years. Based on the last education, 52 people (46.4%) were high school/vocational high school, 42 respondents (37.5%) were bachelor's degree, 16 respondents (14.3%), and 2 respondents (1.8%) were diploma, and others. Based on occupation, 46 respondents (41.1%) were students, 29 respondents (25.9%) were employees, 19 respondents (17%) were entrepreneurs and 18 respondents (16%) were other occupations. Based on the frequency of shopping, 42 people (37.5%) had shopped

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti **et al**

more than 5 times, 37 people (33%) had shopped 3-5 times, and 33 people (29.5%) had used TikTok once or twice. Meanwhile, many people (59.2%) had used TikTok for more than two years.

4.2 Evaluation of the Outer Model (Measurement Model)

Outer model evaluation is conducted to test the construct validity of the measurement model. According to Hair Jr et al. (2021), outer model evaluation aims to ensure that the indicators used accurately reflect the latent construct. Testing is conducted using loading factors and Average Variance Extracted (AVE) to measure convergent validity, and the Heterotrait-Monotrait Ratio (HTMT) to test discriminant validity. The loading factor is used to measure the level of correlation between an indicator and the construct it represents. (Hair Jr et al., 2022) an indicator is considered to have good validity if its loading factor value is ≥ 0.70 . However, in exploratory research, a loading factor value between 0.60–0.70 is still acceptable if the construct's overall validity and reliability meet the established criteria.

Table 1. Results of the loading factor test
Source: SmartPLS version 4.0

	Influencer Marketing	Fashion Trends	Consumer Trust	Buying decision	Information
X1.1	0.837				Valid
X1.2	0.791				Valid
X1.3	0.852				Valid
X1.4	0.803				Valid
X1.5	0.810				Valid
X1.6	0.801				Valid
X1.7	0.888				Valid
X2.1		0.839			Valid
X2.2		0.804			Valid
X2.3		0.887			Valid
X2.4		0.858			Valid
X2.5		0.831			Valid
X2.6		0.872			Valid
Z.1			0.834		Valid
Z.2			0.801		Valid
Z.3			0.746		Valid
Z.4			0.749		Valid
Z.5			0.851		Valid
Z.6			0.820		Valid
Z.7			0.793		Valid
Z.8			0.816		Valid
Z.9			0.845		Valid
Y.1				0.788	Valid
Y.10				0.706	Valid
Y.2				0.804	Valid
Y.3				0.815	Valid
Y.4				0.731	Valid
Y.5				0.818	Valid
Y.6				0.805	Valid
Y.7				0.826	Valid
Y.8				0.776	Valid
Y.9				0.750	Valid

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti **et al**

Average Variance Extracted (AVE) is used to measure convergent validity, namely the ability of a construct to explain the variance of its constituent indicators. According to Hair Jr et al. (2022), a construct is considered to have convergent validity if its AVE value is greater than 0.50.

Table 2. Results of the Average Variance Extracted (AVE) test

Source: SmartPLS version 4.0

Variables	Average variance extracted (AVE)	Information
Purchase Decision (Y)	0.613	Valid
Consumer Confidence (Z)	0.651	Valid
Influencer Marketing (X1)	0.683	Valid
Fashion Trends (X2)	0.721	Valid

Based on Table 2, all research variables have AVE values above the minimum threshold of 0.50. The Purchase Decision variable has an AVE value of 0.613, Consumer Trust of 0.651, Influencer Marketing of 0.683, and Fashion Trends of 0.721.

According to Hair Jr et al, (2022) Heterotrait-Monotrait Ratio (HTMT) is used to test discriminant validity, namely the ability of each construct to be truly different from other constructs, the HTMT value must be less than 0.90 for discriminant validity to be met.

Table 3. Results of the Heterotrait-Monotrait ratio (HTMT) test

Source: SmartPLS version 4.0

Variables	Influencer Marketing	Consumer Trust	Buying decision	Fashion Trends
Influencer Marketing (X1)				
Consumer Confidence (Z)	0.609			
Purchase Decision (Y)	0.688	0.792		
Fashion Trends (X2)	0.331	0.658	0.688	

Based on Table 3, all HTMT values range from 0.331 to 0.792. The highest HTMT value is found in the relationship between Consumer Trust and Purchasing Decisions at 0.792, while the lowest value is found in the relationship between Influencer Marketing and Fashion Trends at 0.331.

The construct reliability in this study was evaluated using Cronbach's Alpha and Composite Reliability. According to Hair Jr et al. (2022), a construct is considered to have good reliability if its Cronbach's Alpha and Composite Reliability values are greater than 0.70. Cronbach's Alpha is used to measure internal consistency between indicators within a construct, while Composite Reliability is used to assess the level of construct reliability by considering the contribution of each indicator.

Table 4. Results of the Validity and Reliability Test of the Constructs

Source: SmartPLS version 4.0

Variables	Cronbach's alpha	Composite reliability	Information
Influencer Marketing (X1)	0.922	0.923	Reliable
Fashion Trends (X2)	0.922	0.924	Reliable
Consumer Confidence (Z)	0.933	0.936	Reliable
Purchase Decision (Y)	0.930	0.932	Reliable

Based on Table 4, all research variables have a Cronbach's Alpha value above 0.70, namely Influencer Marketing of 0.922, Fashion Trends of 0.922, Consumer Trust of 0.933, and Purchasing Decisions of 0.930.

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti **et al**

4.3 Evaluation of Inner Model (Structural Model)

The R-Square (R^2) value is used to measure the ability of exogenous variables to explain variations in endogenous variables in a structural model. According to Hair Jr et al., (2022) , an R-Square (R^2) value of 0.75 indicates a strong (substantial) model, 0.50 indicates a moderate model , and 0.25 indicates a weak model . The higher the R-Square value, the greater the ability of the independent variable to explain the dependent variable.

Table 5. R-Square (R^2)
Source: SmartPLS version 4.0

Variables	R-square
Consumer Confidence (Z)	0.538
Purchase Decision (Y)	0.687

Based on Table 5, the Consumer Trust (Z) variable has an R-Square value of 0.538. This result indicates that 53.8% of the variation in Consumer Trust can be explained by the Influencer Marketing and Fashion Trend variables, while the remaining 46.2% is influenced by other factors outside the research model that were not analyzed in this study. This value is included in the moderate category based on the criteria. Furthermore, the Purchase Decision (Y) variable has an R-Square value of 0.687. This means that 68.7% of the variation in Purchase Decisions can be explained by the variables Influencer Marketing, Fashion Trends, and Consumer Trust, while the remaining 31.3% is influenced by other factors outside the research model. Based on the criteria of Hair Jr et al., (2022) , this value is also included in the moderate category and indicates that the model has a good ability to explain Purchase Decisions. The f-square (f^2) value is used to measure the effect size of each exogenous variable on the endogenous variable in a structural model. According to Hair Jr et al. (2022), an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. The larger the f^2 value, the greater the contribution of an exogenous variable in explaining the endogenous variable.

Table 6. F-Square (F^2)
Source: SmartPLS version 4.0

Variables	f-square
Influencer Marketing (X1) → Consumer Trust (Z)	0.345
Influencer Marketing (X1) → Purchase Decision (Y)	0.254
Consumer Confidence (Z) → Purchase Decision (Y)	0.186
Fashion Trends (X2) → Consumer Confidence (Z)	0.462
Fashion Trends (X2) Purchase → Decisions (Y)	0.197

Based on Table 6, the Influencer Marketing variable on Consumer Trust has an f^2 value of 0.345, which is included in the medium influence category. The influence of Influencer Marketing on Purchasing Decisions has an f^2 value of 0.254, while Consumer Trust on Purchasing Decisions is 0.186. Both relationships are also included in the medium influence category. Meanwhile, Fashion Trends on Consumer Trust have an f^2 value of 0.462, which is included in the large influence category, while the influence of Fashion Trends on Purchasing Decisions has an f^2 value of 0.197, which is included in the medium influence category. Thus, the results of the f^2 test indicate that all exogenous variables have a significant contribution to the endogenous variables, with Fashion Trends having the largest influence on Consumer Trust.

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti et al

4.4 Hypothesis Testing

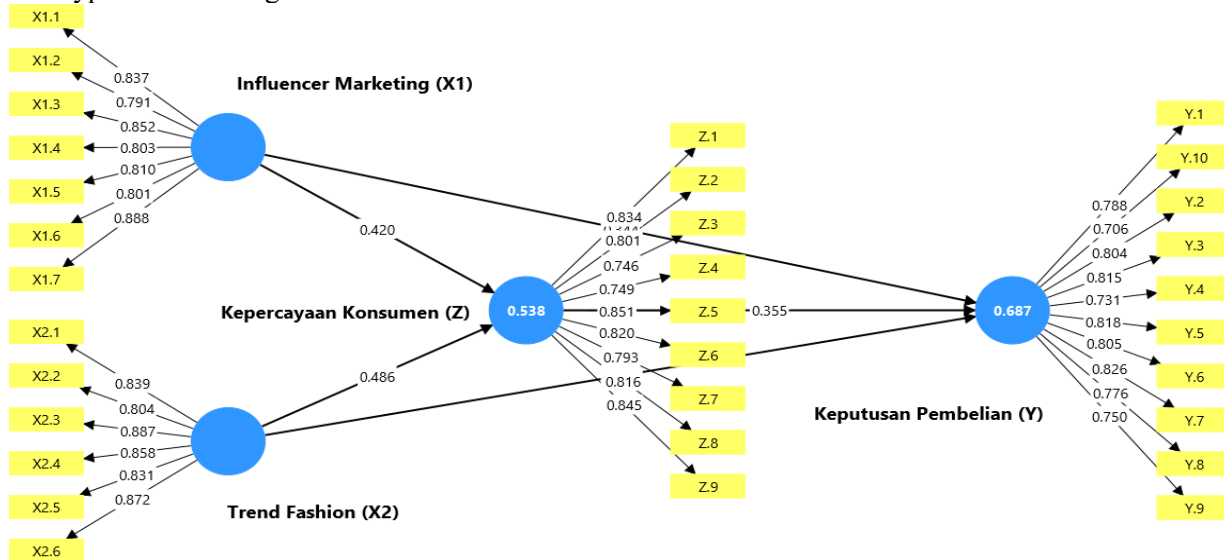


Figure 1. Bootstrapping test result model

Based on the analysis results using the PLS Algorithm, all indicators in the variables Influencer Marketing, Fashion Trends, Consumer Trust, and Purchasing Decisions have loading factor values ranging from 0.706 to 0.888. These results indicate that all indicators have met the convergent validity criteria because they have loading factor values above the minimum limit of 0.70 as stated by Hair Jr et al., (2022). Path coefficient testing is conducted to determine the direction and magnitude of the direct influence between variables in the research model. According to Hair Jr et al. (2022), a relationship is considered significant if it has a t-statistic value > 1.96 and a p-value < 0.05 at the 5% significance level. The path coefficient value (original sample) indicates the direction and magnitude of the influence between variables, while the t-statistic and p-value are used to determine whether the research hypothesis is accepted or rejected.

Table 5. Path Coefficients (Direct Effect)
Source: SmartPLS version 4.0

Relationship between variables	Original Sample (O)	T-Statistics	P-values	Decision
Influencer Marketing (X1) --Consumer Trust (Z)	0.420	6,573	0.000	Accepted
Influencer Marketing (X1) -- Purchase Decision (Y)	0.344	4,782	0.000	Accepted
Consumer Confidence (Z) -- Purchase Decision (Y)	0.355	4,309	0.000	Accepted
Fashion Trends (X2) -- Consumer Confidence (Z)	0.486	7,067	0.000	Accepted
Fashion Trends (X2) -- Purchase Decisions (Y)	0.315	4,856	0.000	Accepted

Based on Table 7, all relationships between variables have positive path coefficient values (Original Sample), ranging from 0.315–0.486. In addition, all relationships have t-statistics greater than 1.96 (4.309–7.067) and p-values of 0.000 (< 0.05). These results indicate that all direct effect hypotheses in this study are accepted. Thus, Influencer Marketing and Fashion Trends have a positive and significant effect on Consumer Trust and Purchasing Decisions, and Consumer Trust also has a positive and significant effect on Purchasing Decisions on the TikTok Shop application among Generation Z in Palu City. A specific indirect effect test was conducted to determine whether consumer trust mediates the influence of influencer marketing and fashion trends on purchasing decisions. According to Hair Jr et al. (2022), an indirect effect is considered significant if it has a t-statistic value > 1.96 and a p-value < 0.05 . The path coefficient value (Original Sample) indicates the magnitude of the indirect effect through the mediating variable, while the t-statistic and p-value are used to determine the significance of the mediating effect.

Table 6. Results of the Specific indirect effects test (Mediation Test)
Source: SmartPLS version 4.0

Relationship between variables	Path Coefficient (O)	T statistics	P values	Decision
Influencer Marketing (X1) → Consumer Trust (Z) → Purchase Decision (Y)	0.149	3,835	0.000	Accepted
Fashion Trend (X2) → Consumer Confidence (Z) → Purchase Decision (Y)	0.173	3,408	0.001	Accepted

Based on Table 8, all indirect relationships have positive path coefficient values (Original Sample), namely 0.149 and 0.173. In addition, both relationships have t-statistic values greater than 1.96 (3.835 and 3.408) and p-values smaller than 0.05 (0.000 and 0.001). These results indicate that Consumer Trust is able to significantly mediate the influence of Influencer Marketing and Fashion Trends on Purchasing Decisions, so all mediation hypotheses in this study are accepted.

4.5 Discussion

H1: The test results show that Influencer Marketing has a positive and significant effect on Consumer Trust with a path coefficient value of 0.420, a t-statistic value of 6.573 > 1.96, and a p-value of 0.000 < 0.05. Thus, the first hypothesis (H1) is accepted.

H2: The test results show that Fashion Trends have a positive and significant effect on Consumer Trust with a path coefficient value of 0.486, a t-statistic value of 7.067 > 1.96, and a p-value of 0.000 < 0.05. Thus, the second hypothesis (H2) is accepted.

H3: The test results show that Consumer Trust has a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.355, a t-statistic value of 4.309 > 1.96, and a p-value of 0.000 < 0.05. Thus, the third hypothesis (H3) is accepted.

H4: The test results show that Influencer Marketing has a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.344, a t-statistic value of 4.782 > 1.96, and a p-value of 0.000 < 0.05. Thus, the fourth hypothesis (H4) is accepted.

H5: The test results show that Fashion Trends have a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.315, a t-statistic value of 4.856 > 1.96, and a p-value of 0.000 < 0.05. Thus, the fifth hypothesis (H5) is accepted.

H6: The test results show that Consumer Trust mediates the influence of Influencer Marketing on Purchasing Decisions with a path coefficient value of 0.149, a t-statistic value of 3.835 > 1.96, and a p-value of 0.000 < 0.05. Thus, the sixth hypothesis (H6) is accepted.

H7: The test results show that Consumer Trust mediates the influence of Fashion Trends on Purchasing Decisions with a path coefficient value of 0.173, a t-statistic value of 3.408 > 1.96, and a p-value of 0.001 < 0.05. Thus, the seventh hypothesis (H7) is accepted.

4.6 Discussion

1. The Influence of Influencer Marketing on Consumer Trust

The results of the study indicate that Influencer Marketing has a positive and significant effect on Consumer Trust. This is evidenced by the path coefficient value of 0.420, the t-statistic value of 6.573 (>1.96), and the p-value of 0.000 (<0.05) so that the first hypothesis is accepted. These results indicate that the more effective the influencer is in conveying information about a product, the higher the level of consumer trust in the promoted product. The credibility, attractiveness, and ability of influencers in providing product reviews can increase consumer confidence before making a purchase. The results of this study are in line with research conducted by (Alfian & Abidin, 2026) which states that influencer credibility on TikTok has a positive and significant effect on consumer trust, thereby increasing purchase interest. In addition, (Dewi, Hutami and Azwar 2026) also proves that influencer credibility has a positive effect on customer trust in TikTok Shop users.

2. The Influence of Fashion Trends on Consumer Confidence

The results of the study show that Fashion Trends have a positive and significant effect on Consumer Trust, with a path coefficient value of 0.486, a t-statistic value of 7.067, and a p-value of 0.000, so the second hypothesis is

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti *et al*

accepted. These results indicate that fashion products that follow trends can increase consumer confidence in the quality, relevance, and attractiveness of the product. The more appropriate the product is to the development of fashion trends, the higher the level of consumer trust in the product. The results of this study are supported by research (Irawati 2025) which states that digital marketing factors on TikTok Shop can increase consumer trust, which then drives Generation Z purchasing decisions.

3. The Influence of Influencer Marketing on Purchasing Decisions

The results of the study show that Influencer Marketing has a positive and significant effect on Purchasing Decisions, with a path coefficient value of 0.344, a t-statistic value of 4.782, and a p-value of 0.000, so the third hypothesis is accepted. This shows that promotions carried out by influencers can influence consumer decisions in purchasing products on TikTok Shop. Information conveyed by influencers is considered more interesting and trustworthy so that it can increase consumer desire to buy. The results of this study are in line with research (Afrilia *et al.*, 2025) which proves that influencer marketing has a positive and significant effect on purchasing decisions for fashion products on e-commerce.

4. The Influence of Fashion Trends on Purchasing Decisions

The results of the study show that Fashion Trends have a positive and significant effect on Purchasing Decisions, with a path coefficient value of 0.315, a t-statistic value of 4.856, and a p-value of 0.000, so the fourth hypothesis is accepted. These results indicate that the higher consumer interest in developing fashion trends, the greater their tendency to make purchases. Generation Z tends to follow popular products so that trends become an important factor in the purchasing decision-making process. This finding is also supported by research on TikTok Shop which shows that trends and influencer activities play a role in increasing consumer purchasing decisions on the platform.

5. The Influence of Consumer Trust on Purchasing Decisions

The results of the study show that Consumer Trust has a positive and significant effect on Purchasing Decisions, with a path coefficient value of 0.355, a t-statistic value of 4.309, and a p-value of 0.000, so the fifth hypothesis is accepted. This shows that the higher the level of consumer trust in TikTok Shop, the more likely consumers are to make purchases. Trust in product information, transaction security, and service quality are important factors in driving purchasing decisions. The results of this study are in line with research (Nuraeni Yuni 2025) which states that consumer trust has a positive and significant influence on purchasing decisions for fashion products.

6. The Influence of Influencer Marketing on Purchasing Decisions through Consumer Trust

The results of the study show that Consumer Trust is able to mediate the influence of Influencer Marketing on Purchasing Decisions, with a path coefficient value of 0.149, a t-statistic value of 3.835, and a p-value of 0.000, so that the sixth hypothesis is accepted. This shows that influencer marketing not only influences purchasing decisions directly, but also through increasing consumer trust. The higher the trust built by influencers, the more likely consumers are to make purchases.

These results are in line with research (Irma Yunita, 2025) which proves that customer trust mediates the influence of influencer marketing on purchasing decisions on TikTok Shop.

7. The Influence of Fashion Trends on Purchasing Decisions through Consumer Trust

The results of the study show that Consumer Trust is able to mediate the influence of Fashion Trends on Purchasing Decisions, with a path coefficient value of 0.173, a t-statistic value of 3.408, and a p-value of 0.001, so that the seventh hypothesis is accepted. These results indicate that products that follow the development of fashion trends can increase consumer trust first, then encourage consumers to make purchasing decisions. Thus, consumer trust becomes a mechanism that strengthens the relationship between fashion trends and purchasing decisions.

This finding is supported by research by Faoziyah *et al.* (Pratama *et al.*, 2025), which shows that consumer trust acts as a mediating variable in increasing purchasing decisions among Generation Z TikTok Shop users.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the research results, it can be concluded that influencer marketing has a positive and significant impact on consumer trust in the TikTok Shop application among Generation Z in Palu City. This indicates that the better the marketing strategy implemented through influencers, the higher the level of consumer trust in the products offered on TikTok Shop. Fashion trends have also been shown to have a positive and significant impact on consumer trust. These findings indicate that products that follow emerging fashion trends can increase consumer confidence in making purchases through TikTok Shop. Furthermore, Consumer Trust has a positive and significant impact on Purchasing Decisions. In other words, the higher the level of consumer trust in TikTok Shop, the more likely consumers are to make a purchase. The results of the study also show that Influencer Marketing has a positive and

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti **et al**

significant impact on Purchasing Decisions. This means that promotions carried out by influencers can encourage consumers to make purchasing decisions on the TikTok Shop application. Fashion trends also have a positive and significant impact on Purchasing Decisions. Fashion products that are in line with consumer trends and needs have been shown to increase purchasing decisions among Generation Z in Palu City. Furthermore, consumer trust was shown to mediate the influence of influencer marketing and fashion trends on purchasing decisions. These results indicate that consumer trust plays a significant role in strengthening the influence of influencer marketing and fashion trends on purchasing decisions on the TikTok Shop app. Therefore, all hypotheses proposed in this study are accepted, and the research model developed adequately explains the relationships between variables.

5.2 Suggestions

Based on the research results, several recommendations can be made. For the Influencer Marketing variable, the Impression indicator achieved the lowest average score of 3.96. Therefore, businesses on TikTok Shop are advised to collaborate with influencers who can present more engaging, informative, and creative content to create a stronger impression on consumers about the products being promoted. For the Fashion Trends variable, the Trendy (Following Trends) indicator had the lowest average value at 3.94. Therefore, sellers on TikTok Shop are expected to be more responsive in following fashion trends currently in demand among Generation Z, so that the products offered remain relevant to consumer needs and preferences. For the Consumer Trust variable, the Reliability indicator achieved the lowest average score of 3.75. Therefore, TikTok Shop and sellers need to improve product quality consistency, ensure product conformity with displayed descriptions, and maintain prompt service to further enhance consumer trust. In the Purchase Decision variable, the Dealer Choice indicator obtained the lowest average score of 3.57. Therefore, sellers on TikTok Shop are advised to improve their store credibility by providing comprehensive product information, providing responsive service, and maintaining their store reputation through positive reviews to increase consumer confidence in their purchasing decisions.

REFERENCES

- Afrilia, V., Zulaihati, S., & Kismayanti Respati, D. (2025). Ekopedia : Jurnal Ilmiah Ekonomi. Jurnal Ilmiah Ekonomi, 1(2), 450–458.
- Alfian, R. A., & Abidin, Z. (2026). The Effect of TikTok Social Media Influencer Credibility on Consumer Trust and Its Impact on Product Purchase Intention. 7(October 2025), 162–182.
- Alfifto. (2024). Statistika Penelitian : Konsep dan Kasus.
- Arif Sudaryana, Santi Lila Erlanggi, & Pradita Nindya Aryandha. (2025). Consumer Trust as the Key: Analysis of Its Influence on Online Purchase Interest in the Marketplace. UPY Business and Management Journal (UMBJ), 4(2), 190–199. <https://doi.org/10.31316/ubmj.v4i2.7914>
- Athaya, F. H., & Irwansyah. (2021). Memahami Influencer Marketing Kajian literatur dalam Variabel Penting Bagi Influencer.
- Della, D. (2021). Peran media sosial dalam mempengaruhi orientasi kewirausahaan. Forum Ekonomi, 23(4), 708–713. <https://doi.org/10.30872/jfor.v23i4.10163>
- Dewi, L., Ningsih, R., & Nurhayaty, E. (2026). Pengaruh Gaya Hidup , Trend Fashion , dan Online Customer Review terhadap Keputusan Pembelian Produk Ecinos di Tiktok Shop pada Generasi Z Jakarta Timur. 5(1), 7941–7949.
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. Humanities and Social Sciences Communications, 11(1), 1–14. <https://doi.org/10.1057/s41599-024-02760-9>
- Hair Jr et al. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook (p. 197). Springer Nature. In Structural Equation Modeling: A Multidisciplinary Journal (Vol. 30, Number July).
- Journal, I. I., & Economics, S. (2026). THE ROLE OF INFLUENCER CREDIBILITY AND ELECTRONIC WORD OF. 9(2), 15703–15719.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management. Pearson Education Limited.
- Lubis, N. (2021). Pengaruh Trend Fashion Promosi Terhadap Keputusan Pembelian Produk Fashion Pada Mahasiswa program studi Ekonomi Syariah IAIN.
- Mahardika, bunga salwa, & Sholahuddin, M. (2025). the Influence of Influencer Credibility and Online. 5(2), 2264–2281.
- Mahardini, S., Singal, V. G., & Hidayat, M. (n.d.). PENGARUH CONTENT MARKETING DAN INFLUENCER MARKETING TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA APLIKASI TIK-TOK DI

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti *et al*

- WILAYAH. 6(1), 180–187.
- Maryanti, W. (2023). Analisis penggunaan fitur tiktok shop terhadap perilaku konsumtif generasi z kota Palopo. Skripsi, 1–104.
- Nuraeni Yuni Siti, & Irawati, D. (2025). Procuratio : Jurnal Ilmiah Manajemen Procuratio : Jurnal Ilmiah Manajemen. Charli Ones Chintya, Putri Intan Permata Sari Dkk., 7(2), 152–164.
- Permana, E., Rafi, M., Prasetya, P., Falah, M. R., & Wijaya, A. M. (2025). Analisis Keputusan Pembelian Konsumen saat Live Shopping pada Platform TikTok Produk Fashion. 2.
- Pratama, G., Millah, F., Aeni, F., Rokhmatullah, L., Atikah, N., & Asyarofah, W. (n.d.). PENGARUH PERILAKU KONSUMTIF TERHADAP TREND FASHION STUDI KASUS MAHASISWI CIAYUMAJAKUNING. 13(1), 2023.
- Putu Tita Marsya, N., & Irma Yunita, P. (2025). Mediasi Customer Trust Terhadap Keputusan Pembelian Skincare di TikTok Shop: Pengaruh Influencer Marketing dan Perceived Usefulness. *Journal of Accounting and Finance Management*, 6(5), 2607–2614. <https://doi.org/10.38035/jafm.v6i5.2775>
- Siburian, C. F. (2025). PENGARUH INFLUENCER MARKETING DAN TREND FASHION APLIKASI TIKTOK SHOP DIKALANGAN GENERASI Z SKRIPSI OLEH : CHINTIA FEBRIYANI SIBURIAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MEDAN AREA MEDAN Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana.
- Sugiyono. (2023). metode penelitian kuantitatif kualitatif dan R&D. In *Proceedings of the National Academy of Sciences* (Vol. 3, Number 1). ALFABETA.
- Udayana, I. B. N., & Pramana, A. (2019). Building Consumer Trust to Increase Purchase Intention. *Journal of Management and Entrepreneurship*, 7(2), 112–123.
- Valencia, L. F., Anggia, F., Kristian, B., Ittaqullah, N., Manajemen, J., Oleo, U. H., & Pembelian, K. (2026). PENGARUH INOVASI PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA LIPSTIK HANASUI (STUDI KASUS MAHASISWI UNIVERSITAS HALU OLEO). 3(1), 283–296.
- Afrilia, V., Zulaihati, S., & Kismayanti Respati, D. (2025). Ekopedia : Jurnal Ilmiah Ekonomi. *Jurnal Ilmiah Ekonomi*, 1(2), 450–458.
- Alfian, R. A., & Abidin, Z. (2026). The Effect of TikTok Social Media Influencer Credibility on Consumer Trust and Its Impact on Product Purchase Intention. 7(October 2025), 162–182.
- Alfifto. (2024). *Statistika Penelitian : Konsep dan Kasus*.
- Arif Sudaryana, Santi Lila Erlanggi, & Pradita Nindya Aryandha. (2025). Consumer Trust as the Key: Analysis of Its Influence on Online Purchase Interest in the Marketplace. *UPY Business and Management Journal (UMBJ)*, 4(2), 190–199. <https://doi.org/10.31316/ubmj.v4i2.7914>
- Athaya, F. H., & Irwansyah. (2021). Memahami Influencer Marketing Kajian literatur dalam Variabel Penting Bagi Influencer.
- Della, D. (2021). Peran media sosial dalam mempengaruhi orientasi kewirausahaan. *Forum Ekonomi*, 23(4), 708–713. <https://doi.org/10.30872/jfor.v23i4.10163>
- Dewi, L., Ningsih, R., & Nurhayaty, E. (2026). Pengaruh Gaya Hidup , Trend Fashion , dan Online Customer Review terhadap Keputusan Pembelian Produk Ecinos di Tiktok Shop pada Generasi Z Jakarta Timur. 5(1), 7941–7949.
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, 11(1), 1–14. <https://doi.org/10.1057/s41599-024-02760-9>
- Hair Jr et al. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook (p. 197). Springer Nature. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Number July).
- Journal, I. I., & Economics, S. (2026). THE ROLE OF INFLUENCER CREDIBILITY AND ELECTRONIC WORD OF. 9(2), 15703–15719.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. Pearson Education Limited.
- Lubis, N. (2021). Pengaruh Trend Fashion Promosi Terhadap Keputusan Pembelian Produk Fashion Pada Mahasiswa program studi Ekonomi Syariah IAIN.
- Mahardika, bunga salwa, & Sholahuddin, M. (2025). the Influence of Influencer Credibility and Online. 5(2), 2264–2281.
- Mahardini, S., Singal, V. G., & Hidayat, M. (n.d.). PENGARUH CONTENT MARKETING DAN INFLUENCER MARKETING TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA APLIKASI TIK-TOK DI WILAYAH. 6(1), 180–187.

THE INFLUENCE OF INFLUENCER MARKETING AND FASHION TRENDS ON PURCHASE DECISIONS THROUGH CONSUMER TRUST IN THE TIKTOK SHOP APPLICATION AMONG GENERATION Z IN PALU CITY

Cinta Nur Ahda Febriyanti **et al**

- Maryanti, W. (2023). Analisis penggunaan fitur tiktok shop terhadap perilaku konsumtif generasi z kota Palopo. Skripsi, 1–104.
- Nuraeni Yuni Siti, & Irawati, D. (2025). Procuratio : Jurnal Ilmiah Manajemen Procuratio : Jurnal Ilmiah Manajemen. Charli Ones Chintya, Putri Intan Permata Sari Dkk., 7(2), 152–164.
- Permana, E., Rafi, M., Prasetya, P., Falah, M. R., & Wijaya, A. M. (2025). Analisis Keputusan Pembelian Konsumen saat Live Shopping pada Platform TikTok Produk Fashion. 2.
- Pratama, G., Millah, F., Aeni, F., Rokhmatullah, L., Atikah, N., & Asyarofah, W. (n.d.). PENGARUH PERILAKU KONSUMTIF TERHADAP TREND FASHION STUDI KASUS MAHASISWI CIAYUMAJAKUNING. 13(1), 2023.
- Putu Tita Marsya, N., & Irma Yunita, P. (2025). Mediasi Customer Trust Terhadap Keputusan Pembelian Skincare di TikTok Shop: Pengaruh Influencer Marketing dan Perceived Usefulness. *Journal of Accounting and Finance Management*, 6(5), 2607–2614. <https://doi.org/10.38035/jafm.v6i5.2775>
- Siburian, C. F. (2025). PENGARUH INFLUENCER MARKETING DAN TREND FASHION APLIKASI TIKTOK SHOP DIKALANGAN GENERASI Z SKRIPSI OLEH : CHINTIA FEBRIYANI SIBURIAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MEDAN AREA MEDAN Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana.
- Sugiyono. (2023). metode penelitian kuantitatif kualitatif dan R&D. In *Proceedings of the National Academy of Sciences* (Vol. 3, Number 1). ALFABETA.
- Udayana, I. B. N., & Pramana, A. (2019). Building Consumer Trust to Increase Purchase Intention. *Journal of Management and Entrepreneurship*, 7(2), 112–123.
- Valencia, L. F., Anggia, F., Kristian, B., Ittaqullah, N., Manajemen, J., Oleo, U. H., & Pembelian, K. (2026). PENGARUH INOVASI PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA LIPSTIK HANASUI (STUDI KASUS MAHASISWI UNIVERSITAS HALU OLEO). 3(1), 283–296.