

***The Impact of TikTok-Based Digital Marketing on Consumer Purchase Intention:
Evidence from Greenhouse Tanjoeng Farm in the Perspective of Islamic Economics***

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Abstract

The rapid growth of social media has transformed digital marketing practices, making TikTok one of the most influential platforms in shaping consumer purchase intention. This study examines the effects of promotion, content attractiveness, and consumer trust on purchase intention through TikTok marketing from the perspective of Islamic economics. A quantitative approach was employed using data collected from 150 consumers of Greenhouse Tanjoeng Farm and analyzed through Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that content attractiveness and consumer trust positively influence purchase intention, whereas promotion does not have a significant effect. These results indicate that consumers in digital environments place greater emphasis on engaging content, credibility, and trustworthy relationships than on conventional promotional activities. From the perspective of Islamic economics, the findings reinforce the importance of tabligh, fathanah, amanah, and shiddiq as ethical foundations for digital marketing practices. This study contributes to the literature by demonstrating that the effectiveness of TikTok marketing depends primarily on content quality and consumer trust rather than promotional intensity. Practically, the findings provide insights for businesses to develop ethical, trust-based, and content-oriented marketing strategies to enhance consumer purchase intention in digital marketplaces.

Keywords: *TikTok Marketing; Content Attractiveness; Consumer Trust; Purchase Intention; Islamic Economics.*

Abstrak

Pertumbuhan pesat media sosial telah mengubah praktik pemasaran digital, menjadikan TikTok sebagai salah satu platform yang berpengaruh dalam membentuk minat beli konsumen. Penelitian ini bertujuan menganalisis pengaruh promosi, daya tarik konten, dan kepercayaan konsumen terhadap minat beli melalui pemasaran TikTok dalam perspektif ekonomi syariah. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 150 konsumen Greenhouse Tanjoeng Farm sebagai responden. Data dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa daya tarik konten dan kepercayaan konsumen berpengaruh positif terhadap minat beli, sedangkan promosi tidak memberikan pengaruh yang signifikan. Temuan ini mengindikasikan bahwa konsumen dalam lingkungan media sosial lebih mengutamakan konten yang menarik, kredibilitas, dan hubungan berbasis kepercayaan dibandingkan aktivitas promosi konvensional. Dalam perspektif ekonomi syariah, hasil tersebut memperkuat pentingnya nilai tabligh, fathanah, amanah, dan shiddiq sebagai landasan pemasaran digital yang etis. Penelitian ini berkontribusi pada pengembangan literatur pemasaran digital dan ekonomi syariah dengan menunjukkan bahwa efektivitas pemasaran TikTok lebih ditentukan oleh kualitas konten dan kepercayaan konsumen daripada intensitas promosi, serta memberikan implikasi praktis bagi pelaku usaha dalam merancang strategi pemasaran digital yang berkelanjutan dan berorientasi pada nilai-nilai etika.

Kata Kunci: Pemasaran TikTok; Daya Tarik Konten; Kepercayaan Konsumen; Minat Beli; Ekonomi Syariah.

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A. Introduction

The rapid advancement of digital technology has fundamentally transformed the way businesses communicate, interact, and establish relationships with consumers. The integration of digital innovation into business operations has become a critical factor in enhancing competitiveness, market expansion, and long-term sustainability across various sectors ¹. In particular, the emergence of digital platforms has revolutionized marketing practices, enabling businesses to reach wider audiences more efficiently than conventional promotional channels. As internet penetration continues to increase globally, digital marketing has become an indispensable strategic tool for firms seeking to improve customer engagement and purchasing behavior.

Among the sectors experiencing substantial benefits from digital transformation is agriculture. Traditionally characterized by limited market access and dependence on conventional distribution channels, agricultural enterprises increasingly utilize digital technologies to promote products, communicate with consumers, and expand market reach. The adoption of online marketing platforms has enabled agricultural businesses to overcome geographical barriers while creating direct relationships with consumers through digital interactions ². This transformation is particularly important in developing economies, where digital marketing contributes not only to business growth but also to broader goals of food security and rural economic development ³. Consequently, understanding the effectiveness of digital marketing strategies within agricultural businesses has become an increasingly relevant area of academic inquiry ⁴.

The evolution of social media has further accelerated this transformation. Social networking platforms are no longer used solely for communication and entertainment but have become influential marketing ecosystems capable of shaping consumer attitudes and purchase decisions. Compared with traditional advertising channels, social media offers greater interactivity, personalization, and opportunities for consumer engagement. Businesses are now able to create dynamic content, interact directly with customers, and develop stronger brand relationships through digital platforms. As a result, social media marketing has become one of the most prominent forms of contemporary digital marketing.

¹ Mujahidin Mujahidin, 'The Potential Of Halal Industry In Indonesia To Support Economic Growth', *Al-Kharaj: Journal of Islamic Economic and Business* 2, no. 1 (2020): 77–90, <https://doi.org/10.24256/kharaj.v2i1.1433>.

² Feni Hariyati et al., 'Efektifitas Aplikasi PSDS (Pegadaian Syariah Digital Service) Dalam Meningkatkan Jumlah Nasabah', *Indonesian Journal of Islamic Economics and Business* 5, no. 1 (2020): 61–69.

³ Michael P. Todaro and Stephen C. Smith, *Economic Development* (Pearson education, 2009).

⁴ Padma Kumar Adhikari et al., 'Dynamics of Financial Development and Foreign Direct Investment on Nepal's Economic Growth: A NARDL Analysis', *Economic Review of Nepal* 6, no. 1 (2023): 1.

Among the various social media platforms, TikTok has emerged as one of the most influential marketing channels worldwide. The platform combines short-form video content, algorithm-driven recommendations, user-generated creativity, and high levels of audience engagement, creating an environment that is particularly effective for digital promotion ⁵. With more than one billion active users globally, TikTok provides businesses with unprecedented opportunities to enhance brand visibility, communicate product value, and influence consumer purchasing behavior ⁶. Unlike traditional digital advertisements, TikTok marketing relies heavily on engaging content, storytelling, entertainment, and authentic interactions, making it particularly attractive to younger consumer segments.

The significance of TikTok is even more evident in Indonesia, which ranks among the largest TikTok user markets globally. As of July 2024, Indonesia recorded approximately 157 million TikTok users, making it the country with the highest number of users worldwide (Statista, 2024). This extensive user base has transformed TikTok into a highly strategic platform for businesses seeking to reach consumers through creative digital content. The popularity of TikTok has also encouraged the development of various marketing strategies, including influencer marketing, affiliate marketing, live-stream selling, interactive promotions, and short-form educational content. These features enable businesses to communicate more effectively with potential customers while simultaneously creating emotional and psychological connections that influence purchasing decisions.

Recent studies have demonstrated the effectiveness of TikTok as a digital marketing platform. Yaxin Wei (2025), for example, found that consistent short-video content supported by hashtags, trending sounds, and live-streaming features significantly increased consumer engagement, product awareness, and purchase interest among followers of a small business account ⁷. Similarly, Puspitaningrum et al. reported that creative content and influencer endorsements positively affect consumers' intentions to purchase food products promoted through TikTok ⁸. These findings suggest that TikTok has evolved beyond a social media platform and now functions as an influential marketing environment capable of shaping consumer perceptions and behavioral intentions.

⁵ Charles P. Smith, *Motivation and Personality: Handbook of Thematic Content Analysis* (Cambridge University Press, 1992).

⁶ Tariqullah Khan, 'AI Governance for Islamic Finance -A Dynamic Prescriptive Approach', SSRN Scholarly Paper no. 5239754 (Social Science Research Network, 2 May 2025), <https://doi.org/10.2139/ssrn.5239754>.

⁷ Yaxin Wei, 'The Impact of Content Marketing on Consumer Purchase Intention on TikTok', *Asia Pacific Journal of Marketing and Logistics* 37, no. 11 (2025): 3273–90, <https://doi.org/10.1108/APJML-09-2024-1259>.

⁸ Dyah Ajeng Puspitaningrum and Sugeng Purwanto, 'The Influence of TikTok Content Marketing and Influencer Marketing on Purchase Decisions of Somethinc Products by Generation Z in Surabaya', *Asian Journal of Management, Entrepreneurship and Social Science* 6, no. 02 (2026): 2252–66, <https://doi.org/10.63922/ajmesc.v6i02.1784>.

Despite the growing popularity of TikTok marketing, the determinants of consumer purchase intention remain a subject of ongoing academic debate. Existing studies have highlighted various factors influencing consumers' responses to digital marketing activities, including promotional incentives, content quality, perceived value, trust, and social influence. However, findings remain inconsistent regarding the relative importance of these variables. While some studies emphasize the effectiveness of promotional strategies such as discounts, vouchers, and giveaways in stimulating purchase intention, others suggest that promotional incentives alone are insufficient to sustain consumer interest in highly competitive digital environments. Instead, consumers increasingly rely on engaging content and trust-based relationships when making purchasing decisions⁹.

This shift reflects a broader transformation in consumer behavior within digital marketplaces. Contemporary consumers are exposed to vast amounts of promotional content on social media platforms every day. Consequently, traditional promotional approaches may experience diminishing effectiveness as consumers become more selective and skeptical toward marketing messages. In such circumstances, content attractiveness plays a crucial role in capturing attention and generating consumer engagement. Attractive content is characterized by creativity, relevance, informativeness, and entertainment value, all of which contribute to positive consumer perceptions and increased interest in products¹⁰. Therefore, content attractiveness may serve as a more influential determinant of purchase intention than promotional incentives alone.

In addition to content attractiveness, consumer trust has emerged as a critical factor influencing purchasing decisions in digital environments. Unlike conventional face-to-face transactions, online purchasing often involves information asymmetry and uncertainty regarding product quality, seller credibility, and transaction security. Consequently, trust functions as an essential mechanism for reducing perceived risk and encouraging purchase behavior. Previous studies indicate that consumers are more likely to engage in transactions when they perceive businesses as trustworthy, transparent, and reliable¹¹. The importance of trust becomes even more significant within social media marketing contexts, where purchasing decisions are often based on digital content and virtual interactions rather than direct physical experiences.

⁹ Minnati Umdatul Istiqomah, 'ANALYSIS OF PAYLATTER TRANSACTIONS ON SHOPEE AND TIKTOK SHOP MASLAHAH PERSPECTIVE', *Proceeding Of ICCoLaSS: International Collaboration Conference on Law, Sharia and Society* 3, no. 1 (2024): 282–93.

¹⁰ Rois Arifin and Ahsani Taqwiem, 'Islamic Marketing Aspects in View of Consumer Impulse Shopping Behaviour on Fashion Products on Social Media Tiktok Shop', *Jurnal Ilmiah Ekonomi Islam* 10, no. 2 (2024): 1890–94, <https://doi.org/10.29040/jiei.v10i2.13394>.

¹¹ Mutia Rahmi et al., 'Consumer Behavior in the TikTok Era: An Islamic Consumption Perspective—A Systematic Literature Review', *Al Dzahab* 7, no. 1 (2026): 119–27, <https://doi.org/10.32939/dhb.v7i1.5631>.

From the perspective of Islamic economics, the importance of content attractiveness and consumer trust extends beyond commercial considerations. Islamic marketing principles emphasize ethical conduct, honesty (shiddiq), trustworthiness (amanah), intelligence (fathanah), and effective communication (tabligh) as fundamental values guiding business activities¹². Marketing practices should therefore provide truthful information, avoid deceptive claims, and prioritize consumer welfare. In digital marketing environments such as TikTok, these principles become increasingly relevant because businesses communicate with consumers primarily through visual content and online interactions. Consequently, the effectiveness of digital marketing should not only be evaluated in terms of sales performance but also through its alignment with ethical and Islamic economic values.

Greenhouse Tanjoeng Farm provides a relevant context for examining TikTok-based marketing within the agricultural sector, where digital promotion increasingly influences consumer purchasing behavior. Previous studies have primarily examined TikTok marketing by focusing on individual factors such as promotional activities, content marketing, or consumer trust across retail and lifestyle industries. However, limited research has simultaneously analyzed the roles of promotion, content attractiveness, and consumer trust within an agricultural business while interpreting these relationships through the perspective of Islamic economics. Addressing this gap, the present study develops an integrated model to examine how these three factors influence consumer purchase intention in TikTok marketing. By combining digital marketing constructs with Islamic economic principles, this study extends the existing literature and provides a broader understanding of ethical and trust-based marketing strategies in digital marketplaces.

B. Discussion

1. Beyond Promotion: Why Content Attractiveness and Consumer Trust Matter More than Promotional Activities on TikTok

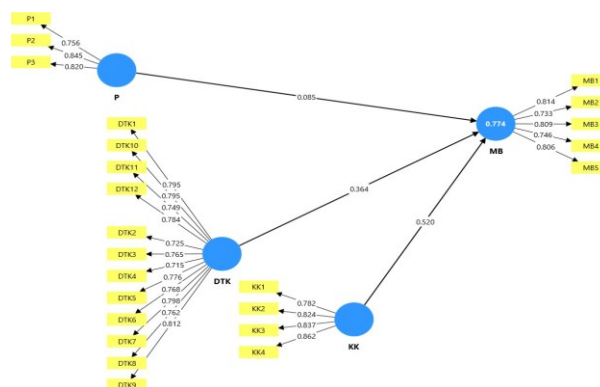
The rapid development of social media has fundamentally transformed digital marketing, with TikTok emerging as one of the most influential platforms for shaping consumer purchase intention through its algorithm-driven content, interactive features, and highly visual communication. Unlike conventional digital marketing, TikTok emphasizes authentic engagement and user-generated content rather than promotional exposure alone. Guided by the Stimulus–Organism–Response (SOR) framework, this study conceptualizes promotion and content attractiveness as external stimuli that

¹² Transaksi Jual Beli Amanah and Mu'tadah Dalam, 'Fiqh Muamalah Maliyyah Dan Hukum Islam Buying and Selling Trust and Mu'tadah Transactions Fiqh Muamalah Maliyyah and Islamic Law Jamaluddin', *Jurnal At-Tamwil: Kajian Ekonomi Syariah* Vol 4, no. 2 (2022), <https://ejournal.uit-lirboyo.ac.id/index.php/perbankan/article/view/2979>.

influence consumers' internal evaluations, particularly trust, which subsequently shapes purchase intention. This framework provides a coherent explanation of how marketing stimuli are processed in digital environments. In the context of Greenhouse Tanjoeng Farm, where consumers purchase fresh agricultural products characterized by higher quality uncertainty and perceived risk, trust becomes especially important in reducing uncertainty and encouraging purchase intention. Consequently, examining the relative influence of promotion, content attractiveness, and consumer trust provides a more comprehensive understanding of consumer behavior in TikTok-based agricultural marketing from the perspective of Islamic economics¹³. The findings of this study reveal an interesting phenomenon: promotional activities do not significantly influence purchase intention, whereas content attractiveness and consumer trust significantly affect consumers' intention to purchase products from Greenhouse Tanjoeng Farm. These findings indicate a shift in consumer preferences, where trust and content quality are becoming more influential than conventional promotional efforts.

Table 1. *Structural Model Results*

<i>Relationship</i>	<i>Path Coefficient (β)</i>	<i>T-Statistic</i>	<i>P-Value</i>	<i>Result</i>
<i>Promotion → Purchase Intention</i>	0.085	1.057	0.290	Not Supported
<i>Content Attractiveness → Purchase Intention</i>	0.364	3.116	0.002	Supported
<i>Consumer Trust → Purchase Intention</i>	0.520	5.664	0.000	Supported

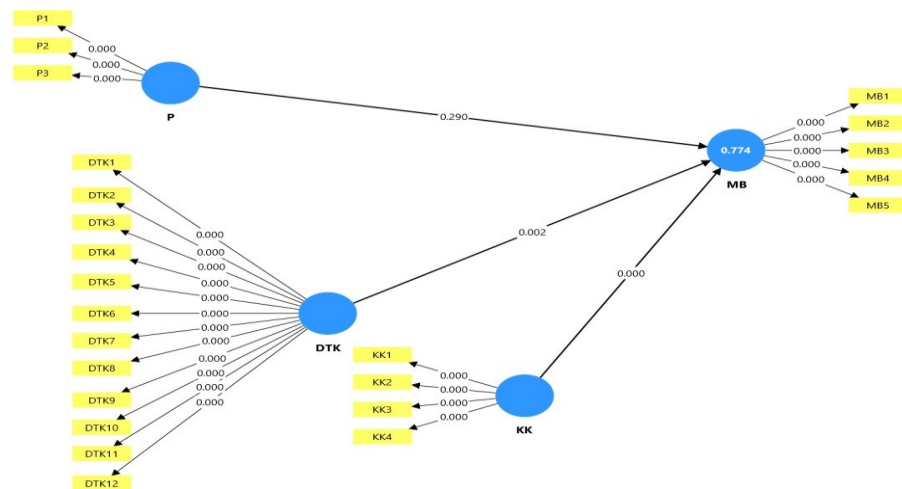


Source: SmartPLS Analysis (2026)

The structural model results demonstrate that consumer trust is the strongest predictor of purchase intention ($\beta = 0.520$), followed by content attractiveness ($\beta = 0.364$), whereas promotion has no statistically significant effect ($\beta = 0.085$; $p = 0.290$). Furthermore, the model explains 77.4% of the variance in purchase intention ($R^2 = 0.774$),

¹³ Fina Imaniyah et al., 'VALUES OF ISLAMIC RELIGIOUS EDUCATION IN RELIGION-BASED VIDEO CONTENT ON TIKTOK', *Algebra: Jurnal Pendidikan, Sosial Dan Sains* 5, no. 4 (2025): 1085–89, <https://doi.org/10.58432/w778cz14>.

indicating substantial explanatory power. These findings suggest that consumers on TikTok are influenced more by the credibility of information and the attractiveness of content than by promotional messages alone.



SmartPLS Structural Model Figure Path Coefficients and $R^2 = 0.774$)

The non-significant effect of promotion on purchase intention represents one of the most important findings of this study. Traditional marketing theories, particularly those proposed functions as a communication tool designed to inform, persuade, and remind consumers about products and services. Under conventional assumptions, promotional exposure is expected to increase purchase intention. However, the findings indicate that TikTok promotions by Greenhouse Tanjoeng Farm do not significantly influence consumers' purchasing intentions. This suggests that consumers are becoming less responsive to promotional messages, particularly in highly saturated digital environments. One possible explanation is information overload, where social media users are exposed to numerous advertisements daily and consequently develop selective attention, filtering out content perceived as overt advertising¹⁴.

Consequently, promotional messages that lack creativity, authenticity, or relevance are often ignored. This finding supports previous studies by Vildayanti and Alfindo (2024) as well as Ninda Arini and Siti Saroh (2022), who found that promotion alone was insufficient to influence purchasing decisions in digital marketplaces. Instead, consumers tend to prioritize factors such as product quality, trust, and engaging content when evaluating products¹⁵.

¹⁴ Rodney Duffett, 'The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers', *Sustainability* 12, no. 12 (2020): 5075, <https://doi.org/10.3390/su12125075>.

¹⁵ Rina Ayu Vildayanti and Prayoga Tri Alfindo, 'Pengaruh Persepsi Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian (Studi Pada Pelanggan Toko Eromoko Jaya Tanah Abang Di Jakarta Pusat)', *Jurnal Ilmiah Mahasiswa Ekonomi* 7, no. 02 (2024): 171–82.

The result can also be interpreted through the Stimulus–Organism–Response (SOR) framework. According to Mehrabian and Russell (1974), marketing stimuli influence consumer responses only when they are processed positively by consumers' internal psychological states. In this study, promotional activities served as external stimuli; however, they failed to generate sufficient psychological engagement to influence purchasing intentions¹⁶. Therefore, the promotional stimuli were unable to progress effectively through the cognitive and emotional stages necessary to produce purchase intention.

In contrast, content attractiveness emerged as a significant determinant of purchase intention. The findings indicate that consumers respond positively to visually appealing, informative, and engaging content distributed through TikTok. This result aligns with the nature of TikTok itself, which prioritizes short-form video content characterized by creativity, entertainment, and visual storytelling. Unlike promotional messages that directly encourage purchases, attractive content captures consumer attention and creates meaningful engagement. Consequently, consumers become more interested in learning about products and are more likely to develop positive attitudes toward purchasing them¹⁷.

The significant influence of content attractiveness is consistent with the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986). According to ELM, consumers process information through either the central route or the peripheral route. In highly dynamic social media environments, consumers frequently rely on peripheral cues such as visual appeal, creativity, aesthetics, and emotional engagement rather than extensive cognitive evaluation¹⁸. Attractive TikTok content functions as a powerful peripheral cue that encourages positive consumer perceptions. The findings therefore suggest that consumers often evaluate Greenhouse Tanjoeng Farm products based on the attractiveness of content presentation rather than solely on promotional claims.

This result is supported by Wei (2025), who found that content attractiveness significantly influences purchase intention among TikTok users through enhanced

¹⁶ James A. Russell and Albert Mehrabian, 'Distinguishing Anger and Anxiety in Terms of Emotional Response Factors', *Journal of Consulting and Clinical Psychology* (US) 42, no. 1 (1974): 79–83, <https://doi.org/10.1037/h0035915>.

¹⁷ Nader Hotait and Rami Ali, 'Exploring (Anti-) Radicalism on TikTok: German Islamic Content Creators between Advocacy and Activism. Religions 15: 1172', 2024, <https://edoc.hu-berlin.de/server/api/core/bitstreams/9e692b21-766e-43bf-bf17-4076ff1c2837/content>.

¹⁸ John T. Cacioppo et al., 'Central and Peripheral Routes to Persuasion: An Individual Difference Perspective', *Journal of Personality and Social Psychology* (US) 51, no. 5 (1986): 1032–43, <https://doi.org/10.1037/0022-3514.51.5.1032>.

emotional engagement and consumer interaction ¹⁹. Similarly, Arifin et All. demonstrated that creative visual content positively affects consumer responses by increasing perceived value and product appeal ²⁰. In the context of Greenhouse Tanjoeng Farm, attractive content appears to function as an important mechanism for communicating product quality and brand personality, thereby enhancing consumers' willingness to purchase.

Another notable finding is that consumer trust emerged as the most influential factor affecting purchase intention. With a path coefficient of 0.520, trust demonstrated a stronger effect than both promotion and content attractiveness. This finding highlights the central role of trust in digital marketing environments, where consumers often make purchasing decisions without direct physical interaction with products or sellers. Under such conditions, trust serves as a mechanism for reducing uncertainty and perceived risk.

The importance of trust is particularly evident in online transactions involving agricultural products. Consumers cannot physically inspect products before purchase and must therefore rely on information provided through digital platforms. When consumers perceive information as accurate, transparent, and reliable, they are more likely to trust the seller and proceed with purchases ²¹. Conversely, any indication of misleading information or uncertainty can discourage purchasing behavior. Therefore, trust functions as a critical foundation for successful digital commerce.

The findings support Trust Theory, which argues that trust reduces perceived risk and increases transaction willingness ²². Consumers who trust Greenhouse Tanjoeng Farm are more likely to believe that products and transactions are reliable, which increases their intention to purchase. This finding reflects changing consumer behavior in digital environments, where authenticity, transparency, and credibility are valued more highly than aggressive promotional strategies. Consequently, successful TikTok marketing depends on building consumer trust through consistent content, honest communication, and strong business credibility.

Table 2. *Comparative Influence of Independent Variables on Purchase Intention*

<i>Variable</i>	<i>Path Coefficient</i>	<i>Influence Level</i>
<i>Consumer Trust</i>	0.520	Strongest
<i>Content Attractiveness</i>	0.364	Strong
<i>Promotion</i>	0.085	Weak/Insignificant

Source: SmartPLS Results (2026)

¹⁹ Wei, 'The Impact of Content Marketing on Consumer Purchase Intention on TikTok'.

²⁰ Zainal Arifin et al., *Marketing Syariah: Strategi Pemasaran Yang Etis Dan Religius* (2025).

²¹ Eyal Gamliel and Ram Herstein, 'To Save or to Lose: Does Framing Price Promotion Affect Consumers' Purchase Intentions?', *Journal of Consumer Marketing* 28, no. 2 (2011): 152–58.

²² James E. Grunig and Todd Hunt, *Public Relations—Management* (CBS College Publishing New York, 1984).

he findings indicate that consumer trust is the strongest determinant of purchase intention, while content attractiveness plays an important role in enhancing engagement and positive consumer perceptions. In contrast, promotion has only a limited influence and is insufficient to drive purchasing decisions on its own ²³.

These findings collectively suggest a shift from promotion-driven marketing toward trust-driven and content-driven marketing. The traditional assumption that increased promotional exposure automatically generates purchase intention appears increasingly inadequate within contemporary social media environments. Consumers are becoming more sophisticated and selective in evaluating marketing messages ²⁴. As a result, businesses must move beyond conventional promotional strategies and focus on creating meaningful content and establishing trustworthy relationships with consumers.

These findings suggest that Greenhouse Tanjoeng Farm should prioritize content quality, storytelling, audience engagement, and transparent communication over excessive promotional spending. Attractive content and consumer trust are more effective in strengthening purchase intention than promotional activities alone. Therefore, successful TikTok marketing depends on authentic engagement, meaningful content, and trust-based relationships that foster consumer confidence and long-term loyalty.

2. Reinterpreting TikTok Marketing through Islamic Economic Principles

The findings may be interpreted through the ethical framework of Islamic economics rather than as direct empirical evidence of Islamic ethical values. This study did not measure the principles of shiddiq, amanah, tabligh, or fathanah as research variables; instead, these principles are employed as an analytical perspective to explain the observed relationships among promotion, content attractiveness, consumer trust, and purchase intention. The significant effects of content attractiveness and consumer trust, together with the non-significant effect of promotion, suggest that consumers place greater importance on credible information, transparency, and meaningful communication than on persuasive promotional activities. From the perspective of Islamic economics, these findings are consistent with ethical principles that emphasize honesty, trustworthiness, and responsible communication in market transactions, while remaining an interpretative rather than an empirically tested conclusion²⁵.

²³ Mary Jane Gardner et al., 'What's in It for Me? Perceived Value of Marketing Activities as a Driver of Consumer Engagement on Social Network Sites.', *Marketing Management Journal* 32, no. 2 (2022),

²⁴ Sahil Soni, 'Regulating Buy Now, Pay Later: Consumer Financial Protection in the Era of Fintech', *Columbia Law Review* 123, no. 7 (2023): 2035–76.

²⁵ Siti Nuri Nurhaidah et al., 'Islamic Economy: Buying and Selling, Syirkah, Rahn and Agreement of Agreements', *Islamic Studies in the World* 2, no. 4 (2025): 24–38, <https://doi.org/10.70177/isw.v2i4.3046>.

The non-significant influence of promotion on purchase intention suggests that consumers are becoming more critical toward conventional persuasive strategies. In many digital environments, promotional activities often rely on discounts, giveaways, limited-time offers, and other incentive-based approaches designed to stimulate immediate consumer responses. Although such strategies may attract attention in the short term, they do not necessarily create sustainable relationships between businesses and consumers²⁶. The findings indicate that consumers of Greenhouse Tanjoeng Farm are less influenced by promotional messages and more concerned with the credibility of information and the quality of communication presented through TikTok content. This result reflects an important shift from transactional marketing toward relationship-oriented marketing, where trust and authenticity become central determinants of consumer behavior.

From the perspective of Islamic economics, this finding can be interpreted through the principle of *shiddiq* (truthfulness). Islamic business ethics emphasize that marketing communication should be based on honesty and factual information rather than exaggeration or manipulation. According to Antonio (2001), truthful communication is essential because it establishes confidence between sellers and buyers and prevents misleading practices that may harm consumers²⁷. The findings suggest that consumers are more likely to develop purchase intentions when marketing communication is perceived as credible and transparent. Accordingly, the non-significant effect of promotional activities may indicate that consumers in the context of Greenhouse Tanjoeng Farm place greater value on reliable product information and authentic communication than on persuasive promotional appeals. From an Islamic economic perspective, this pattern can be interpreted as being consistent with ethical principles that emphasize honesty and transparency in commercial communication, although these principles were not directly measured in the present study.

The significance of content attractiveness further reinforces this interpretation. TikTok is fundamentally a content-based platform where users engage with visual narratives, educational videos, product demonstrations, and interactive storytelling. Consequently, businesses must compete not only through product offerings but also through the quality of content they create. The results show that content attractiveness exerts a significant positive effect on purchase intention ($\beta = 0.364$; $p = 0.002$), indicating

²⁶ M. Chairil Abbrar and Iman Sumarlan, 'Exploring Marketing Communication Strategies and Islamic Ethics in TikTok Live Streaming for Social Commerce', *Golden Ratio of Marketing and Applied Psychology of Business* 5, no. 2 (2025): 554–64, <https://doi.org/10.52970/grmapb.v5i2.1201>.

²⁷ Muhammad Syafi'i Antonio, *Bank syariah: dari teori ke praktik* (Gema Insani, 2001).

that consumers are influenced by how information is communicated rather than merely by what is being promoted.

Table 3. *Islamic Economic Interpretation of Content Attractiveness*

<i>Content Characteristic</i>	<i>Islamic Principle</i>	<i>Marketing Implication</i>
<i>Informative Content</i>	Shiddiq (Truthfulness)	Provides accurate and honest information
<i>Educational Content</i>	Fathanah (Wisdom)	Enhances consumer knowledge
<i>Creative Presentation</i>	Tabligh (Effective Communication)	Improves message delivery and engagement
<i>Relevant Content</i>	Maslahah (Public Benefit)	Supports consumer decision-making
<i>Consistent Content</i>	Amanah (Trustworthiness)	Strengthens credibility and reliability

Source: Developed from Research Findings and Islamic Marketing Literature (2026).

The relationship between content attractiveness and Islamic economics can be explained through the concept of *tabligh*. In Islamic business ethics, *tabligh* refers to the effective and responsible communication of information. Marketing communication should not merely seek to attract attention but should also deliver messages clearly, accurately, and beneficially. The attractive content produced by Greenhouse Tanjoeng Farm appears to function in this manner by combining visual appeal with informative product communication. As a result, consumers become more engaged with the content and more interested in the products being offered. This finding supports previous studies suggesting that engaging digital content serves as a bridge between consumer attention and purchasing behavior (Maksum et al., 2024; Wei, 2025).

Furthermore, content attractiveness reflects the principle of *fathanah* (intelligence and wisdom), as businesses must understand consumer preferences and communication strategies to create effective TikTok content. Thus, attractive content not only demonstrates visual appeal but also the ability to communicate product value effectively. Consumer trust emerged as the strongest predictor of purchase intention ($\beta = 0.520$; $p = 0.000$), indicating that trust is the primary foundation of consumer decision-making in digital environments. By reducing uncertainty regarding product quality, seller reliability, and transaction security, trust encourages consumers to move from interest to purchase.

Table 4. *Consumer Trust and Islamic Economic Values*

<i>Trust Dimension</i>	<i>Islamic Economic Value</i>	<i>Consumer Outcome</i>
<i>Honest Product Information</i>	Shiddiq	Reduced uncertainty
<i>Consistent Product Quality</i>	Amanah	Increased confidence
<i>Transparent Communication</i>	Tabligh	Stronger engagement
<i>Professional Service</i>	Fathanah	Positive consumer experience
<i>Ethical Business Conduct</i>	Maslahah	Long-term loyalty

Source: Developed from Research Findings and Islamic Economic Principles (2026).

From an Islamic economic perspective, trust is closely associated with the principle of *amanah* (trustworthiness). Business actors are expected to fulfill promises, maintain integrity, and ensure that products and services correspond to the information provided. According to Beekun (1997), *amanah* constitutes one of the most important ethical foundations of Islamic business because it promotes fairness, accountability, and long-term relationships²⁸. The findings suggest that consumers perceive Greenhouse Tanjoeng Farm as a trustworthy business entity, thereby increasing their willingness to purchase products promoted through TikTok.

The strong influence of trust reflects changing consumer behavior in digital environments, where consumers increasingly value authenticity, reliability, and transparent communication over aggressive promotional strategies. Reviews, testimonials, and credible information often play a greater role in shaping purchase decisions. Moreover, the combined influence of content attractiveness and consumer trust suggests that effective TikTok marketing depends on both engaging communication and ethical credibility. While attractive content captures consumer attention, trust ultimately determines purchasing intention, reflecting the Islamic marketing principles of *tabligh* and *Amanah*²⁹. Together, these principles create a marketing environment that supports both business performance and ethical responsibility.

The findings also highlight the relevance of *maslahah* (public benefit) within digital marketing practices. Islamic economics maintains that business activities should generate benefits not only for firms but also for consumers and society. Marketing communication should therefore assist consumers in making informed purchasing decisions rather than manipulating them through misleading claims³⁰. The significance of content attractiveness and trust observed in this study suggests that consumers respond positively to marketing approaches that provide value, knowledge, and confidence. Such outcomes are consistent with the objective of *maslahah*, which seeks to promote welfare and prevent harm in economic transactions.

Table 5. *Reinterpreting TikTok Marketing through Islamic Economics*

<i>Research Finding</i>	<i>Statistical Result</i>	<i>Islamic Economic Interpretation</i>
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²⁸ Rafik Issa Beekun, *Islamic Business Ethics* (International Institute of Islamic Thought (IIIT), 2006).

²⁹ Leigh De Bruin et al., 'Internal Marketing, Service Quality and Perceived Customer Satisfaction: An Islamic Banking Perspective', *Journal of Islamic Marketing* 12, no. 1 (2020): 199–224, <https://doi.org/10.1108/JIMA-09-2019-0185>.

³⁰ Muhammad Satar and Astri Cahya Rezky, 'Implementasi Prinsip Hukum Ekonomi Syariah Dalam Inovasi Digital Marketing Di Indonesia', *Vifada Management and Digital Business* 2, no. 1 (2025): 40–47, <https://doi.org/10.70184/wafz1240>.

<i>Promotion not significant</i>	$\beta = 0.085$; $p = 0.290$	Consumers prioritize substance over persuasion
<i>Content attractiveness significant</i>	$\beta = 0.364$; $p = 0.002$	Reflects <i>tabligh</i> and <i>fathanah</i>
<i>Consumer trust strongest predictor</i>	$\beta = 0.520$; $p = 0.000$	Reflects <i>amanah</i> and <i>shiddiq</i>
<i>R² Purchase Intention</i>	0.774	Ethical communication and trust explain most consumer behavior

Source: Research Findings (2026).

Overall, the findings demonstrate that TikTok marketing effectiveness cannot be understood solely through conventional promotional frameworks. The results indicate that consumers place greater importance on attractive content and trust than on promotional activities. From the perspective of Islamic economics, these findings reinforce the importance of *shiddiq*, *amanah*, *tabligh*, and *fathanah* in shaping consumer behavior. Effective digital marketing is therefore not merely a matter of increasing promotional intensity but involves creating meaningful content, maintaining transparency, and building trustworthy relationships with consumers. Consequently, the success of Greenhouse Tanjoeng Farm's TikTok marketing strategy can be interpreted as evidence that ethical communication and consumer trust represent the most sustainable foundations for influencing purchase intention in contemporary digital marketplaces.

C. Conclusion

This study concludes that the effectiveness of TikTok marketing is influenced more by content attractiveness and consumer trust than by promotional activities. The findings reveal that promotion has no significant effect on purchase intention, whereas content attractiveness and consumer trust significantly enhance consumers' intention to purchase products from Greenhouse Tanjoeng Farm. Consumer trust emerged as the strongest predictor, indicating that consumers increasingly prioritize credibility, transparency, and meaningful content over conventional promotional appeals.

The results suggest that businesses should focus on creating engaging, informative, and valuable content while strengthening trust through honest communication, product quality, and consistent customer experiences. In digital environments characterized by information overload, attractive content and trust-based relationships play a more important role than promotional incentives alone.

From an Islamic economic perspective, the findings reflect the principles of *tabligh* and *fathanah* through effective and beneficial communication, as well as *amanah* and *shiddiq* through trustworthiness, honesty, and transparency. The study contributes to digital marketing and Islamic economics literature by demonstrating that content attractiveness and consumer trust are key determinants of purchase intention in TikTok-based marketing. Practically,

businesses are encouraged to prioritize content quality, transparency, and consumer trust as core strategies for sustainable digital marketing.

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