

***Determination of the Decision to Purchase Halal Fashion Lozy
Hijab on the Tiktok Platform in Jabodetabek***

By Sofhie Viola Vania

Abstract

The growth of the halal fashion trend is strongly supported by advancements in the internet and the widespread use of social media as a marketing tool. Currently, TikTok has become the most popular social media platform for marketing purposes. However, the increasing number of businesses in the halal fashion industry has led to intense competition, necessitating a competitive advantage to boost sales. This study aims to examine the influence of halal brand personality, live shopping, and flash sales on the TikTok platform on purchasing decisions for Lozy Hijab's halal fashion in Jabodetabek. This research employs a quantitative method with a sample size of 100 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. Data analysis is conducted using PLS. The results of this study indicate that the variables of halal brand personality, live shopping, and flash sales have a positive and significant effect on purchasing decisions for Lozy Hijab's halal fashion in Jabodetabek. This research is expected to contribute to the development of literature on digital marketing and provide insights for business practitioners, particularly in the halal fashion industry.

Keywords: *halal fashion, flash sales, halal brand personality, purchase decisions, live shopping.*

Determinasi Keputusan Pembelian Fesyen Halal Lozy Hijab pada *Platform* Tiktok di Jabodetabek

Oleh: Sofhie Viola Vania

Abstrak

Pertumbuhan tren fesyen halal sangat didukung oleh kemajuan internet dan meluasnya penggunaan media sosial sebagai sarana pemasaran. Saat ini TikTok menjadi *platform* media sosial yang paling populer dalam hal pemasaran. Namun banyaknya pelaku usaha dalam industri fesyen halal menyebabkan persaingan menjadi sangat ketat sehingga dibutuhkan keunggulan kompetitif dalam peningkatan penjualan. Penelitian ini bertujuan untuk mengetahui pengaruh *halal brand personality*, *live shopping*, dan *flash sale* pada *platform* TikTok terhadap keputusan pembelian fesyen halal Lozy Hijab di Jabodetabek. Metode kuantitatif digunakan pada penelitian ini dengan pengambilan sampel sebanyak 100 responden, teknik yang digunakan yaitu teknik *non-probability sampling* dengan metode *purposive sampling*. Teknik analisis data menggunakan PLS. Hasil penelitian ini menyatakan bahwa variabel *halal brand personality*, *live shopping*, dan *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian fesyen halal Lozy Hijab di Jabodetabek. Penelitian ini diharapkan bisa memberikan kontribusi kepada pengembangan literatur terkait pemasaran digital dan pelaku usaha khususnya dalam industri fesyen halal.

Kata Kunci: fesyen halal, *flash sale*, *halal brand personality*, keputusan pembelian, *live shopping*.