

THE IMPACT OF CUSTOMER TESTIMONIALS AND BRAND TRUST IN WOMEN'S HIJAB REPURCHASE INTENTION IN CIREBON

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ABSTRACT

Background: The hijab industry in Indonesia is rapidly growing, leading to intense online and offline competition between brands.

Purpose: This study measures Repurchase Intention based on customer testimonials and brand trust in hijab products marketed through TikTok Shop, Shopee, Lazada, Bukalapak, and other marketplaces.

Design/methodology/approach: This study used a quantitative method with data from 400 female hijab users aged 15–24 years in Cirebon. Owing to its strength in complex model analysis, SEM-PLS was applied to analyze the effect of customer testimonials and brand trust on repurchase intention.

Findings/Results: This study indicates that customer testimonials and brand trust positively influence repurchase intention for hijab products in Cirebon. The impact of customer testimonials on repurchase intention had a coefficient of 0.400, whereas brand trust demonstrated a more substantial influence with a coefficient of 0.417. The findings suggest that brand trust has a more significant impact on encouraging repurchase behaviour than customer testimonials. These results underscore the importance of building strong brand trust through consistent product quality, excellent customer service, and positive brand reputation. For hijab business owners, effective marketing strategies should generate positive customer testimonials and ensure that the customer experience aligns with the brand's promises. By consistently delivering quality and maintaining reliable service, businesses can foster consumer trust, enhance customer loyalty, and sustain repurchase intentions over the long term.

Conclusion: These two independent variables simultaneously drive Repurchase Intention for hijab products. Brand Trust had a more substantial influence on the intention to repurchase the hijab.

Originality/value (State of the art): Consumers trust brands for various reasons, including good product or service quality and brand reputation. Brand trust is a crucial factor in long-term relationships with customers.

Keywords: customer testimonials, brand trust, repurchase intention, marketplace, hijab

How to Cite:

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INTRODUCTION

The shift in consumer behavior towards digital platforms has accelerated in recent years, especially after the COVID-19 pandemic. This transformation is particularly evident in the fashion industry, where online transactions have become the dominant purchasing method. In the modest fashion sector, especially among young Muslim women, online platforms are used for browsing and shopping, engaging with brands, reading product reviews, and forming perceptions of trust and credibility. These behavioral shifts highlight the importance of understanding how digital interactions influence purchasing intentions in culturally and religiously significant markets such as hijab fashion (Sumarliyah, 2021).

Technological advancements have transformed sales systems and product marketing strategies into modern, digital-based approaches. The rise of various online shopping platforms, such as Shopee, TikTok Shop, Lazada, and Bukalapak, have created vast opportunities for business actors in Indonesia to expand their online businesses. To attract consumers, these businesses must innovate in communication and understand market needs, which can foster the repurchase interest (Rahmawati et al., 2022).

One effective way to build repurchase interest is through customer testimonials. Testimonials act as social proof in the form of reviews, ratings, or comments from previous customers who have experienced a product. These statements help build consumer trust and serve as credible references that influence purchasing decisions. In online commerce, the testimonials function as promotional tools and essential information sources for potential buyers.

In addition to testimonials, the brand trust plays a critical role in influencing consumer behavior. The brand trust reflects consumers' confidence in a brand's reliability, integrity, and consistency. This trust is built through positive experiences and the belief that the brand will fulfil its promises (Nabilaah & Nurtjahjadi, 2024). In online transactions, where physical interaction is absent, the brand trust becomes even more essential to reduce perceived risk.

However, prior studies have often examined the customer testimonials and the brand trust as separate constructs, with limited exploration of their combined influence

on repurchase intention, especially in the context of hijab products among young female consumers. The hijab market has distinct characteristics, combining religious, cultural, and fashion elements, making it a unique segment of the broader fashion industry. Hijab fashion is not solely a religious expression; it also reflects personal identity and cultural values. These symbolic meanings are important in shaping consumer preferences and intentions in the modest fashion industry (Indarti & Peng, 2024). Emphasized that perceived product quality, religious beliefs, and social norms are key predictors of Muslim women's intention to purchase Islamic clothing. These findings support the notion that the repurchase intention is influenced by both internal values and external social factors (Ali, 2022).

Therefore, this study addresses this research gap by examining the simultaneous influence of customer testimonials and brand trust on repurchase intention in the hijab fashion market among young consumers in Cirebon. This study contributes to the theoretical understanding of consumer behavior in the digital fashion industry, particularly in localized cultural contexts.

The repurchase intention refers to a consumer's tendency to repurchase a product based on previous satisfaction and perceived value (Pradikto et al., n.d.). It is a strong indicator of customer loyalty and plays a crucial role in the sustainability of businesses, especially in the fast-changing fashion industry.

Figure 1 illustrates the steady and significant growth of the hijab market in Indonesia from 2019–2024. The hijab has evolved beyond its traditional role as a symbol of religious identity to become a prominent element in fashion, reflecting personal style and self-expression. The wide range of producers' patterns, colors, and materials have created substantial opportunities within the hijab industry. This market is uniquely characterised by the fusion of local cultural elements with the modern needs of Muslim women, who seek products that align with their religious values, comfort, and aesthetic appeal.

In digital marketing, strategies centered on customer testimonials and brand trust have become increasingly prominent. While earlier studies primarily emphasized price, product quality, or promotional efforts in shaping consumer decisions, the current landscape has shifted,

particularly on platforms like TikTok Shop. Today, the purchasing decisions are heavily influenced by visual and real-time testimonials shared by other users through videos or live reviews. This signals the emergence of a more emotional and personalized marketing approach (Fatimah, 2023b).

The brand trust is built through product performance and consumers' interactive experiences with digital content that conveys authenticity, transparency, and credibility (Fatimah, 2023a). What sets this study apart is its focus on how the customer testimonials specifically contribute to shaping perceptions of the brand trust, which, in turn, influences customer loyalty and repurchase intention. Moreover, the interactions between consumers and brands on social media platforms have introduced a new dynamic in which digital word-of-mouth has a greater influence on purchasing behaviour than traditional advertising methods (Fatimah et al., 2022).

The repurchase intention is a critical indicator for evaluating the effectiveness of digital marketing strategies. This study reveals that the decision to repurchase hijab products is significantly influenced by a combination of brand trust and user-generated testimonials (Tololiu et al., 2022; Wadji et al., 2024). In online shopping, where consumers cannot physically examine the product, they rely heavily on digital information. Whether in the form of written reviews, video testimonials, or live streams, the consumer testimonials serve as vital sources of social validation that help reassure potential buyers (Purbohastuti, 2020). Furthermore, emotional engagement and personal connection with a brand are key factors in fostering customer loyalty. This study measured the repurchase intention using several indicators, including the willingness to seek further information.



Figure 1. Significant growth of the hijab market in Indonesia (Texco.co.id, 2024)

In an era of increasingly intense business competition, particularly in the Muslim fashion sector, such as hijab products, effective marketing strategies are essential to maintain the customer loyalty and stimulate the repurchase intentions. A commonly employed strategy among businesses involves the utilization of customer perceptions of a product while it is also increasing the likelihood of making repeat purchases from the same brand. The customer testimonials represent a form of communication in which consumers share their experiences after using a product or service, typically in the form of reviews, recommendations, or comments, whether positive or negative. In marketing practice, such testimonials serve as a tool to enhance product credibility, as they are perceived to be more trustworthy because they are based on the real user experiences. Consumers are generally more inclined to trust the opinions of fellow users than conventional advertising. Therefore, positive testimonials have the potential to create favorable perceptions of a product and indirectly influence consumers' intentions to repurchase.

This study proposes a conceptual framework consisting of three hypotheses: (H1) customer testimonials positively influence repurchase intention; (H2) brand trust positively influences repurchase intention; and (H3) customer testimonials positively influence brand trust. The framework posits that customer testimonials directly and indirectly impact repurchase intention, with brand trust as a mediating variable. In essence, the more favorable the testimonials past customers provide, the stronger the resulting brand trust is, thereby encouraging future purchases of the same brand. This integrated relationship underscores the importance of external social proof and internal brand credibility in shaping consumer repurchase behavior.

METHODS

The research was conducted in Cirebon City, Indonesia, and data were collected between December 2024 and January 2025. A quantitative research methodology was employed. The quantitative research method prioritized the collection and analysis of quantitative data, namely, numerical data or numerical variables. This approach aimed to measure the relationship between variables or understand phenomena through statistical analysis. This method focused on objectivity, measurement, and generalization of research results (Farid Wadji, Desy Seplyana, Juliastuti, 2024).

The study included 28,811 people aged 15–24 years in Cirebon (Population and Civil Registration Service of Cirebon City, 2024). A total of 400 respondents were selected using the Slovin formula. The sampling technique used was incidental sampling, a non-probability method in which samples were taken based on availability and willingness to participate.

The variables were measured using a questionnaire. The narrative questionnaire was designed using A Likert scale. Moreover, the respondents' answers were divided into five scores, namely, Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The following dimensions and indicators were used to measure the variables. The following dimensions and indicators were used to measure the variables:

- Customer Testimonials
Indicators of testimonials include trust in the message content, credibility, and influence (Farhan, 2023), which were developed into six statements.
- Brand Trust
Brand Trust has several leading indicators, including trust experience, affect, personality, and cognition (Wardhana, 2024), which were developed into eight statements.
- Repurchase Intention
The Repurchase Intention Indicators are explorative, transactional, and referential interests, which were developed into six statements.

Structural Equation Modelling (SEM) analysis is a confirmation technique that offers a thorough way to evaluate and adjust structural and measurement models. This method ascertains the validity, reliability, and unidimensionality of the measurement model (Rahadi, 2023). Because it is a popular tool for complicated causal-predictive analysis and works well for prediction application and theory construction, as in this study, the Partial Least Squares (PLS) technique is selected (Rahadi, 2023).

The Relationship between Customer Testimonials and Repurchase Intention

Testimonials include expressions of experience, feelings, and customer satisfaction with their experiences in purchasing a product or service. When potential customers read the testimonial, their doubts about purchasing decrease, and they become more confident in buying a product. In addition, through

testimonials, customers support online business actors to convey information, educate, persuade, and convince potential customers to purchase products and services. With testimonials, products can provide additional information to convince potential buyers to repeat their purchases (Rieska Hanggaraningrum Ermawan, Apri Budianto, 2022).

The use of good testimonials can persuade customers to make purchase intentions. This is because sellers take testimonials from prospective buyers by providing positive information, so that someone's opinion is obtained that will change their behaviour to make repeat purchases (Rieska Hanggaraningrum Ermawan, Apri Budianto, 2022). This study showed that testimonials are specific actions that can influence repeat purchases. Based on this explanation, the author proposes the following hypothesis:

H1: Customer testimonials positively and significantly affect repurchase intention.

The Relationship between Brand Trust and Repurchase Intention

Consumers have strong brand trust, because the brand of a product or service often meets their expectations (Chandra et al., 2023). Brand trust is crucial for long-term relationships between customers and brands. The higher the customer's confidence in a brand, the more likely they are to desire to repurchase products or services from that brand (Chandra et al., 2023). Brand trust refers to consumers' willingness to take risks to achieve satisfactory outcomes (Puspitowati, 2012). Consumers who exhibit high trust in a brand are more likely to remain loyal and engage in repeat purchases of its products or services (Florendiana & Hariasih, 2023). Brand trust is a valuable asset that supports a company's long-term success. Strengthening brand trust can enhance repurchase intentions, foster customer loyalty, and positively affect long-term profitability. Therefore, businesses should improve product quality, deliver excellent customer service, and build strong consumer relationships to reinforce their brand trust.

H2: Brand Trust has a positive and significant effect on Repurchase Intention

The Relationship between Customer Testimonials and Brand Trust towards Repurchase Intention

Customer Testimonials and Brand Trust increase interest in repurchasing products and build a business

reputation. When consumers see positive customer testimonials about a product, the product image is also formed positively in the consumers' minds, increasing the business's reputation. By conveying correct product information in advertisements, the customer experience expressed in product testimonials will feel more relatable to prospective buyers and create brand trust that encourages repurchase interest (Jobstreet tim konten, 2024).

A strong customer relationship with a product, where customers already have brand trust, encourages them to make repeat purchases. In addition, customers provide testimonials about products to share experiences that can promote repurchases and consumer interest. Customer Testimonials and Brand Trust are expected to increase Repurchase Intention. Consumers who read positive testimonials and trust a brand are more likely to repurchase the product or service. (Jobstreet tim konten, 2024). Based on this explanation, the author proposes the following hypothesis:

H3: Customer Testimonials and Brand Trust have a positive and significant effect on Repurchase Intention
From the above description, the following framework of thought is obtained.

Based on Figure 2, positive customer testimonials can enhance consumers' perceptions of product quality and value. In this context, customer testimonials exert a direct influence on repurchase intention and contribute to developing brand trust. When testimonials consistently convey satisfying experiences, they help establish a favorable brand image and reinforce consumer confidence. Brand trust plays a critical role in building long-term relationships between consumers and companies, as it reflects the belief that the brand can consistently meet customer expectations and deliver reliable value. Consumers who trust a brand

are more likely to feel secure, satisfied, and loyal, which ultimately increases their likelihood of making repeated purchases.

RESULTS

Descriptive Analysis

According to Table 1, there were 400 respondents, with the female gender dominating the number of respondents, namely, 198 people aged 18-21 with a college education level. Most of them use TikTok as a marketplace to make purchases. This is because most Generation Z women wear the hijab for various activities. In addition, the hijab can make women look more beautiful and neat in their dress, increasing their confidence when doing different activities.

Model Measurement Test Results

Outer model analysis ensured that the measurement model used was appropriate. The appropriate measurement model was analyzed for validity and reliability. This study used several analysis tests to ensure the research data were valid and reliable, specifically Cronbach's alpha, Average Variance Extracted (AVE), construct dependability, and outer loading. Table 2 presented the findings.

As shown in Table 2, the value of the outer loading of each item should exceed 0.7, and the Average Variance Extracted (AVE) value should be above 0.5. Therefore, all indicators in this study were valid. The calculation of the study's reliability results showed that the Cronbach's alpha values and composite reliability met the established criteria. Thus, this research item was valid and could be relied upon for further analysis.

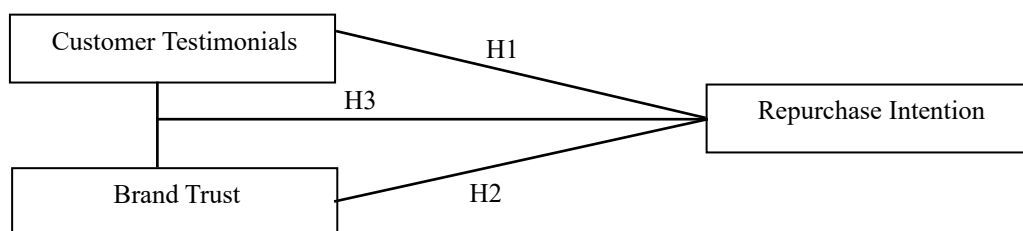


Figure 2. Framework of thought

Table 1. Respondent demographics

| Category | Possible Answer | F | % | Category | Possible Answer | F | % |
|-----------|--------------------|-----|-------|-------------|-----------------|-----|-----|
| Gender | Female | 400 | 100% | | Worker | 108 | 27% |
| Age | 15-17 years old | 56 | 13.9% | Marketplace | TiktokShop | 350 | 85% |
| | 18-21 years old | 198 | 49.3% | | Shopee | 40 | 10% |
| | 22-24 years old | 146 | 36.4% | | Lazada | 10 | 5% |
| Education | Senior High School | 80 | 19.8% | | | | |
| | Collage | 212 | 51% | | | | |

Table 2. Measurement model

| Variable | Indicator | Outer Loading | AVE | Cronbach's Alpha | Composite Reliability |
|----------------------|-----------|---------------|-------|------------------|-----------------------|
| Testimonial Customer | X1.1 | 0.781 | 0.603 | 0.878 | 0.901 |
| | X1.2 | 0.840 | | | |
| | X1.3 | 0.734 | | | |
| | X1.4 | 0.776 | | | |
| | X1.5 | 0.751 | | | |
| | X1.6 | 0.774 | | | |
| Brand Trust | X2.1 | 0.743 | 0.647 | 0.923 | 0.936 |
| | X2.2 | 0.768 | | | |
| | X2.3 | 0.806 | | | |
| | X2.4 | 0.820 | | | |
| | X2.5 | 0.878 | | | |
| | X2.6 | 0.852 | | | |
| | X2.7 | 0.780 | | | |
| | X2.8 | 0.781 | | | |
| Repurchase Intention | Y1.1 | 0.842 | 0.676 | 0.931 | 0.943 |
| | Y1.2 | 0.862 | | | |
| | Y1.3 | 0.809 | | | |
| | Y1.4 | 0.867 | | | |
| | Y1.5 | 0.813 | | | |
| | Y1.6 | 0.761 | | | |
| | Y1.7 | 0.825 | | | |
| | Y1.8 | 0.792 | | | |

Structure of Analysis Model

Model analysis evaluates the structural model used to predict causal interactions between latent variables or variables that cannot be directly assessed. Inner model analysis is indicated by R-squared, F-squared, and R-squared. There are three categories of R-squared values. This value is considered substantial if it exceeds 0.75, moderate if it is between 0.50 and 0.74, and weak if it is between 0.25 and 0.49 (Fatimah, 2023a). Table 3 shows that the R-squared and adjusted R-squared

values of the customer testimonial model (X1) and Brand Trust (X2) on Repurchase Intention (Y) are 0.506 with an Adjusted R-Squared value of 0.504. This means that the independent variables affect the dependent variables included in the moderate category. The size of the influence of each variable must be compared with the effect size or f to determine whether there is a significant relationship between the variables. Table 4 shows the effect size or F-squared value for each variable. The Customer Testimonial variable weakly influenced repurchase intention, whereas the Brand Trust variable had a powerful influence.

Based on Figure 3, the structural model analysis results show that both independent variables, customer testimonials and brand trust, positively influenced repurchase intention. Customer testimonials had a path coefficient of 0.400, and brand trust had a coefficient of 0.417. This indicates that the higher the consumer's perception of testimonials and trust in the brand, the more likely they are to repurchase the product. The R-squared value for repurchase intention was 0.506, meaning that 50.6% of the variation in repurchase intention could be explained by customer testimonials and brand trust. All indicators for each construct had outer loadings above 0.7, indicating that these indicators were valid for measuring their respective constructs. Therefore, the model used in this study met the validity and reliability criteria for concluding the relationships between the variables.

Hypothesis Testing

The direct and indirect hypothesis-testing results are presented in Table 5. The data show that the path coefficient for customer testimonials directly influences repurchase intention at 0.400. Brand trust had a direct impact on repurchase intention (0.417). Therefore, the trust variable has the most significant direct impact on the intention to repurchase. All the hypotheses discussed in this study were accepted. Every independent variable directly affects the dependent variable, both directly and indirectly. For the t-value results for all variables, the calculated t-value is greater than the t-table, namely 5.870.

The results of this study show that customer testimonials positively influence repurchase intention,

with a path coefficient of 0.400. Although the influence is moderate, customer testimonials serve as persuasive communication tools that reflect real consumer experiences. These testimonials provide detailed and authentic narratives regarding the use of hijab products, helping prospective buyers evaluate product quality based on the experiences of others. They also symbolize trust when consumers read or watch testimonials describing the benefits and product performance, strengthening their belief in the brand. This aligns with the findings of Sugeng et al. (2023), who reported that customer reviews and product excellence simultaneously influence consumers' purchase intentions on e-commerce platforms such as Shopee.

Moreover, customer testimonials prove quality and contribute to emotional engagement between brands and their audiences. Authentic testimonials can help businesses identify weaknesses or potential improvements and serve as feedback loops. When testimonials are specific, such as mentioning product material, comfort, or durability, they contribute to a more trustworthy image that can stimulate repeated purchases.

The study revealed a more substantial influence of brand trust on repurchase intention, with a path coefficient of 0.417. This confirms that brand trust dominates consumers' decisions to make repeated purchases. Brand trust refers to consumers' confidence that a brand will deliver consistent quality and meet their expectations. It creates a sense of security and emotional assurance, which is critical in long-term consumer-brand relationships.

Table 3. Output R-squared and adjusted R-squared

| Model | R-Squared | Adjusted R-Squared |
|----------------|-----------|--------------------|
| X1 and X2 to Y | 0.506 | 0.504 |

Table 4. Output F Squared

| Variable | Repurchase Intention |
|-----------------------|----------------------|
| Customer Testimonials | 0.239 |
| Brand Trust | 0.259 |

Table 5. Summary of hypothesis testing

| Hypothesis | Independent Variable | Path Analysis | t Value | P Value |
|------------|--|---------------|---------|---------|
| H1 | Customer Testimonials → Repurchase Intention | 0.400 | 5.870 | 0.000 |
| H2 | Brand Trust → Repurchase Intention | 0.417 | 5.274 | 0.000 |
| H3 | Customer Testimonials → Brand Trust → Repurchase Intention | 0.506 | - | - |

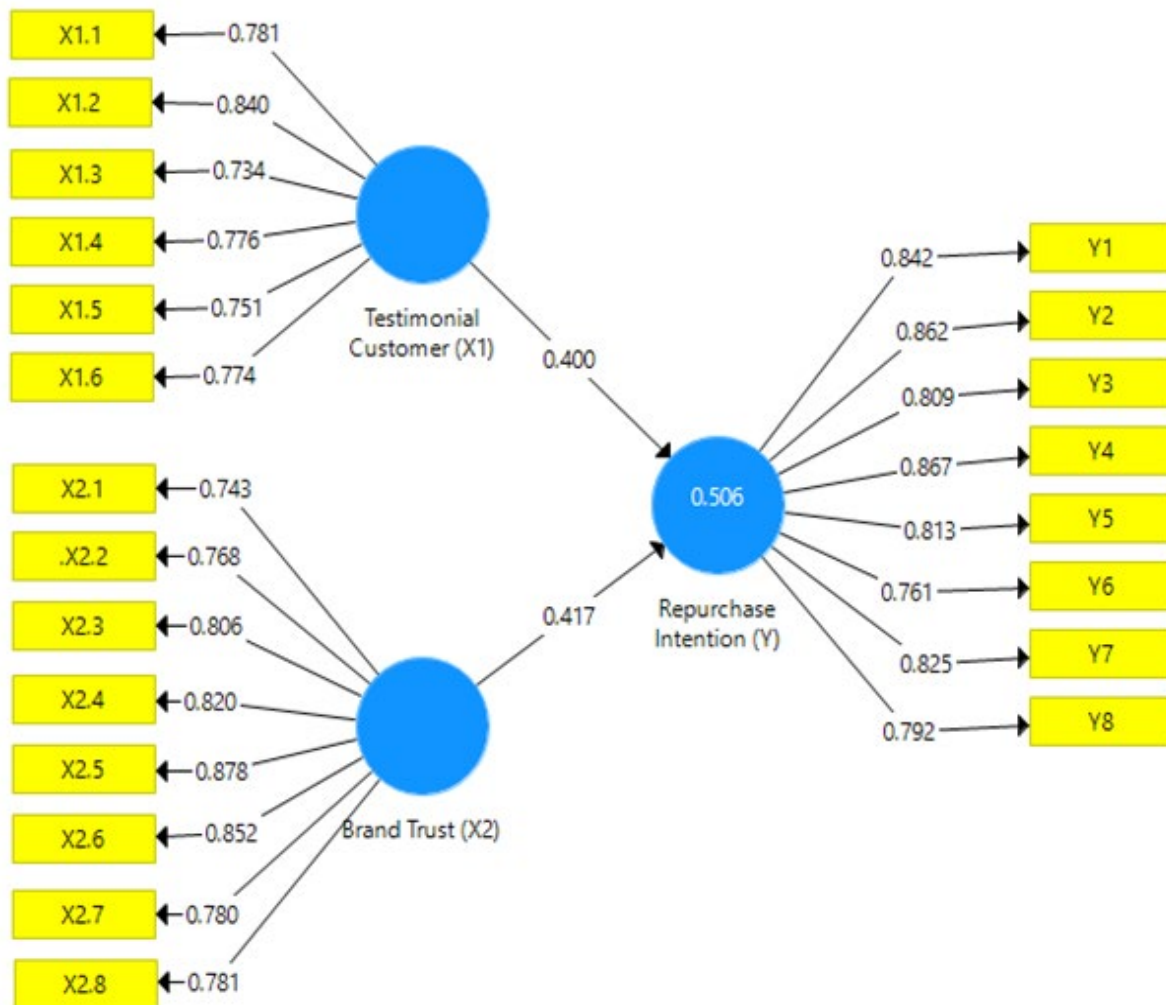


Figure 3. Path Analysis

Consumers who trust a brand are more likely to remain loyal, recommend it to others, and repeatedly choose it over competitors. This is especially true in the hijab fashion industry, where quality, comfort, and brand images are highly valued. These findings align with those of Tiffanda and Arif (2023), who emphasized that brand trust significantly predicts repurchase intention. A positive brand experience builds an emotional connection and nurtures repeat behaviour and customer advocacy.

Combined, customer testimonials and brand trust explain 50.6% of the variance in repurchase intention, as reflected by the R Square value (0.506). This suggests that these two variables significantly predict consumer behaviour in the hijab market. The adjusted R-squared of 0.504 reinforces the stability and reliability of the model. However, this also implies that 49.4% of repurchase intention may be influenced by other factors not explored in this study, such as pricing strategies, product availability, brand positioning, or social and cultural trends.

Based on these findings, it is recommended that hijab fashion businesses strategically utilize authentic and specific customer testimonials to build stronger brand trust. Testimonials should highlight key features, address common concerns, and share honest reflections to foster their credibility. When consumers perceive testimonials as reliable and aligned with their values, they are more likely to develop trust and become loyal customers. This cost-effective strategy enhances a brand's emotional resonance in a highly competitive market segment.

Managerial Implication

This study shows that brand trust significantly influences the repurchase intention of female hijab consumers in Cirebon, particularly among students and working women. Several managerial implications can be drawn to guide business decision-making, especially for brand owners and managers in the hijab industry.

Brand trust plays a crucial role in driving consumers to make repeat purchases. Therefore, making it essential for hijab businesses must prioritize trust-building in their marketing strategies. This can be accomplished by consistently offering quality products, maintaining honesty in product descriptions, and delivering professional and responsive customer service. Additionally, shaping a positive brand image is a strategic effort to strengthen consumer trust, which should reflect the target audience's values, such as modesty, comfort, and adherence to Islamic principles. To enhance emotional connection and loyalty, brand messages must be communicated authentically through platforms favored by young consumers, such as social media and online communities. Although customer testimonials may have a lesser impact than brand trust, they contribute to building product awareness. They can be effectively used in marketing through genuine reviews, social media content, or micro-influencer endorsements.

To create effective marketing strategies, managers must understand the consumer profile in Cirebon, which predominantly consists of digitally savvy, young women. Consequently, marketing efforts should focus on leveraging digital platforms, such as social media and e-commerce, while presenting content that aligns with the interests and preferences of this audience. Additionally, cultural and social values should be reflected in promotional messages to ensure relevance, with regular evaluation and adjustment of strategies. In a constantly evolving market, hijab brand managers must remain proactive by conducting customer feedback surveys, tracking market developments, and observing competitor movements. These actions help ensure that marketing strategies remain adaptive, consumer-focused, and suitable for the dynamic hijab market in Cirebon.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study demonstrates that customer testimonials and brand trust significantly influence the intention to repurchase. In the context of hijab purchases in Cirebon City, brand trust emerges as the dominant factor, with a path coefficient of 0.417. This indicates that consumers' confidence in the consistency and quality of a product, as well as their comfort during previous

purchase experiences, strongly contributes to their willingness to make repeat purchases. Additionally, customer testimonials, defined as positive feedback and narratives shared by previous buyers, reflect customer satisfaction and contribute to building trust in the seller. As trust in a brand increases, consumers are more inclined to repurchase and recommend products to others.

From a managerial standpoint, these findings suggest that businesses in the modest fashion industry, particularly those marketing hijab products, should strategically leverage customer testimonials and invest in brand-trust-building efforts. Platforms such as TikTokShop present substantial opportunities to strengthen consumer relationships and foster loyalty through interactive and credible digital engagement.

From a theoretical perspective, this study contributes to the ongoing discourse on consumer behavior by highlighting the synergistic role of trust-based (brand trust) and experience-based (testimonials) variables in shaping repurchase intentions in online markets. The relatively high explanatory value ($R^2 = 0.506$) underscores the importance of these constructs in understanding consumer loyalty within culturally specific segments such as hijabs. The findings also support and expand upon prior theoretical frameworks that emphasize the role of social proof, perceived credibility, and brand reliability in online purchasing behavior, particularly within value-laden markets influenced by religious and cultural identity.

Recommendations

This study offers several recommendations that can be useful for business practitioners and future research. Hijab business owners are encouraged to motivate customers to share their experiences through testimonials, social media posts, e-commerce reviews or short video feedback. These testimonials can act as persuasive marketing tools that help shape favorable impressions among prospective consumers. Furthermore, maintaining strong brand trust through consistent product quality, excellent customer service, and transparent communication is crucial for fostering loyalty and encouraging repeat purchase. To broaden market reach and strengthen emotional ties with consumers, platforms such as Shopee, Tokopedia, and TikTok Shop can be used to showcase customer testimonials and engage with a broader audience.

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