

ABSTRACT

The fashion industry in Indonesia, especially in the modest fashion segment, is experiencing rapid growth, driven by consumer preference for local products and high demand in the social commerce sector. TikTok Shop, as a social commerce platform, is becoming a dominant channel for online shopping, offering an online shopping experience by integrating social interaction with e-commerce. Lafiye, one of the local hijab brands, has successfully utilized TikTok Shop to expand its market reach and increase its sales, showing high engagement and positive reviews from consumers.

This study aims to analyze the influence of fashion innovativeness, electronic innovativeness, and trust on online shopping on the online purchase intention of Lafiye hijab products on the TikTok Shop platform, given the limited studies that connect these three variables in social commerce. In an increasingly digitally connected world, understanding the factors that drive consumer purchase intention, especially in local hijab products, is very important to help companies face intense competition on digital platforms.

The research method used is quantitative method with data analysis techniques using descriptive and associative approaches carried out using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The sampling technique used is purposive sampling, where the sample is selected based on the criteria of individuals who have purchased Lafiye hijab products through TikTok Shop. Data were collected using an online questionnaire distributed to 385 respondents via social media. Measurement of variables in this study using a Likert scale.

The results showed $p\text{-value} \leq 0.05$ and $t\text{-statistic} > t\text{-table}$, which means fashion innovativeness has a positive and significant influence on online purchase intention, electronic innovativeness has a positive and significant influence on online purchase intention, and trust on online shopping has a positive and significant influence on online purchase intention.

The contribution of this research provides new insights into how the variables of fashion innovativeness, electronic innovativeness, and trust on online shopping play a role in shaping consumer online purchase intention on social commerce platforms like TikTok Shop, especially for local hijab products. A recommendation for future research is to expand the scope of the study by considering other variables that may influence purchase intention and exploring other local brands on social commerce platforms to gain a broader comparison.

Keywords: *electronic innovativeness, fashion innovativeness, trust on online shopping, online purchase intention, hijab, social commerce*