

THE INFLUENCE OF TIKTOK CONTENT WITH MODEL AISAS ON PURCHASE INTENTION OF MUSLIM FASHION PRODUCTS (CASE STUDY: IN THE SPECIAL REGION OF JAKARTA PROVINCE)

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Abstract:

Background: The development of social media, especially TikTok, has led to the birth of the social commerce era that changes digital marketing strategies, including for Muslim fashion products. With its short video and live streaming features, TikTok enables quick interaction between creators, sellers, and consumers. Jakarta as an urban center with Muslim majority becomes a strategic market for this industry. In this context, the AISAS (Attention, Interest, Search, Action, Share) model is used to understand the influence of TikTok content on consumer purchase intention, with an emphasis on the importance of relevant, engaging, and emotional content strategies.

Purpose: This study analyzes the influence of TikTok content using the AISAS model on Muslim fashion purchase intentions in Jakarta. As a metropolitan area with urban Muslim consumers, Jakarta residents are highly trend-conscious and enjoy shopping.

Design/Methodology/Approach: This quantitative research involved 260 male and female TikTok users aged 18-70, Muslim and have watched live streaming and short video marketing in Jakarta using purposive sampling and analyzed using SEM-PLS and descriptive methods.

Finding/Result: TikTok's short video marketing proved more effective than live streaming in attracting consumer attention, interest, and search. The AISAS model is a relevant mediator in explaining purchase intention, while product quality, price, and satisfaction play a major role in driving action and share. Authentic and interactive content from short videos and live streaming builds trust, creates trends, and encourages purchase and loyalty to Muslim fashion products.

Conclusion: Companies should integrate short videos marketing and live streaming using the AISAS model, emphasizing experience, attention, and engagement. Personal preferences outweigh brand popularity in influencing purchase decisions.

Originality/Value: A comparison of TikTok's two content strategies (short video and live streaming) in one study directly linked to purchase intention provides a unique perspective. The comprehensive integration of the AISAS model in the TikTok social media context is an approach that is still rarely used in video-based digital content marketing research. Focus on Muslim fashion products and a specific location (Jakarta), which provides contextual distinctiveness in seeing how global social media trends interact with local culture and preferences.

Keywords: AISAS, social media, fashion muslim, purchase intention, TikTok content

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INTRODUCTION

The development of digital technology and social media has given birth to the era of social commerce that has significantly changed marketing strategies, including in the Muslim fashion industry. TikTok as a platform based on short video and live streaming has emerged as a very popular channel, especially among the younger generation and women (Populix, 2022). Features such as short videos, interactive filters, and direct integration between creators, sellers, and buyers allow the buying process to run faster and more efficiently in one application. This makes TikTok not only an entertainment medium, but also an effective promotional tool in shaping consumer opinions and behavior.

Muslim fashion, as part of the growing fashion industry, shows great potential in both global and domestic markets. Indonesia is ranked 9th in the world of Muslim fashion exporters with a domestic market value of US\$ 20 billion and an average growth of 18.2% per year (State of the Global Islamic Economy Report, 2023/2024). Jakarta as an urban center with a Muslim majority and high purchasing power is a strategic market for this industry (BPS, 2023). The increasing awareness of clothing according to Islamic values and the modest fashion trend triggered by the hijaber community and content on social media, makes TikTok Shop relevant as a main sales channel, especially through short video content and live streaming that appears on the For You Page (FYP).

In the face of intense digital competition, companies are required to create strong consumer experiences through engaging, relevant, and emotional content. The Marketing 4.0 concept with the AISAS model (Attention, Interest, Search, Action, Share) is a strategic approach to understanding and directing consumer behavior on platforms like TikTok (Jun et al. 2021) user needs have become more and more diversified and personalized. These new user characteristics are important for the sustainable marketing of enterprises. With intensified competition, how to attract clients at minimal cost has become the primary concern for community e-commerce platforms or other e-commerce platforms. One of the best solutions is precision marketing, which is an important part of sustainable marketing. In this paper, a modified AISAS model is proposed for evaluating precision marketing effectiveness using data from a real-world community e-commerce platform. Based on face-to-face expert interviews and questionnaire surveys, an analytic hierarchy process (AHP) and Fannani et al. (2020) have shown that short video content and live streaming can influence early stages in AISAS such as attention, interest, and information seeking, while Garg et al. (2023) based on past literature was made which is tested with Partial Least Squares (PLS) and Abdurrahim et al. (2019) found that purchase intent can drive purchase actions and experience sharing. However, studies that comprehensively integrate AISAS in the context of TikTok social commerce are still limited. Therefore, this research is here to fill the gap by analyzing and comparing the influence of both TikTok content

e-commerce platform. Based on face-to-face expert interviews and questionnaire surveys, an analytic hierarchy process (AHP). Each stage of AISAS plays an important role in shaping purchase intention, from attracting attention with creative videos to encouraging consumers to share experiences (Sugiyama & Andree, 2011). Therefore, utilizing the right content on TikTok determines the effectiveness of marketing Muslim fashion products in today's digital era.

Research on digital marketing through social commerce, particularly TikTok, has grown rapidly in recent years. Two dominant content strategies, short video marketing and live streaming, have been shown to build consumer engagement and influence purchasing decisions. The AISAS (Attention, Interest, Search, Action, Share) model is often used to understand the process of consumer behavior in interactive digital environments. However, most of the previous studies only focus on one type of content or use conventional behavioral models, without systematically comparing the two strategies in one platform, and rarely examine them thoroughly in the context of Muslim fashion products.

Some previous studies Jun et al. (2021) user needs have become more and more diversified and personalized. These new user characteristics are important for the sustainable marketing of enterprises. With intensified competition, how to attract clients at minimal cost has become the primary concern for community e-commerce platforms or other e-commerce platforms. One of the best solutions is precision marketing, which is an important part of sustainable marketing. In this paper, a modified AISAS model is proposed for evaluating precision marketing effectiveness using data from a real-world community e-commerce platform. Based on face-to-face expert interviews and questionnaire surveys, an analytic hierarchy process (AHP) and Fannani et al. (2020) have shown that short video content and live streaming can influence early stages in AISAS such as attention, interest, and information seeking, while Garg et al. (2023) based on past literature was made which is tested with Partial Least Squares (PLS) and Abdurrahim et al. (2019) found that purchase intent can drive purchase actions and experience sharing. However, studies that comprehensively integrate AISAS in the context of TikTok social commerce are still limited. Therefore, this research is here to fill the gap by analyzing and comparing the influence of both TikTok content

strategies on purchase intention of Muslim fashion products, in the context of Jakarta's unique local culture.

The difference between this research and previous studies is that they generally discuss the influence of social media on purchase intention broadly without considering the context of specific products such as Muslim fashion or specific regional settings. In contrast, this study focuses on examining the influence of TikTok content as a form of social commerce on Muslim fashion purchase intention in DKI Jakarta, an area with urban cultural characteristics, urban Muslim religious, and unique consumption trends. In addition, this research offers a more comprehensive approach by comparing two content strategies at once, namely short video marketing and live streaming in one analysis model, which is rarely done in previous research.

On the other hand, the theoretical approach used also shows an update. While many previous studies have relied on classic behavioral models such as AIDA, TAM, or TPB, this study uses the AISAS model, which is more suitable for describing consumer behavior in interactive digital platforms such as TikTok. This study analyzes all stages of AISAS, not just some, and specifically focuses on TikTok given its rapid growth. Thus, this research not only fills a gap in the academic literature, but also makes a practical contribution for local Muslim fashion businesses in formulating appropriate content strategies according to the characteristics of Jakarta consumers.

This study aims to examine in depth the influence of live streaming and short video marketing on the marketing of Muslim fashion products on TikTok, especially in influencing the attention, interest, and search stages, whether all three directly lead to action and share, or must first form purchase intention. In addition, this study also highlights the strategic role of content in shaping consumer perceptions and behavior in choosing Muslim fashion products. Using the AISAS framework, this study is designed to provide practical guidance for TikTok online shop owners in creating content that can effectively drive consumer behavior. Properly designed content not only has a high chance of appearing on the For You Page (FYP), but can also increase purchase intention, brand awareness, and encourage organic word of mouth.

METHODS

This study uses quantitative data collected through distributing online questionnaires to purposively selected respondents. Respondents consisted of men and women aged 18 to 70 years, Muslim, domiciled in the DKI Jakarta Province area, and were active users of the TikTok application who had watched short video marketing and live streaming content. The distribution of questionnaires was carried out through various social media platforms such as Instagram, Facebook, WhatsApp, and Telegram to reach the target audience that matches the characteristics of the study.

This research combines the use of primary and secondary data to support the analysis. Primary data was obtained through distributing online questionnaires to 300 respondents selected based on purposive sampling, which is a method of selecting samples based on certain criteria relevant to the research objectives. This technique was combined with convenience sampling, which considers the ease of access, time, and willingness of respondents to participate. Selection criteria included geographic location, accessibility, and suitability to the target population. The research instrument includes 52 indicators multiplied by 5 respondents per indicator, so referring to the provisions of Hair et al. (2014), the minimum sample size was set at 260 people. Meanwhile, secondary data was collected from reliable sources such as scientific journals, books, articles, previous research results, and relevant information from the internet to enrich the theoretical basis and support the interpretation of research results. An explanation of the variable indicators can be seen in Table 1.

This research uses a quantitative approach with descriptive data analysis, where the instrument is measured using a Likert scale of 1 to 5 to assess the respondent's level of agreement with various statements. The analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique using SmartPLS 4.0 software, because this method is effective in handling complex models and can test direct and indirect effects between latent variables simultaneously. Model evaluation was conducted in two stages: outer model to test construct validity and reliability through indicators such as loading factor, Composite Reliability (CR), Average Variance Extracted (AVE), Cronbach's Alpha and inner model to assess the strength of causal relationships

between variables based on the theoretical structure of AISAS. This approach provides a comprehensive picture of digital consumer behavior in the context of TikTok content-based social commerce.

This research model adopts the AISAS framework to describe the digital consumer decision-making process, from initial attention to the act of sharing the experience. In this structure, Live Streaming and Short Video Marketing act as independent variables, AISAS stages serve as mediating variables, while

Purchase Intention is placed as the dependent variable. Hypothesis generation H1-H14 is designed to thoroughly examine the pathways of influence of digital content in the TikTok ecosystem, highlighting the different contributions of each content format. This approach allows for a deeper understanding of the direct and indirect influence of TikTok content on purchase intention, as well as identifying the AISAS stages that are most instrumental in shaping the decisions of Muslim fashion consumers in Jakarta. The hypothesis is explained in Table 2.

Tabel 1. Indicator variables

Variables	Indicators	Code
Live streaming (Liu et al. 2022; Sim et al. 2023)	Interactivity	LVS1, LVS2 and LVS3
	Visualization	LVS4 and LVS5
	Entertainment	LVS6 and LVS7
	Professionalization	LVS8 and LVS9
Short Video Marketing (Liu et al. 2019; Xiao et al. 2019)	Interesting content	SVM1, SVM2 and SVM3
	Scenario-based experience	SVM4, SVM5 and SVM6
	User Participation Interaction	SVM7, SVM8 and SVM9
	Perceived Usufulness	SVM10, SVM11 and SVM12
	Playfulness	SVM13 and SVM14
	Involvement of Celebrity	SVM15, SVM16 and SVM17
AISAS (Sugiyama & Andree, 2011; Kim & Choe, 2018)	Attention	AT1, AT2, AT3 and AT4
	Interest	IT1, IT2, IT3 and IT4
	Search	SC1, SC2, SC3 and SC4
	Action	AC1, AC2, AC3 and AC4
	Share	SH1, SH2, SH3 and SH4
Purchase Intention (Bilal et al. 2024, Garg et al. 2023; Prakash et al. 2024)	Immediate desire to buy	PI1 and PI2
	prefential desire	PI3 and PI4
	choose a purchase alternative	PI5 and PI6

Tabel 2. Hypothesis research

Hypothesis	Description	Path
H1	Short Video Marketing (SVM) affects significantly toward Attention (AT)	SVM → AT
H2	Short Video Marketing (SVM) affects significantly toward Interest (IT)	SVM → IT
H3	Short Video Marketing (SVM) affects significantly toward Search (SC)	SVM → SC
H4	Live Streaming (LVS) affects significantly toward Attention (AT)	LVS → AT
H5	Live Streaming (LVS) affects significantly toward Interest (IT)	LVS → IT
H6	Live Streaming (LVS) affects significantly toward Search (SC)	LVS → SC
H7	Attention (AT) affects significantly Interest (IT)	AT → IT
H8	Interest (IT) affects significantly Search (SC)	IT → SC
H9	Search (SC) affects significantly Action (AC)	SC → AC
H10	Attention (AT) affects significantly toward Purchase Intention (PI)	AT → PI
H11	Interest (IT) affects significantly toward Purchase Intention (PI)	IT → PI
H12	Search (SC) affects significantly toward Purchase Intention (PI)	SC → PI
H13	Purchase Intention (PI) affects significantly toward Action (AC)	PI → AC
H14	Action (AC) affects significantly Purchase Share (SH)	AC → SH

The framework (Figure 1) in this study shows the relationship between the use of digital content strategies on TikTok, namely live streaming and short video marketing with the purchase intention of Muslim fashion products, through the AISAS model as a mediating path. TikTok is used as a social commerce media by online shop actors to reach audiences, relying on attractive visual content to shape consumer behavior responses. This research also considers consumer characteristics such as age, gender, domicile, occupation, expenditure, and interests, which are analyzed descriptively to understand the profile of TikTok users. Both digital content strategies are assumed to gradually influence the five aspects of the AISAS model (Attention, Interest, Search, Action, and Share) and refer to the framework developed by Tsang & Wei, (2020) and other researchers. This model then tests the effect of each stage of AISAS on purchase intention as the dependent variable. By using the SEM-PLS method, this research allows testing direct and indirect relationships between latent variables. The findings from this analysis will be used to develop managerial implications that are relevant for Muslim fashion businesses on TikTok, especially in determining the most effective content strategy to encourage purchase decisions.

RESULTS

Respondents in the study were dominated by women as much as 61%. The majority of respondents' domicile came from South Jakarta by 38.8%. The age range of respondents is dominated by 18-27 years old. The majority of respondents' education is Bachelor (S1) and SMA, while the most occupations are private employees. The majority of respondents are unmarried with an income of 5,100,000 or equivalent to the Jakarta UMR. The most frequency of use of the TikTok application is 1-2 hours per day at 50.8%. The most frequent activity is scrolling short video marketing by 88.1%. The source of information for shopping for Muslim fashion products is through short video marketing or live streaming. Purchasing products based on what they like by 74%.

The number of purchases of Muslim fashion products respondents buy on average 1-6 times per year. The majority of respondents spend <1,000,000 rupiah/year, with a maximum price limit per product of 110,000-150,000 rupiah. Product quality is the main factor in motivating respondents to buy Muslim fashion products at high prices. Price is the factor that encourages immediate purchase, while discount is the reason for respondents to postpone the purchase. The targeted time from not directly buying Muslim fashion products on TikTok that respondents like to buy is <2 weeks.

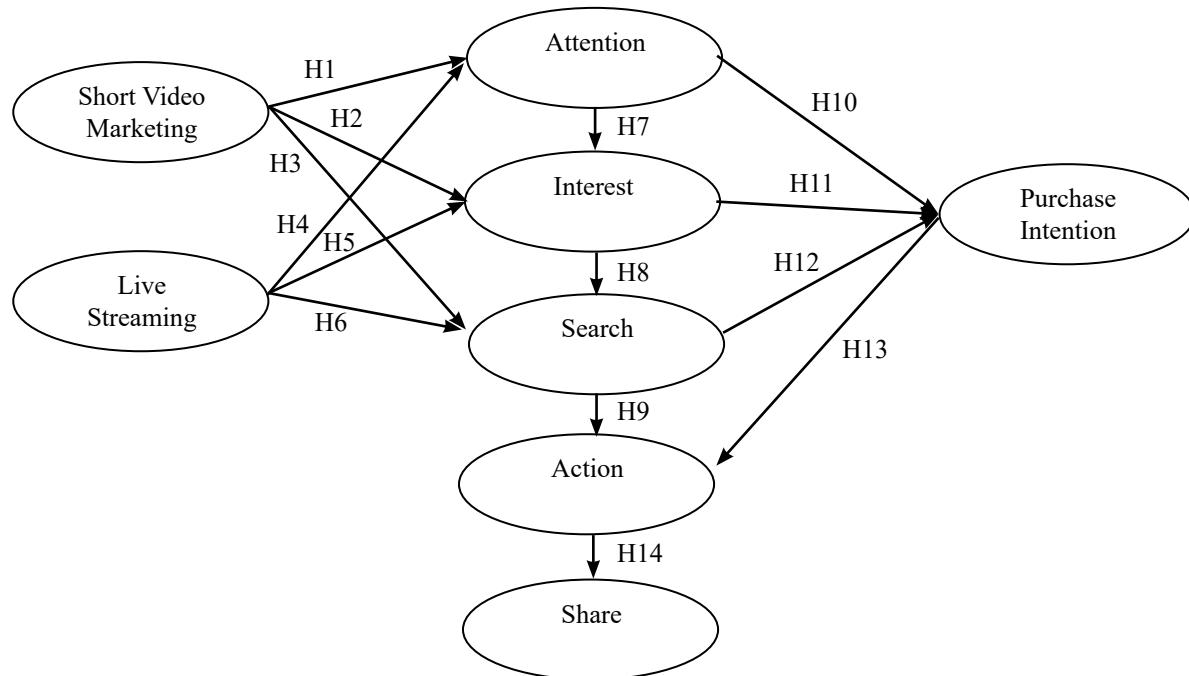


Figure 1. Research hypothesis

Analysis SEM-PLS

This study aims to analyze the effect of Content Tiktok based on the AISAS Model on Purchase Intention of Muslim fashion products in the Special Region of Jakarta. aims to analyze the influence of the dependent variable on the independent variable. The variables to be tested are live streaming, short form video, attention, interest, search, action, share through the purchase intention of fashion products. Data from respondents were analyzed using SEM-PLS through SMART-PLS 4.0 software. The evaluation was carried out in two stages, namely the outer model and the inner model, to show how the manifest variables represent the latent variables and the strength of the estimation between latent variables. Outer model is done to see the feasibility of each variable indicator on the construct. Outer model is done to see the validity and reliability of the construct where the loading factor is > 0.700 . Testing is done through convergent validity: Composite Reliability (CR), Average Variance Extracted (AVE), Cronbach's Alpha.

Structural model (inner model) evaluation is conducted to describe the relationship between several hidden variables. Evaluation involves looking at the predictive power of the model using the R-Squared (R^2) for each endogenous hidden variable. The R^2 value illustrates the relationship of exogenous to endogenous hidden variables. The R^2 value is considered good if it is more than 0.75 for substantial, 0.50 for moderate, and 0.25 for weak. To see the significance of the variables,

bootstrapping and T-test were used with a value of 1.96 signifying significance. A variable effect above 1.96 indicates good and strong predictive power.

Initial testing carried out did not get good enough results where there were still several indicators that still did not reach 0.7 even though the AVE value exceeded 0.500. To get a value that is fit enough, dropping must still be done. Construct reliability testing based on all Table 3 values shows that the Composite Reliability (CR) and Cronbach's Alpha values are > 0.700 and the AVE has met the requirements or has obtained a fit value model and the measurement model has been reliable for measuring latent variables. These results can be concluded that the constructs of all research variables, namely live streaming, short video marketing, attention, interest, search, action, share and purchase intention have a high level of discriminant validity. Therefore, all constructs have met convergent validity, composite reliability, and discriminant validity so that they can be continued for inner model analysis.

Processing the data results in Table 4 to find the inner model or R square (R^2). The results show that the resulting value is strong enough or substantial enough to explain the diversity of variables and only slightly explained by other variables. From the results of the GoF calculation, a value of 0.601 was obtained, so it can be concluded that the model has a large GoF and the greater the GoF value, the more appropriate it is in describing the research sample. The variable model that has a significant value is evidenced in Table 4.

Table 3. Outer Model analysis

Latent Variables	Composite Reliability	Cronbach's Alpha	AVE
Live Streaming	0.889	0.845	0.681
Short Video Marketing	0.921	0.905	0.539
Attention	0.899	0.850	0.691
Interest	0.881	0.821	0.651
Search	0.879	0.816	0.645
Action	0.888	0.831	0.664
Share	0.917	0.879	0.735
Purchase Intention	0.921	0.897	0.539

Significant construct relationship patterns can be seen using the bootstrapping process and can be seen in the original sample, statistical T test and P-value. The nature of the relationship between variables, whether positive or negative, can be explained by the original sample value. The significance of the model to see the effect of the hypothesis on the relationship path between exogenous latent variables and endogenous latent variables can be explained by the T-statistics value where the $t\text{-count} > t\text{-table}$ value with a $t\text{-table}$ value of 1.96 at a significance value of 5%. The P Values value is used as evidence that a hypothesis will be H^0 rejected or H^0 accepted, where the value must be smaller than alpha (α). The alpha value used is 0.05, which means that the maximum error in research that can be tolerated is 5% and is presented in Table 5.

H1: The Influence of Short Video marketing Relationship with Attention

Short video marketing is proven to have a very significant influence on consumer attention in

marketing Muslim fashion products on TikTok. The statistical test results ($T = 11.540$; $P = 0.000$) show the tremendous power of this format in capturing audience attention in a short period of time. This finding confirms that 15-30 second videos packed with striking visuals, concise messages and fast-paced rhythms are highly effective in addressing the challenge of low attention span of social media users. In this context, the crucial moment occurs within the first 3-5 seconds, where strong visuals, relevant music, or curiosity-triggering questions can instantly capture attention. A to-the-point format that does not overwhelm the audience allows the message to be received and remembered more quickly, significantly increasing brand recall of Muslim fashion products. This finding reinforces Seekis & Lawrence, (2023) research, which asserts that short videos are not only able to build attention instantly, but also optimize the delivery of brand messages efficiently. Therefore, in a competitive digital marketing landscape, short video marketing is a superior strategic instrument in creating early consumer engagement.

Table 4. Value R² Inner Model

Latent Variables	R Square (R ²)
Attention	0.563
Interest	0.560
Search	0.550
Purchase Intention	0.646
Action	0.463
Share	0.630

Table 5. Hypothesis Testing

Direct Effect	Original sample	T Statistic	P Values	Interpretation
Short Video Marketing → Attention	0.664	9.791	0.000	Supported
Short Video Marketing → Interest	0.342	3.781	0.000	Supported
Short Video Marketing → Search	0.453	4.611	0.000	Supported
Live Streaming → Attention	0.120	1.507	0.132	Not Supported
Live Streaming → Interest	0.072	1.451	0.147	Not Supported
Live Streaming → Search	0.144	2.004	0.045	Supported
Attention → Interest	0.406	5.362	0.000	Supported
Interest → Search	0.232	2.813	0.005	Supported
Search → Action	0.236	3.269	0.001	Supported
Attention → Purchase Intention	0.369	4.044	0.000	Supported
Interest → Purchase Intention	0.278	2.656	0.008	Supported
Search → Purchase Intention	0.259	3.037	0.002	Supported
Purchase Intention → Action	0.629	10.434	0.000	Supported
Action → Share	0.680	11.775	0.000	Supported

H2: The Influence of Short Video marketing Relationship with Interest

Short video marketing is proven to have a significant influence in generating consumer interest in Muslim fashion products. Statistical test results ($T = 4.660$; $P = 0.000$) confirm that short videos are not only attention-grabbing, but also effective in driving deeper interest in the product. The main strength lies in the visual ability to demonstrate the product in real time in terms of usage, end result, and context of use, allowing consumers to envision the relevance of the product in their lives. This creates an emotional closeness while increasing the perception of direct product benefits. Furthermore, honesty in content presentation is an important factor. Consumers respond more positively to videos that convey product advantages and limitations in a balanced manner, without exaggeration. This transparency enhances credibility and trust, which is a key basis for consumer interest. This finding is in line with Seekis & Lawrence (2023), who point out that short videos play a direct role in building consumer interest, especially when they are authentic, informative and emotionally relevant. In the digital context, this approach not only persuades but also creates sustainable engagement.

H3: The Influence of Short Video marketing Relationship with Search

Short video marketing significantly drives consumer search behavior for Muslim fashion products. The statistical test results ($T = 5.098$; $P = 0.000$) show that short videos not only attract attention, but also directly stimulate curiosity that encourages consumers to search for more information. Dense, attractive and often curious visual content encourages consumers to search both through search engines and directly on the platform to explore additional product, brand or review details. Short videos on TikTok serve as an initial trigger that provokes consumers to continue the interaction to the exploration stage. This effect is reinforced by the findings of Jun et al. (2021) and Magfiroh (2023), who state that consumers are encouraged to revisit content they have viewed to verify information and form a more confident purchase decision. Thus, short video marketing is not only a quick impression tool, but also effective in creating a cognitive push towards active behaviors such as further information search.

H4: The Influence of Live Streaming's Relationship with Attention

The results of the H4 hypothesis test show that live streaming does not have a significant effect on attention. The T-Statistic value of 1.507 (below the threshold of 1.96) and P-Value of 0.132 (>0.05) indicate that hypothesis is rejected. That is, statistically, live streaming fails to generate consumer attention effectively in the context of marketing Muslim fashion products on TikTok. This finding indicates a mismatch between the characteristics of live streaming and the audience's media consumption pattern. The majority of respondents who are workers prefer short content that is to the point, easily accessible, and does not require much time or cognitive engagement. Live streaming is considered too demanding of attention and time, making it relevant only for audiences with sufficient free time and an interest in in-depth interaction.

In addition, the limitations of TikTok's algorithm in promoting live broadcasts also reinforce the weak appeal of live streaming. The platform's algorithm prioritizes the distribution of short video content based on user preferences. Live streaming only optimally appears to followers who are already actively interacting, so its reach is limited and it is less effective in reaching new users. This finding contradicts the results of Ransome et al. (2023) and Shih et al. (2024), which showed a positive effect of live streaming on attention. However, this difference is most likely due to the context of the platform and strategies used, such as the utilization of influencers on Instagram, which has different audience characteristics and content distribution systems.

H5: The Influence of Live Streaming's Relationship with Interest

Live streaming is proven to have no significant influence on consumer interest in the context of marketing Muslim fashion products on TikTok. The statistical test results ($T = 1.451$; $P = 0.147$) show that live streaming fails to generate real audience interest. This finding corroborates the results on the attention variable, which indicates that the live streaming format is less suitable for audiences with time constraints, such as workers, who make up the majority of respondents in this study. In addition to time constraints, the quality of content presentation by the host or creator is also an inhibiting factor. The host's lack of charisma, interactivity and communication skills in explaining the product makes

the audience disengaged, and even tends to lose interest. Thus, live streaming that is not packaged with a concise, relevant and value-added approach will fail to convert attention into interest. This finding contrasts with the studies of Jiawei & Liu (2024), Fannani et al. (2020) and Jun et al. (2021), who found a positive influence of live streaming on interest, but in the context of different platforms and more effective promotional strategies, such as the use of strong influencers in building credibility and engagement.

H6: The Influence of Live Streaming's Relationship with Search

Live streaming is proven to have a significant effect on consumer information seeking behavior in the context of Muslim fashion marketing on TikTok. The statistical test results ($T = 2.232$; $P = 0.026$) show that real-time interaction in live streaming is able to drive audience curiosity to seek more information about the product. The main driving factor was the presence of live testimonials and real-time comments from other buyers, which created a perception of authenticity and increased consumer trust. Compared to written reviews, spontaneous feedback in live streaming is considered more credible and personalized. This social effect strengthens the impetus for product exploration, especially when audiences witness first-hand evidence of other users' experiences. This finding is consistent with the study of Wang et al. (2022), which asserts that live streaming is effective in building curiosity and creating momentum for consumers to actively search for products. Thus, live streaming serves not only as a promotional medium, but also as a trigger for interaction and reinforcement of curiosity that drives follow-up decisions.

H7: The Effect of the Relationship Between Attention and Interest

Consumer attention is proven to have a significant influence on the growth of interest in Muslim fashion products. The statistical test results ($T = 5.276$; $P = 0.000$) emphasize that attention is the main foundation in shaping consumer interest. When attention is effectively captured, the chances of growing deeper interest in the product increase substantially. In this context, attention is not just an initial response, but acts as an emotional trigger that opens the path to personalized consumer engagement. Content that piques curiosity, evokes emotion, or creates an affective connection with

the audience will increase the likelihood of interest. Therefore, communication strategies that emphasize visual appeal, strong narrative, and emotional relevance are crucial. This finding is in line with research by Abdurrahim et al. (2019) and Pertiwi & Gusfa (2018), which both show that attention is a key variable in driving consumer interest, especially in the context of dense digital content competition. Thus, the success of building consumer interest is highly dependent on the effectiveness of the early stages of strategically attracting attention.

H8: The Effect of the Relationship Between Interest and Search

Consumer interest has a significant influence in encouraging information search behavior related to Muslim fashion products. The statistical test results ($T = 2.835$; $P = 0.005$) show that initial interest does not stop at the emotional level, but develops into a cognitive drive to dig deeper for information. When consumers are interested in a product, this interest triggers curiosity that drives active search actions, such as checking prices, availability, benefits, and reviews from other users. This search reflects the transition from passive interest to active engagement, which is important in the purchase decision-making process. This finding is in line with Pertiwi & Gusfa (2018) statement, which emphasizes that interest is an entry point to further information exploration. Therefore, digital marketing strategies need to strongly instill interest in order to encourage consumers to move voluntarily to the search stage, as a form of intensification of relationships with products or brands.

H9: The Effect of the Relationship Between Search and Action

Information search is proven to have a significant influence on consumer action in the context of marketing Muslim fashion products. The statistical test results ($T = 3.772$; $P = 0.000$) show that search activities are not only passive, but are an important determinant in driving follow-up actions, such as purchases or deeper interactions with brands. Search gives consumers access to key information such as reviews, testimonials and product descriptions, which collectively build trust and strengthen confidence before making a decision. The deeper and more convincing the information found, the more likely consumers are to act. This finding is reinforced by Wirawan & Hapsari (2016)

who state that the search stage serves as a crucial link between interest and decision-making, where credible and relevant search results become a strong foundation in driving consumer action. Therefore, marketing strategies that support ease of search and transparent information provision will have a greater chance of converting interest into action.

H10: The Effect of the Relationship Between Attention and Purchase Intention

Consumer attention is proven to have a significant influence on purchase intention in the context of marketing Muslim fashion products. The statistical test results ($T = 4.435$; $P = 0.000$) show that attention is not just a starting point in the marketing process, but a strategic foundation that directly drives purchase intention. Attention acts as a cognitive and emotional trigger that builds awareness, personal connection, and initial understanding of the product. When attention is effectively captured, consumers are more likely to remember the brand and associate it with their needs, driving stronger and more targeted purchase intent. This finding is in line with Fannani et al. (2020) research, which asserts that attention that is consistently and relevantly built can strengthen consumers' trajectory from initial interest to purchase intention. Therefore, marketing strategies that are able to capture attention strongly in the early phase have great leverage in shaping and influencing purchasing decisions in the later stages.

H11: The Effect of the Relationship Between Interest and Purchase Intention

Consumer interest has a significant influence on purchase intention in the context of Muslim fashion products. The statistical test results ($T = 2.758$; $P = 0.006$) show that interest builds not only reflects an emotional response, but also a cognitive engagement that strengthens the decision-making process. Interest acts as an internal driver that encourages consumers to consider products more seriously, because they feel connected to the values, benefits or aesthetics offered. The higher the interest, the greater the tendency for consumers to proceed to the purchase intention stage, because the product has passed through the attentional and rationalization filters. This finding is in line with Fannani et al. (2020), who state that interest is an important bridge between initial attention and purchase intention. Therefore, cultivating strong interest is

not just about attracting attention, but also creating relevance and emotional resonance capable of leading consumers to real purchase intentions.

H12: The Effect of the Relationship Between Search and Purchase Intention

Information search has a significant influence on consumer purchase intention in the context of Muslim fashion products. The statistical test results ($T = 2.979$; $P = 0.003$) indicate that search activities not only reflect passive interest, but are also a form of active involvement that strengthens purchasing decisions. Through search, consumers access important information such as product specifications, prices, benefits, and reviews that serve as a rational basis in forming beliefs about products. The more complete and accessible this information is, the greater the consumer's trust, which in turn encourages a more convincing purchase intention. This finding supports the research results of Fannani et al. (2020), which emphasize that search is a crucial stage in turning interest into purchase intention, because it brings together emotional impulses with rational justification. Thus, marketers need to ensure the availability of accurate and transparent information to optimize the potential conversion from search to purchase intention.

H13: The Effect of the Relationship Between Purchase Intention and Action

Purchase intention is proven to have a significant and strong influence on consumer action, especially in the context of purchasing Muslim fashion products. The statistical test results ($T = 7.040$; $P = 0.003$) show that high purchase intention is a strong predictor of real action in the form of both purchase and direct involvement with the product. Purchase intention reflects consumers' psychological readiness to act. When interest has turned into intention, hesitation tends to decrease dramatically, and purchase decisions become faster and more decisive. External factors such as limited promos or low stock often reinforce this sense of urgency, which accelerates the transition from intention to action. This finding is consistent with the results of research Garg et al. (2023), which confirms that purchase intention is a direct trigger for purchase behavior. Thus, marketing strategies should focus not only on building awareness and interest, but also creating a sense of urgency that can encourage consumers to make purchasing decisions immediately.

H14: The Effect of the Relationship Between Purchase Action and Share

Consumer actions proved to have a very significant influence on sharing behavior, as shown by the statistical test results ($T = 15.071$; $P = 0.003$). This finding shows that real post-purchase experience is a strong trigger for sharing behavior, whether in the form of recommendations, reviews, or testimonials. Consumers who have made a purchase and directly experience the benefits of Muslim fashion products are more likely to communicate their experiences to others, especially if the experience is positive. In this context, sharing acts as a form of expression of satisfaction as well as social validation of the purchase decision. In other words, the act of purchase does not stop at consumption, but often continues into advocacy, which expands the brand's reach organically through word-of-mouth. This finding is in line with Abdurrahim et al. (2019) research, which shows that consumers tend to share positive experiences as a form of contribution and appreciation of the brand. Therefore, creating a satisfying consumer experience not only encourages loyalty, but also amplifies the viral effect through sharing behavior.

Managerial Implications

This research confirms that short video marketing and live streaming have a significant role in shaping the AISAS (Attention, Interest, Search, Action, Share) stages of purchase intention for Muslim fashion products in Jakarta. SEM-PLS analysis and input-process-output (IPO) approach show that scenario-based experience in short videos and professionalization in live streaming are the most influential elements in influencing consumers, especially among young workers with limited TikTok usage (1-2 hours/day). Managerial implications emphasize the importance of content that is quick to grab attention, relevant, emotional, and builds trust. Content should have strong visuals, integrated Call To Action (CTA), short narratives, and create a sense of urgency and exclusivity. The search stage should be facilitated through easy access to information, while action needs to be reinforced with discounts, quick reviews, and clarity on product value. Jakarta consumers are more likely to buy products they like, not the most popular ones. The final stage, share, requires community-based strategies such as challenges, giveaways, and social proof and sharing incentives to encourage Word of Mouth. A high level of satisfaction will trigger consumers to share their

experiences voluntarily. The main results of this strategy are increased purchase intention, brand awareness, and digital campaign effectiveness, as well as the basis for evaluating AISAS-based marketing strategies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis results described above, it can be concluded that TikTok content through the use of short video marketing is proven to be more effective than live streaming in shaping consumer behavior towards Muslim fashion products. This strategy significantly affects attention, interest, and search, while live streaming only impacts search. The characteristics of respondents are dominated by workers with limited time (1-2 hours/day), making short videos the most relevant and impactful format. The AISAS model proved relevant as a mediating path to purchase intention, both directly and indirectly. Attention and interest can drive purchase intention without going through search, while in some cases, action can occur directly after search without purchase intention being formed beforehand. Quality and price factors are key determinants of purchase behavior, with consumers tending to delay purchases until discounts are available. In addition, the more satisfied consumers are after purchase, the more likely they are to share the experience, reinforcing the positive relationship between action and share. Overall, short video and live streaming play an important role in shaping perceptions, creating trends, building trust and increasing consumer loyalty through creative, authentic and interactive approaches.

Recommendations

Companies are advised to combine short video marketing and live streaming strategies with the AISAS model approach, as it has proven effective in driving purchase intention through scenario-based content and professional delivery. Content strategies need to be designed not only to attract attention, but also encourage action and sharing by consumers. The research findings show that consumers are more moved by personal preference than brand popularity. For future research, it is recommended to focus on one of the media (short video or live streaming) and add moderating variables such as brand trust, customer engagement, or perceived value to capture more

complex relationship dynamics. The focus can also be directed at the influence of TikTok creators, the FYP algorithm, the role of personalities (artists), and the halal aspects of Muslim fashion products. It is recommended to use a qualitative or mixed approach to explore consumer perceptions in more depth, expand the research area outside Jakarta, and try other social commerce platforms and more specific product objects.

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