

INFLUENCER MARKETING AND E-WOM ON MUSLIM FASHION BUYING DECISIONS ON SOCIAL-MEDIA: AN EXTENDED TPB FRAMEWORK

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Abstract

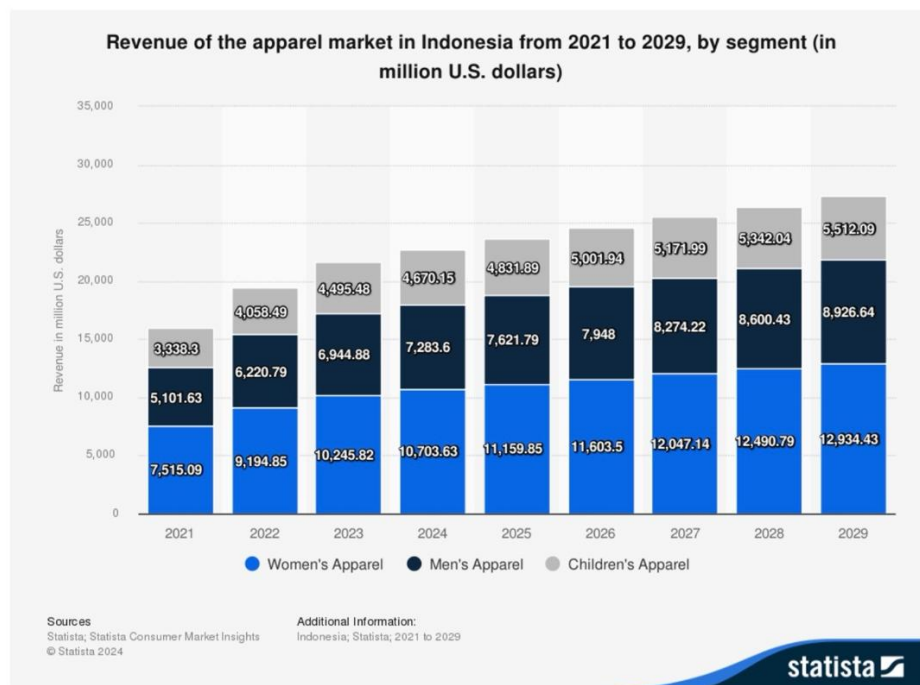
This study aims to analyze the effects of influencer marketing and Electronic Word Of Mouth (e-WOM) on Muslim fashion purchase decisions on social media using the Theory of Planned Behavior (TPB) approach. A quantitative method was employed by distributing an online survey to 240 Muslim female respondents in Jakarta, Yogyakarta, Surabaya, and Bandung. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that influencer marketing and e-WOM have a positive and significant effect on purchase decisions of Muslim fashion on social media. In addition, attitude, subjective norm, and perceived behavioral control also significantly influence purchase decisions. Purchase intention is proven to act as a mediating variable that strengthens the relationship between digital marketing variables and purchase decisions. These findings suggest that Muslim fashion purchase decisions on social media are influenced by both digital marketing factors and consumers' psychological considerations. This study applies an extended TPB framework by incorporating influencer marketing and e-WOM as external antecedents of purchase intention and purchase decision in the Muslim fashion context.

Keywords: Influencer Marketing, Electronic Word of Mouth, Theory of Planned Behavior, Purchase Intention, Purchase Decision

INTRODUCTION

The Muslim fashion industry in Indonesia has experienced remarkably rapid growth over the past decade. This expansion has been driven by the country's large Muslim population, increasing awareness of clothing styles that align with Islamic values, and the global development of the halal industry. Indonesia has consistently ranked among the leading countries with the highest levels of Muslim fashion consumption worldwide, in line with rising consumer expenditure and the growing use of digital platforms for commercial activities (State of the Global Islamic Economy Report, 2023; Salaam, 2022). This condition positions Muslim fashion not only as an expression of cultural and religious identity but also as a strategic sector within the Islamic economy (M. Aziz, Ghofur, & Hidayati, 2021)

The advancement of digital technology, particularly social media, has significantly transformed consumer behavior in purchase decision-making processes. Platforms such as Instagram, TikTok, and Shopee have become primary channels for consumers to seek product information, compare alternatives, and conduct online transactions (N. A. R. Putri & Iriani, 2019)(N. A. R. Putri & Iriani, 2019). Social media enables two-way interaction between consumers and businesses while simultaneously strengthening the role of social opinion in shaping preferences and purchase decisions (M. S. N. Aziz, Bukhari, & Nursal, 2025). Statistical data indicate that revenue in the women's Muslim fashion segment from 2021 to 2029 shows a consistent upward trend.



Sources: <https://www.statista.com/outlook/cmo/apparel/indonesia?currency=USD#revenue>

Figure 1. Revenue Of The Apparel Market In Indonesia From 2021 to 2029, by Segment (In Million U.S. Dollars)

It can be observed that in 2021, revenue in the women's Muslim fashion segment amounted to USD 7,515.09 million. This figure increased annually, reaching USD 9,194.85 million in 2022 and USD 10,245.82 million in 2023, and it is projected to continue rising to USD 12,934.43 million by 2029. These data indicate that the women's Muslim fashion segment dominates the market and is expected to remain a leading contributor to revenue growth through 2029. This trend also suggests that, over time, public awareness of Muslim fashion has increased, which in turn has contributed to the growing demand and expansion of the Muslim fashion industry.

In the context of digital marketing, influencer marketing has emerged as one of the most dominant promotional strategies, particularly within the fashion industry. Influencers function as opinion leaders capable of shaping consumers' perceptions, attitudes, and levels of trust through their credibility, expertise, and personal appeal (Wirawan, Mildawati, & Suryono, 2022). In the Muslim fashion market, the role of influencers has become increasingly important because consumers consider not only product aesthetics but also alignment with Islamic values such as modesty, honesty, and trustworthiness in information delivery (Anggraini & Ahmad, 2024).

In addition to influencer marketing, Electronic Word of Mouth (e-WOM) also plays a crucial role in influencing online purchasing behavior. e-WOM refers to various forms of reviews, comments, and recommendations shared by consumers through digital media based on their experiences with a product or brand (Ahmed & Nasir, 2024). Information originating from fellow consumers tends to be perceived as more objective and can reduce perceived risk in online purchases (Purwantini & Tripalupi, 2021). In the context of Muslim fashion, e-WOM serves as an important source of information regarding material quality, comfort, sizing, and product compliance with standards of modesty and Islamic principles.

To explain consumer behavior in this context, the Theory of Planned Behavior (TPB) is one of the most widely used theoretical frameworks. TPB posits that individual behavior is influenced by behavioral intention, which is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Numerous studies have demonstrated that TPB is effective in explaining purchase intentions and decisions, including in the context of online shopping and value-based products (Ahmmadi, Rahimian, & Movahed, 2021).

Most studies applying TPB still focus primarily on the theory's core constructs and have not optimally integrated external digital marketing factors, such as influencer marketing and e-WOM, which are increasingly relevant within the social media ecosystem (Avianti & Aminah, 2023). On the other hand, research on influencer marketing and e-WOM in Muslim fashion products generally examines these variables separately, without comprehensively linking them within a

theory-based consumer behavior framework (Claudio & Wardani, 2024). This condition indicates a research gap concerning the development of TPB that is more contextualized to the dynamics of digital marketing.

Furthermore, empirical studies integrating influencer marketing, e-WOM, and TPB within the context of Muslim fashion consumers in major Indonesian cities remain relatively limited. Cities such as Jakarta, Yogyakarta, Surabaya, and Bandung represent centers of creative industry growth, digital penetration, and Muslim fashion trends, making them relevant contexts for examining consumer behavior in the digital era (N. P. A. K. K. Putri & Sukawati, 2019) (N. E. Putri, Andriansyah, & Badjie, 2023).

Based on this background, this study aims to analyze the influence of influencer marketing and Electronic Word of Mouth on Muslim fashion purchase decisions on social media by extending the Theory of Planned Behavior framework. Purchase intention is positioned as a mediating variable linking influencer marketing, e-WOM, and the core TPB constructs—attitude, subjective norm, and perceived behavioral control—to purchase decisions. By integrating digital marketing factors into the TPB framework, this research is expected to provide theoretical contributions by enriching the application of the Theory of Planned Behavior in explaining Muslim fashion consumer behavior in digital environments, as well as practical contributions for Muslim fashion industry practitioners in designing effective digital marketing strategies aligned with Islamic values.

METHODS

This study uses explanatory research, which explains correlational relationships between variables (Saunders, Lewis, & Thornhill, 2011). This study attempts to explain phenomena based on the relationships found between existing variables. This research is quantitative research based on statistical numbers. Therefore, the purpose of this study is to explain the influence of influencer marketing and e-WOM on Muslim fashion purchasing decisions on social media. The population is all elements in the study, including objects and subjects with certain traits and characteristics (Saunders et al., 2011). The population in this study was female consumers domiciled in four major cities (DKI Jakarta, D.I. Yogyakarta, Bandung, Surabaya), with each age group being late adolescence (18-25 years) and early adulthood (25-35 years). Based on the calculation of the number of samples in this study, there were 240 respondents, where this sample size is categorized as having met the research quantity requirements used in the SEM model for further analysis.

Table 1. Operational definition of variables

No	Variable	Operational definition of variables	Indicator	Scale Measurement
1.	Influencer Marketing (X1)	A modern marketing and public relations approach that targets consumer prospects and information seekers (Ponirah, 2020)	1. Visibility 2. Credibility 3. Attractiveness 4. Power	Likert Scale
2.	Electronic Word Of Mouth (EWOM) (X2)	A form of statement that can be positive or negative that is conveyed by consumers regarding products or services to the general public via the internet..(Zaitul, Melmusi, & Ilona, 2021)	1. Reading other consumers' product reviews online. 2. Gathering information from consumer reviews online. 3. Conducting online consultations. 4. Worrying about not reading online reviews before purchasing something. 5. Increasing self-confidence after reading online reviews	Likert Scale
3	Attitude (X3)	Attitude refers to a person's ongoing judgment, feeling, or tendency toward an object or idea. Attitude plays a role in individual behavior. (Ajzen & Fishbein, 1970)	1. Cognitive 2. Affective 3. Conative	Likert Scale

4	Subjectif Norm (X4)	An individual's beliefs about the expectations held by people they use as reference, such as family, friends, or tax consultants, and their motivation to meet those expectations. These social expectations contribute to the formation of subjective norms that influence behavior.	1. There is a tendency to purchase certain products within the consumer's social environment. 2. A belief that arises among consumers that certain products are the consumer's social choice.	Likert Scale
5.	Perceived Behavioral Control (X5)	Behavioral control is when a person has complete control over a particular action when there are no obstacles preventing it. On the other hand, in extreme situations there may be no possibility of controlling a behavior at all, perhaps due to a lack of the necessary opportunities, resources, or skills.	1. Consumers have complete control over purchasing decisions. 2. Consumers have sufficient funds to purchase the desired product. 3. Consumers have the time available to make the purchase. (Susanto & Sahetapy, 2021)	Likert Scale
6.	Purchase Intention (Z)	Purchase intention is an individual's or consumer's conscious plan to make an effort to purchase a product. (Spears & Singh, 2004)	1. Exploratory 2. Transactional 3. Preferential	Likert Scale

7.	Buying decision (Y)	A purchasing decision is a decision-making process by which a person selects a product or service offered in the market.	1. Need recognition 2. Purchase decision 3. Post-purchase	Likert Scale
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Within the TPB framework, external information sources can influence consumer behavior by shaping underlying behavioral beliefs, normative beliefs, and control beliefs. In the context of social media, influencer marketing and e-WOM serve as important sources of information that affect how consumers evaluate products and perceive social expectations. Influencer recommendations may enhance favorable attitudes and strengthen perceived social approval toward Muslim fashion products, while e-WOM can reduce uncertainty and increase consumers' confidence in making purchasing decisions. Consequently, these digital marketing factors are conceptually positioned as external antecedents that complement the core TPB constructs in explaining purchase intention and purchase decision (Ajzen, 2020).

The following is a theoretical framework created by the researchers to examine in more detail the relationship between the dependent and independent variables. In this study, the framework is used to simplify the formulation of the problem and can be described as follows:

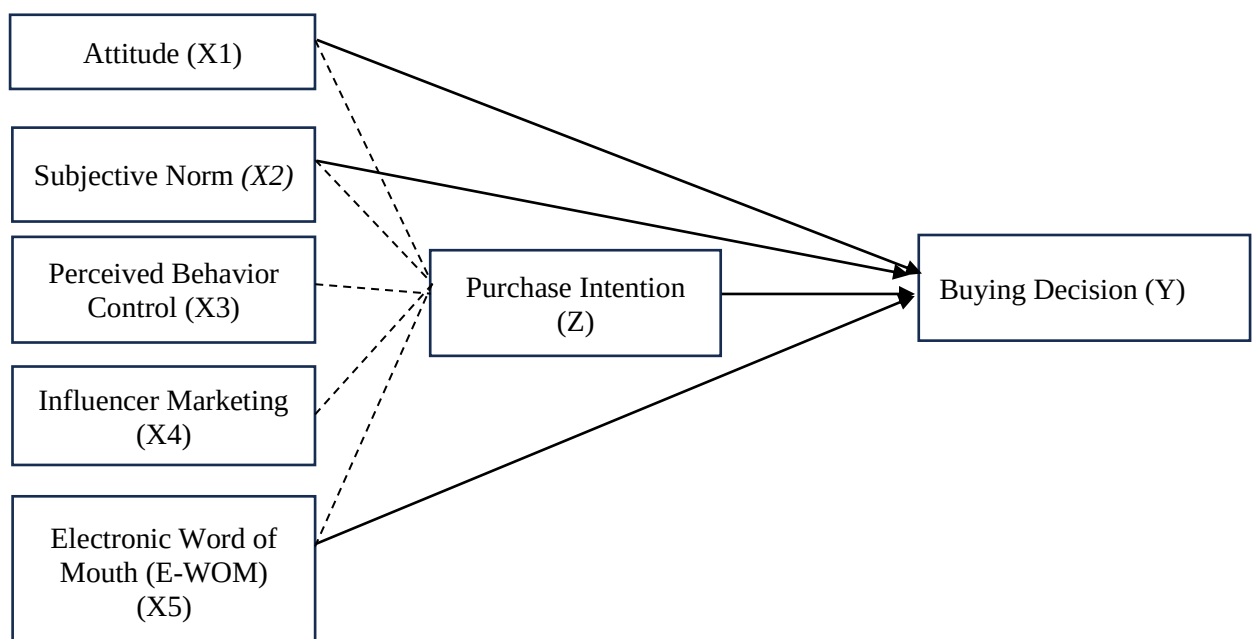
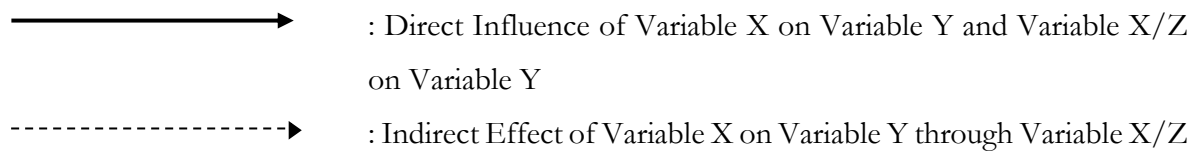


Figure 2. Theoretical Framework

Framework :



To reduce the unreliability caused by the use of normal distribution errors in hypothesis testing, a bootstrap approach was used. This strategy creates pseudo-data that closely resembles the original data by using information from the original data and paying attention to the quality of the original data. The structural equation formation used in this study is:

$$\eta = \gamma_1 \xi_1 + \gamma_2 \xi_2 + \gamma_3 \xi_3 + \gamma_4 \xi_4 + \gamma_5 \xi_5 + \gamma_6 (\xi_1 + KP) + \gamma_6 (\xi_1 + KP) + \gamma_6 (\xi_1 + KP) + \gamma_6 (\xi_1 + KP) + \gamma_6 (\xi_1 + KP) + \zeta$$

Hypothesis testing can be evaluated based on the path coefficient values and their levels of significance. The significance level is used to statistically determine whether a hypothesis is accepted or rejected in a study. The significance level applied in this research is 5%. A significance level (α) of 0.05 indicates the threshold for rejecting the null hypothesis when a 5% level is chosen. The decision rules used in this study are as follows:

$H_0: \beta = 0$, indicating that there is no significant positive effect.

$H_a: \beta \neq 0$, indicating that there is a significant positive effect.

Criteria:

If P-value < 0.05 ($\alpha = 5\%$), H_0 is rejected and H_a is accepted.

If P-value > 0.05 ($\alpha = 5\%$), H_0 is accepted and H_a is rejected.

RESULT AND DISCUSSION

Hypothesis testing in this study employed Partial Least Squares (PLS), which is part of a variance-based SEM approach. The analysis process was conducted using SmartPLS software version 4.1.1.4 to estimate the structural model. The research model consists of two components: the outer model and the inner model. The outer model testing includes convergent validity, discriminant validity, composite reliability, and Average Variance Extracted (AVE), while the inner model is analyzed through R-Square (R^2), Q-Square, and Path Coefficient values.

The results of the SEM-PLS analysis are presented in two major sections. First is the measurement model analysis, which includes the evaluation of the measurement model and testing the significance of relationships between indicators and constructs. Second is the structural model analysis, which covers the evaluation of the structural model and testing the significance of relationships among latent variables (Dawes, 2008).

Measurement Model Results (Outer Model)

The evaluation of the measurement model quality was conducted by examining the validity and reliability aspects of the research instrument. Although preliminary tests had been carried out to assess validity and reliability, re-testing remained necessary after all research data had been collected. This step was intended to ensure that the research instrument remained valid and reliable when applied to a sample size appropriate for SEM-PLS analysis requirements. In this study, the dataset consisted of 240 respondents.

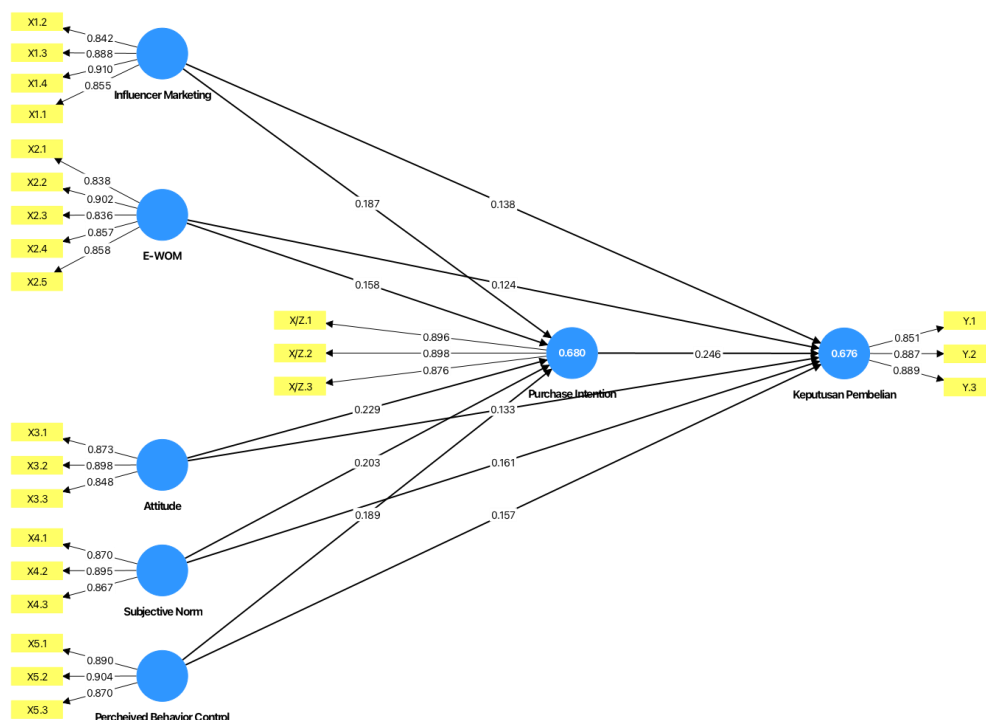


Figure 3. Research Outer Model 1

Source: Output Smart PLS 4.1.1.4 2025

Figure 3 shows that the construct of the Influencer Marketing variable is measured through three indicators, namely X1.1, X1.2, X1.3, and X1.4. The Electronic Word of Mouth variable is measured through five indicators, namely X2.1, X2.2, X2.3, X2.4, and X2.5. The Attitude variable is measured through three indicators, namely X3.1, X3.2, and X3.3. Then the Subjective Norm variable is measured through three indicators, namely X4.1, X4.2, and X4.3. Furthermore, the Perceived Behavior Control variable is measured through three indicators, namely X5.1, X5.2, and X5.3. The Purchase Intention variable is measured through three indicators, namely Z/X.1, Z/X.2, and Z/X.3, and the Purchase Decision variable is measured through three indicators, namely Y.1, Y.2, and Y.3.

Convergent Validity Test

The outer model test generally consists of three tests: Convergent Validity, Discriminant Validity, and Reliability. The results of the outer loading test obtained in this study will be described in detail in the following section, beginning with the presentation of the validity test results, which are the primary source for assessing the feasibility of the research instrument. Convergent validity testing aims to assess the suitability of indicators in representing the measured variables. The criterion used is that the loading factor value must exceed 0.7. The complete results of this test can be seen in the following table:

Table 2. Outer Loading Test Result

	Influencer Marketing	E- Wom	Attitude	Subjective Norm	Perceived Behavior Control	Purchase Intention	Buying Decision
X1.1	0.855						
X1.2	0.842						
X1.3	0.888						
X1.4	0.910						
X2.1		0.838					
X2.2		0.902					
X2.3		0.836					
X2.4		0.857					
X2.5		0.858					
X3.1			0.873				
X3.2			0.898				
X3.3			0.848				
X4.1				0.870			
X4.2				0.895			
X4.3				0.867			
X5.1					0.890		
X5.2					0.904		
X5.3					0.870		
Z/X.1						0.896	
Z/X.2						0.898	
Z/X.3						0.876	

Y.1	0.851
Y.2	0.887
Y.3	0.889

Source: Data processed using the Smart PLS 4.1.1.4 2025 application

Based on Table 2, it can be concluded that all indicators used in this study met the criteria for convergent validity. This is evident from the loading factor values for each indicator within their respective constructs, which were recorded as greater than 0.7. Thus, it is certain that these indicators have a strong correlation with the constructs they measure.

Discriminant Validity Test

A discriminant validity test was conducted to ensure that each indicator within a construct does not have a higher correlation with indicators from other constructs. In other words, a construct is considered more accurate in predicting indicators within its own block than other construct blocks. A measurement model is considered valid if the loading value is between 0.50 and 0.60, which is considered adequate. The results of the discriminant validity test using the Fornell-Larcker criteria in this study are presented in Table 3 below.

Table 3. Discriminant Validity

	Influencer Marketing	E- Wom	Attitude	Subjective Norm	Perceived Behavior Control	Purchase Intention	Buying Decision
Influencer Marketing	0.874						
E-Wom	0.6111	0.859					
Attitude	0.673	0.675	0.873				
Subjective Norm	0.739	0.619	0.670	0.877			
Perceived Behavior Control	0.627	0.661	0.644	0.652	0.888		
Purchase Intention	0.707	0.678	0.719	0.716	0.691	0.890	

Buying Decision	0.694	0.668	0.696	0.707	0.686	0.747	0.876
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Source: Data processed using the Smart PLS 4.1.1.4 2025 application

The test results indicate that all constructs in this study meet the Fornell-Larcker criteria, thus concluding that each construct has adequate discriminant validity. Thus, the constructs in this research model can be stated as distinct from each other and there is no overlap between variables. This indicates that all indicators have met the discriminant validity criteria. Furthermore, the study also conducted a discriminant validity test using the Heterotrait-Monotrait Ratio of Correlations (HTMT) method, as presented in Table 4 below.

Table 4. Result of Heterotrait-Monotrait Ratio of Correlations

	Influencer Marketing	E-Wom	Attitude	Subjective Norm	Perceived Behavior Control	Purchase Intention	Buying Decision
Influencer Marketing							
E-Wom	0.673						
Attitude	0.770	0.766					
Subjective Norm	0.844	0.701	0.791				
Perceived Behavior Control	0.705	0.737	0.749	0.760			
Purchase Intention	0.796	0.759	0.838	0.832	0.793		
Buying Decision	0.792	0.757	0.821	0.832	0.797	0.868	

Source: Data processed using the Smart PLS 4.1.1.4 2025 application

Based on the analysis results, the HTMT values between constructs were obtained as follows: the relationship between Influencer Marketing and Electronic Word of Mouth was 0.673; Influencer Marketing and Attitude, 0.770; Influencer Marketing and Subjective Norm, 0.844; Influencer Marketing and Perceived Behavioral Control, 0.705; Influencer Marketing and Purchase Intention,

0.796; Influencer Marketing and Purchase Decision, 0.792; Electronic Word of Mouth and Attitude, 0.766; Electronic Word of Mouth and Subjective Norm, 0.701; Electronic Word of Mouth and Perceived Behavioral Control, 0.737; Electronic Word of Mouth and Purchase Intention, 0.759; Electronic Word of Mouth and Purchase Decision, 0.757; Attitude and Subjective Norm, 0.791; Attitude and Perceived Behavioral Control, 0.749; Attitude and Purchase Intention, 0.838; Attitude and Purchase Decision, 0.821; Subjective Norm and Perceived Behavioral Control, 0.760; Subjective Norm and Purchase Intention, 0.832; Subjective Norm and Purchase Decision, 0.832; Perceived Behavioral Control and Purchase Intention, 0.793; Perceived Behavioral Control and Purchase Decision, 0.797; and Purchase Intention and Purchase Decision, 0.868.

All HTMT values are below the recommended threshold of 0.85–0.90 (with most values even below 0.80). Thus, these results indicate that each construct in the model demonstrates good discriminant validity. In other words, each latent variable used in this study shows clear distinctions and validly represents the concept being measured. With discriminant validity fulfilled, the constructs of Influencer Marketing, Electronic Word of Mouth, Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, and Purchase Decision, along with their interaction variables, can be considered appropriate for use.

Reliability and AVE Testing

The next step is reliability testing, which is conducted to assess construct reliability using the output in the latent variable coefficients view. Two main criteria are employed, namely Cronbach's Alpha and Composite Reliability. A construct is considered valid and reliable when both values exceed 0.70. Meanwhile, the Average Variance Extracted (AVE) value should be at least 0.50. The detailed results of the reliability measurement can be seen in Table 5.

Table 5. Result of *Cronbach's Alpha* dan *Composite Reliability*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Influencer Marketing	0.897	0.903	0.928	0.764
E-Wom	0.911	0.914	0.933	0.737
Attitude	0.844	0.847	0.906	0.763
Subjective Norm	0.850	0.852	0.909	0.770

Perceived Behavior Control	0.866	0.868	0.918	0.789
Purchase Intention	0.869	0.871	0.920	0.792
Buying Decision	0.848	0.849	0.908	0.767

Source: Data processed using the Smart PLS 4.1.1.4 2025 application

The Cronbach's Alpha and combined reliability values were all recorded above 0.7, and the AVE value was also above 0.50. These findings indicate that the measurement instrument used is accurate, so the data obtained from respondents can be considered reliable. Therefore, each latent variable was measured using a reliable method, which can ensure the consistency of the research results.

Structural Model Results (Inner Model)

In this study, the model fit test, R-Squared (R^2), Q-Squared, and path coefficients were integrated into the evaluation of the structural model (inner model).

R-Square (R^2) and Q-Square Analysis Test

The best way to assess a model's capacity to explain endogenous variation is through its specification. This structure is known as the R-Squared Value. The structural model (inner model) is a model that predicts how latent variables will interact. A strong model has an R-Square value of 0.75, while a moderate model has an R-Square value of 0.5, and a weak model has an R-Square value of only 0.25.

Table 6. R-Square Value

	R-square	R-square adjusted
Buying Decision	0.676	0.668
<i>Purchase Intention</i>	0.680	0.673

Source: Data processed using the Smart PLS 4.1.1.4 2025 application

Based on Table 6 above, the R-square (R^2) value for purchase decision falls within the moderate category at 0.676, while the R-square value for Purchase Intention is 0.680. Thus, the independent variables simultaneously influence 67.6% of consumer decisions, while the remaining 32.4% is determined by other variables not examined in this study. According to Ghazali (2014) and Yuliyanti (2025), the Q^2 value is used to measure how well a model generates observed and

estimated parameters. A Q-Square value greater than 0 indicates that the model has good predictive relevance. The following formula can be used to calculate the predictive relevance value (Q-Square):

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2 \text{ of endogenous variable}) \\
 &= 1 - (1 - 0.676) \\
 &= 1 - 0.342 \\
 &= 0.676
 \end{aligned}$$

The calculation above shows that the Q-Square value is 0.676, which is below 0.75 and therefore falls into the moderate category, indicating that the model can be considered acceptable.

Path Coefficient Test Results

Hypothesis testing was conducted using SmartPLS software with the bootstrapping resampling method. The significance of hypothesis acceptance was determined based on the criteria that the original sample coefficient indicates a positive or negative effect, the t-statistic value exceeds 1.65, and the p-value is less than 0.05.

Table 7. Path Coefficients

			Original sample (O)	T (O/STDEV)	P values
Influencer Marketing	->		0.187	2.609	0.005
Purchase Intention					
E-Wom -> Purchase Intention			0.158	2.564	0.005
Attitude -> Purchase Intention			0.229	3.292	0.001
Subjective Norm	->	Purchase Intention	0.203	3.000	0.001
Perceived Behavior Control	->		0.189	2.931	0.002
Purchase Intention					
Influencer Marketing	->	Buying Decision	0.138	1.829	0.034
E-Wom -> Buying Decision			0.124	1.844	0.033
Attitude -> Buying Decision			0.133	1.872	0.031
Subjective Norm	->	Buying Decision	0.161	2.154	0.016
Perceived Behavior Control	->		0.157	2.117	0.017
Buying Decision					

Purchase Intention -> Buying Decision	0.246	3.330	0.000
Influencer Marketing -> Purchase Intention -> Buying Decision	0.046	1.855	0.032
E-WOM -> Purchase Intention -> Buying Decision	0.039	1.921	0.027
Attitude -> Purchase Intention -> Buying Decision	0.056	2.364	0.009
Subjective Norm -> Purchase Intention -> Buying Decision	0.050	2.195	0.014
Perceived Behavior Control -> Purchase Intention -> Buying Decision	0.046	2.225	0.013

Source: Data processed using the Smart PLS 4.1.1.4 2025 application

Discussion

The findings indicate that influencer marketing has a positive and significant effect on consumers' buying decisions for Muslim fashion on social media, as evidenced by a bootstrapping p-value of 0.034. This result reinforces the behavioral beliefs component within the Theory of Planned Behavior (TPB), which posits that beliefs about outcomes are shaped by information obtained from trusted sources. Influencers function as credible communicators whose recommendations shape consumer evaluations of products, thereby strengthening behavioral intentions and actual decisions. Empirical evidence showing that respondents acknowledged the roles of influencer popularity, credibility, attractiveness, and promotional power further supports the argument that persuasive communication and perceived trustworthiness enhance positive consumer perceptions. These findings align with prior studies (Al Khazim, 2016) (Anggelina, Dan, & Japarianto, 2014), all of which confirm that influencer marketing significantly affects purchase decisions.

Similarly, Electronic Word of Mouth (e-WOM) was found to exert a positive and significant influence on buying decisions, with a p-value of 0.033. This result is consistent with TPB, which explains that social communication influences consumer behavior through its effects on attitudes and subjective norms. Positive information shared through reviews, comments, and recommendations reduces uncertainty and perceived risk, thereby strengthening both intention and actual purchase behavior (Effendi & Defrizal, 2024)(Nuzula & Wahyudi, 2022). The

dominance of social media use among respondents further supports the theoretical proposition that digital interaction amplifies the persuasive power of peer-generated information. This finding also corroborates classical consumer decision theory, which emphasizes the importance of information processing before purchase decisions, as well as marketing theory asserting that information understanding is central to decision-making processes. Prior empirical studies likewise demonstrate the significant role of e-WOM in influencing purchasing decisions (Yusniawati & Prasetyo, 2022) (Alam Afridi, 2024).

Attitude was also shown to have a positive and significant effect on buying decisions ($p = 0.031$), supporting TPB's assertion that attitudes toward a behavior directly influence behavioral outcomes. A favorable evaluation of Muslim fashion products—formed through beliefs about product attractiveness, quality, and value alignment—encourages consumers to proceed from evaluation to action. The finding that many respondents reported interest in purchasing products after viewing them on social media highlights the importance of positive affective responses in shaping consumer behavior. This result is consistent with earlier studies demonstrating that attitudes significantly predict purchasing decisions in online fashion contexts (Assael, 1998) (Bagheri, 2019).

Subjective norm was likewise found to significantly affect buying decisions ($p = 0.001$), confirming TPB's proposition that perceived social pressure influences behavioral choices. Social influence from peers, family, or influential figures can shape individuals' perceptions of what behaviors are desirable or acceptable, thereby encouraging purchasing actions. The dominance of student respondents suggests that peer influence within social environments plays a substantial role in shaping consumption patterns, particularly in trend-sensitive sectors such as fashion. These findings support prior research showing that subjective norms significantly influence purchase decisions (Agustin, 2022) (Al Jaed, 2021).

Perceived Behavioral Control also demonstrated a significant positive effect on buying decisions ($p = 0.017$). According to TPB, perceived ease or difficulty in performing a behavior directly affects both intention and action. When consumers feel capable of completing online transactions due to adequate resources, technological access, and confidence they are more likely to proceed with purchases. Evidence that respondents perceived online shopping platforms as convenient and manageable reinforces this theoretical explanation. Previous similarly confirm that perceived behavioral control influences purchasing decisions (Bangun, 2023).

The mediating role of purchase intention further strengthens the explanatory power of TPB. Influencer marketing was found to affect buying decisions through purchase intention ($p = 0.032$),

indicating that part of the influencer's impact operates indirectly by shaping consumers' motivational readiness to buy. This supports TPB's central proposition that intention is the immediate determinant of behavior. Prior studies also demonstrate that influencer marketing influences purchase decisions through intention (Memon, 2019).

Likewise, e-WOM significantly affected buying decisions through purchase intention ($p = 0.027$), confirming that positive peer communication strengthens consumers' motivation to purchase, which subsequently translates into actual buying behavior. This mechanism is fully consistent with TPB's causal structure linking beliefs, intentions, and actions. Supporting studies report similar mediating effects.

Attitude was also shown to influence buying decisions through purchase intention ($p = 0.009$), indicating that favorable evaluations alone do not automatically lead to action unless they generate sufficient motivational intention (Johari & Keni, 2022). This finding highlights intention's role as a psychological bridge between cognition and behavior, consistent with TPB and supported by prior empirical research (Nuzula & Wahyudi, 2022) (Memon et al., 2019).

Subjective norm likewise affected buying decisions through purchase intention ($p = 0.014$), confirming that social influence first shapes intention before translating into actual behavior. This supports TPB's assumption that normative pressure increases behavioral intention, which subsequently leads to action. Previous research reports consistent findings (Peña-García, 2020).

Perceived Behavioral Control also influenced buying decisions through purchase intention ($p = 0.013$), reinforcing TPB's argument that perceived capability strengthens intention, which in turn predicts behavior (Nikmah & Hartini, 2020). When consumers feel they possess sufficient resources, time, and ability to shop online, their perceived control increases, which strengthens their intention and ultimately leads to purchasing behavior. Earlier studies similarly confirm this mechanism (Kotler, 2002).

Finally, purchase intention itself was found to have a direct and significant effect on buying decisions ($p = 0.000$). This result strongly supports TPB's core premise that intention is the most immediate predictor of actual behavior. Consumers who possess strong intentions—driven by product appeal, recommendations, or perceived value—are more likely to translate those intentions into real purchasing actions. Supporting studies (Masrurah & Indarto, 2024; Sumiati & Mayuni, 2025; Anjarwati & Widiartanto, 2021) likewise demonstrate that purchase intention significantly influences actual buying decisions (Yuliyanti, 2025).

The findings provide several theoretical implications for the application of the Theory of Planned Behavior in digital consumption contexts. First, the results indicate that influencer marketing and e-WOM act as important external antecedents that complement the core TPB constructs in

explaining purchase intention and buying decisions. This suggests that consumer behavior in social media environments is shaped not only by attitudes, subjective norms, and perceived behavioral control, but also by digitally mediated information sources (Ansari, 2019).

The Muslim fashion context offers additional insights into consumer decision-making because purchasing decisions are often associated with identity expression, value congruence, and perceived conformity with Islamic norms. In this context, influencers and online consumer reviews may function not only as promotional tools but also as sources of social validation and trust. Consequently, digital marketing factors may play a broader role in shaping behavioral intentions than has been observed in conventional fashion markets (Diwanti, 2023).

The findings support the relevance of integrating digital marketing variables into TPB-based consumer behavior research. Rather than replacing the original TPB constructs, influencer marketing and e-WOM complement the explanatory power of TPB by capturing the influence of social media communication on contemporary purchasing behavior.

CONCLUSION

This study aims to analyze the influence of influencer marketing, Electronic Word of Mouth (e-WOM), and the core constructs of the Theory of Planned Behavior (TPB) on Muslim fashion buying decisions on social media, with purchase intention serving as a mediating variable. Based on the results of SEM-PLS analysis, all hypotheses proposed in this study were empirically supported. The findings indicate that influencer marketing has a positive and significant effect on Muslim fashion buying decisions on social media. This suggests that influencer popularity, credibility, attractiveness, and promotional power are capable of shaping consumer trust and positive perceptions, thereby directly encouraging buying decisions. This result is consistent with the behavioral beliefs concept within the Theory of Planned Behavior, where beliefs about the outcomes of an action are formed through information delivered by sources perceived as trustworthy. Furthermore, Electronic Word of Mouth (e-WOM) was also found to have a positive and significant effect on buying decisions. Information in the form of reviews, comments, and recommendations shared by social media users can influence consumers' attitudes and social norms, reduce uncertainty, and increase trust in Muslim fashion products. Given the high intensity of social media usage among respondents, e-WOM emerges as one of the dominant factors shaping buying decisions. In addition, the study confirms that attitude, subjective norm, and perceived behavioral control each have a positive and significant influence on Muslim fashion buying decisions on social media. These findings demonstrate that buying decisions are not

determined solely by promotional factors but also by consumers' personal evaluations of products, social pressure from their environment, and their perceived ease and capability in conducting online transactions. Therefore, the application of the Theory of Planned Behavior in the context of purchasing Muslim fashion through social media is empirically supported. Moreover, this study finds that purchase intention plays a significant mediating role in the relationships between influencer marketing, e-WOM, attitude, subjective norm, and perceived behavioral control, and buying decisions. This confirms that much of the influence of these variables on buying decisions operates through the prior formation of purchase intention. Purchase intention acts as a crucial bridge linking psychological, social, and digital marketing factors with actual purchasing behavior, as explained within the TPB framework. Overall, the findings reinforce the relevance of extending the Theory of Planned Behavior by integrating influencer marketing and Electronic Word of Mouth as external factors in explaining Muslim fashion consumer behavior in the digital era. The study demonstrates that buying decisions for Muslim fashion on social media result from the interaction of digital marketing influences, social factors, and consumers' internal readiness and intentions.

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Nur Rahmi Irfaniah, Ismail Pulungan

Influencer Marketing and E-WOM on Muslim Fashion Buying Decisions on Social-Media: An Extended TPB Framework

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