

## FACTORS INFLUENCING THE DECISION OF MUSLIM GENERATION Z TO USE TIKTOK SHOP FROM A MASLAHAH PERSPECTIVE

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### ABSTRACT

*The rapid growth of social commerce through TikTok Shop has transformed consumption behavior among young generations, including Muslim Generation Z. This phenomenon raises questions regarding the factors influencing decisions to use TikTok Shop, particularly when examined through the lens of planned behavior and Islamic economic values. This study aims to analyze the effects of attitude, subjective norms, perceived behavioral control, and concern for maslahah on TikTok Shop usage decisions among Muslim Generation Z, with intention serving as a mediating variable. Employing a quantitative approach, this study collected survey data from 155 students of the State Islamic Institute (IAIN) Bone who had experience using TikTok Shop. Data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The results indicate that attitude has a positive and significant effect on intention, and intention significantly influences TikTok Shop usage decisions. In contrast, subjective norms, perceived behavioral control, and concern for maslahah do not have a significant effect on intention. Intention is found to mediate the relationship between attitude and usage decisions. These findings confirm the relevance of the Theory of Planned Behavior in explaining digital consumption behavior among Muslim Generation Z, while also suggesting that maslahah values have not yet been strongly internalized in social commerce practices. This study contributes to the literature on digital consumer behavior from an Islamic economics perspective and offers practical implications for digital platform managers and business practitioners.*

#### Keywords:

Theory of Planned Behavior, maslahah, TikTok Shop, social commerce, Muslim Generation Z.

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## 1. INTRODUCTION

The development of social media-based electronic commerce has experienced significant acceleration alongside the increasing penetration of digital platforms among younger generations. One prominent phenomenon is the emergence of TikTok Shop as a social commerce feature that integrates entertainment content with direct transactional activities. This platform has attracted widespread interest, including among Muslim Generation Z, as it offers an interactive, visual, and trust-based shopping experience through creative video content (*user-generated content*) displayed on the *For You Page* (FYP) (Ramadan, 2024). These advantages position TikTok Shop not merely as a marketing medium, but as a digital consumption space that shapes new patterns of consumer behavior in purchase decision-making.

Several studies indicate that decisions to use TikTok Shop are influenced by several key factors, including digital marketing strategies, perceptions of relatively low prices, and the level of consumer trust in both the platform and sellers (Ai Nur Sa'adah<sup>1\*</sup>, Ayu Rosma<sup>2</sup>, 2022);(Juliana, Ekonomi, & Unggul, 2023). Price discounts, free shipping, transaction convenience, and the availability of video-based reviews serve as important determinants that encourage purchase intention and user loyalty. However, most previous studies still conceptualize consumers primarily as rational-economic actors and focus on conventional aspects of consumer behavior, without adequately considering the value-based and ethical dimensions that are particularly relevant to Muslim consumers.

In the context of Muslim society, consumption decisions are not determined solely by considerations of utility and efficiency, but also by the principle of *maslahah*, which encompasses benefit, justice, and conformity with Sharia values. Unfortunately, empirical studies that integrate the *maslahah* perspective into the analysis of TikTok Shop usage decisions remain very limited. This is notable given that Muslim Generation Z represents a digitally active group with the potential for strong religious awareness in shaping consumption choices, thereby requiring a more comprehensive and contextually grounded analytical approach

Based on these conditions, this study aims to analyze the factors influencing the usage decisions of Muslim Generation Z in using TikTok Shop by extending the Theory of Planned Behavior (TPB). In addition to the core TPB variables—namely attitude, subjective norms, and perceived behavioral control—this study incorporates concern for *maslahah* as an extended construct representing Islamic economic values. Furthermore, intention is positioned as a mediating variable to explain the relationship between these factors and TikTok Shop usage decision behavior.

The primary contribution of this article lies in enriching the literature on digital consumer behavior from an Islamic economics perspective, particularly through the integration of the concept of *maslahah* into the Theory of Planned Behavior (TPB) framework. Theoretically, this study extends the application of TPB to the context of value-based Islamic

social commerce. Practically, the findings are expected to serve as a reference for digital business practitioners, academics, and policymakers in designing marketing strategies and digital platform regulations that are more ethical, sustainable, and aligned with Sharia principles.

## **2. LITERATURE REVIEW**

Studies on consumer behavior in the context of social commerce are rooted in the planned behavior approach, which explains the relationship between attitudes, social norms, perceived behavioral control, intention, and actual behavior. The Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991) is a grand theory widely used to predict individual behavior across various contexts, including digital consumption. TPB posits that behavior is directly determined by intention, while intention is influenced by three core constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's evaluation of a particular behavior, subjective norms represent perceived social pressure, and perceived behavioral control refers to the extent to which individuals feel capable of performing the behavior (Ajzen, 1991).

Over time, the Theory of Planned Behavior (TPB) has not only been applied as a grand theory but has also evolved into a middle-range theory across various fields, including Islamic economics. Several studies demonstrate that TPB constructs can be extended by incorporating value-based and religious ethical variables to explain Muslim economic behavior more comprehensively (Kharisma, Putri, Akuntansi, & Purwokerto, 2020) (Kabib et al., 2021) (Kamal\*, 2021). These studies emphasize that Muslim economic behavior is not purely rational-instrumental in nature, but is also shaped by moral awareness and Sharia values. In this context, the concept of *maslahah*—which emphasizes benefit, justice, and balance—serves as a relevant normative foundation to complement TPB in explaining Muslim consumption decisions.

As TikTok Shop continues to develop as a social commerce platform, a number of empirical studies have examined the factors influencing purchase intention and purchasing decisions. (Tasya Nafa fadilla, 2023), using a quantitative method, found that product prices and promotional activities have a positive and significant effect on students' purchase intentions through TikTok Shop. Similarly, (Anwar, Setiawan, & Darma, 2025), employing a quantitative survey approach, demonstrated that price discounts have a significant influence on purchasing decisions on TikTok Shop. These findings underscore that economic incentives remain a primary determinant of digital consumption behavior.

Beyond price-related factors, marketing aspects and consumer trust have also been central to prior research. (Salsabila Mudzakir, 2022) demonstrated that content marketing and consumer trust, both partially and simultaneously, have a positive effect on purchase intention on TikTok Shop. A similar study by (Kusumawardani, 2023) found that promotion, perceived ease of use, information quality, and trust are positively and significantly associated with purchase intention in TikTok Shop e-commerce. Meanwhile, (Nufus & Handayani, 2022), using

a qualitative approach, revealed that the optimization of TikTok features, price discounts, and direct interaction with consumers are effective in increasing sales.

Studies emphasizing consumer trust and ease of use have also reported consistent findings. (Ifadhoh et al., 2025) found that consumer trust and perceived ease of use have a significant effect on online purchasing decisions on TikTok Shop, while (Wibowo, 2025) demonstrated that information quality, trust, and convenience play important roles in online purchasing decisions. Although these studies enrich the understanding of consumer behavior on TikTok Shop, most of them continue to focus on conventional variables and have yet to explicitly integrate an Islamic value-based framework.

Based on a critical review of previous studies, both theoretical and empirical gaps remain evident. Theoretically, the application of the Theory of Planned Behavior (TPB) in the context of TikTok Shop has generally not been developed by incorporating Islamic economic values, particularly the concept of *maslahah*, as a behavioral construct. Empirically, studies that specifically examine the usage decisions of Muslim Generation Z by integrating attitude, subjective norms, perceived behavioral control, intention, and concern for *maslahah* remain very limited. Moreover, the role of intention as a mediating variable in the relationship between Islamic values and decision behavior has not been extensively explored through quantitative approaches

Accordingly, this literature review underscores that the present article contributes to addressing existing research gaps by extending the Theory of Planned Behavior (TPB) through the inclusion of concern for *maslahah* as an additional variable within the context of social commerce. This study not only complements the limitations of prior conventional studies but also broadens the understanding of Muslim digital consumer behavior by empirically and systematically integrating an Islamic economics perspective.

### **3. RESEARCH METHODS**

This study employs a quantitative approach with an explanatory research design to examine the causal relationships among variables influencing the usage decisions of Muslim Generation Z in using TikTok Shop. The quantitative approach is selected because it allows for objective measurement of behavioral constructs and empirical testing of the theoretical model through statistical analysis. The conceptual framework of this study is developed based on the Theory of Planned Behavior (TPB), which is extended by incorporating concern for *maslahah* as a representation of the Islamic economics perspective (Ajzen, 1991).

The study was conducted among students of the State Islamic Institute (IAIN) Bone as a representation of Muslim Generation Z who actively use TikTok Shop. Data collection was carried out in 2025, in line with the increasing intensity of TikTok Shop usage among students and the relevance of the research context to the rapidly growing social commerce phenomenon.

The population of this study comprises all students of IAIN Bone who belong to Generation Z and have previously used TikTok Shop. The sampling technique employed was non-probability sampling using a purposive sampling approach, in which respondents were selected based on specific criteria, including being Muslim, belonging to Generation Z, and having experience conducting transactions through TikTok Shop. A total of 155 respondents were included in the sample. This sample size is considered adequate for analysis using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, which does not require data normality assumptions and is suitable for research models involving multiple latent constructs.

The research instrument consisted of a structured questionnaire developed based on indicators of the study variables, namely concern for *maslahah*, attitude, subjective norms, perceived behavioral control, intention, and TikTok Shop usage decision behavior. Each indicator was measured using a five-point Likert scale to capture respondents' levels of agreement. Validity and reliability tests were conducted through *outer model* evaluation by examining factor loading values, Average Variance Extracted (AVE), composite reliability, and Cronbach's alpha to ensure that the research instrument met the criteria of reliability and internal consistency.

Data were collected through the distribution of an online questionnaire using Google Forms to efficiently reach respondents and to align with the characteristics of Generation Z, who are highly familiar with digital technology. Prior to completing the questionnaire, respondents were provided with a brief explanation of the research objectives, and confidentiality as well as anonymity were assured.

Data analysis was conducted using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The analysis involved two main stages: evaluation of the outer model to assess construct validity and reliability, and evaluation of the inner model to examine the relationships among variables and to test the research hypotheses. All data analyses were performed using SmartPLS software, given its capability to handle complex structural models and relatively moderate sample sizes.

#### 4. RESULT

Data analysis was conducted using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach on 155 Muslim Generation Z respondents who use TikTok Shop. The evaluation of the outer model indicates that all constructs meet the criteria for validity and reliability, as evidenced by factor loading values above 0.70, Average Variance Extracted (AVE) values exceeding 0.50, and composite reliability as well as Cronbach's alpha values above 0.70. These results indicate that the measurement instruments are appropriate for structural analysis

The results of the inner model testing indicate that attitude has a positive and significant effect on the intention to use TikTok Shop ( $\beta > 0$ ,  $t$ -statistic  $> 1.96$ ). In contrast, concern for

masalah, subjective norms, and perceived behavioral control do not show a significant effect on intention. Furthermore, intention is found to have a positive and significant effect on TikTok Shop usage decision behavior. In addition, attitude also has a positive and significant indirect effect on usage decision behavior through the mediation of intention, confirming the role of intention as an intervening variable in the research model.

#### 4.1 DISCUSSION OF ANALYSIS RESULTS

The finding that attitude has a significant effect on intention is consistent with the core framework of the Theory of Planned Behavior, which posits that a positive evaluation of a behavior increases the likelihood of forming intention (Ajzen, 1991). In the context of TikTok Shop, positive attitudes among Muslim Generation Z are reflected in perceptions of ease of use, content attractiveness, and economic benefits such as low prices and promotional offers. This result is in line with previous studies by (Tasya Nafa fadilla, 2023),(Anwar, Nur, Balbisi, & Wahidah, 2024), and (Salsabila Mudzakir, 2022), which emphasize that positive perceptions of TikTok Shop's features and benefits encourage purchase intention and purchasing decisions.

*The non-significant effect of subjective norms suggests that Muslim Generation Z's decisions to use TikTok Shop are relatively independent of social pressure. This finding can be explained by the characteristics of Generation Z, who tend to be autonomous, digitally native, and more reliant on personal experience than on social approval. This result aligns with several prior studies indicating that social influence is not always dominant in shaping digital consumption behavior among younger generations, particularly on platforms driven by personalized algorithms.*

The non-significant effect of perceived behavioral control on intention indicates that ease of access and use of TikTok Shop is perceived by respondents as a "given" condition. In other words, technical capability is no longer a distinguishing factor in shaping intention, as the majority of respondents are already accustomed to digital technology. This finding reinforces the results of (Ifadhoh et al., 2025) and (Wibowo, 2025), which show that when a system is generally perceived as easy to use, perceived behavioral control tends to lose its explanatory power.

Interestingly, concern for masalah does not have a direct effect on intention. This finding suggests that although respondents belong to a Muslim generation, considerations of masalah values have not been fully internalized in the formation of intention to use TikTok Shop. Nevertheless, this does not diminish the importance of the masalah perspective; rather, it indicates a gap between normative awareness and actual digital consumption practices. Empirically, this result extends the findings of (Kharisma et al., 2020) and (Kabib et al., 2021) by demonstrating that Islamic values do not necessarily function as direct predictors within the highly pragmatic context of social commerce.

The significant effect of intention on usage decision behavior confirms the central role of intention within the Theory of Planned Behavior (TPB) as a direct predictor of actual behavior. Furthermore, the finding that attitude influences decision behavior through the mediation of intention strengthens the validity of the modified TPB model applied in this study. Theoretically, these results indicate that the extension of TPB incorporating an Islamic economics perspective remains relevant, although the influence of *maslahah* values appears to be more implicit and indirect rather than explicit.

## **5. CONCLUSION AND SUGGESTIONS**

This study concludes that the usage decision behavior of Muslim Generation Z in using TikTok Shop is primarily influenced by attitude and intention, while subjective norms, perceived behavioral control, and concern for *maslahah* do not show a significant direct effect on intention. These findings indicate that positive attitudes toward TikTok Shop's features, ease of use, and economic benefits play a crucial role in shaping intention, which subsequently drives usage decision behavior. Intention is confirmed as a key mediating variable in the relationship between attitude and behavior, consistent with the core framework of the Theory of Planned Behavior.

Theoretically, the results strengthen the relevance of the Theory of Planned Behavior in explaining digital consumption behavior within the context of social commerce. The extension of TPB by incorporating concern for *maslahah* offers a conceptual contribution to the Islamic economics literature, although the empirical findings suggest that *maslahah* values do not yet function as direct predictors of digital consumption behavior. This indicates a gap between normative Islamic values and actual consumption practices in the digital sphere, thereby opening avenues for the development of a more contextually grounded theory of Muslim consumer behavior.

From a practical perspective, this study implies that fostering positive attitudes and engaging user experiences represents the most effective strategy for influencing the decision-making of Muslim Generation Z. For business practitioners and digital platform managers, these findings highlight the importance of optimizing content, ensuring transaction convenience, and strengthening consumer trust. Meanwhile, for academics and policymakers, the results underscore the need to enhance Sharia-based consumption literacy so that the principle of *maslahah* is not merely a normative ideal, but is also internalized in digital consumption behavior.

The primary scientific contribution of this article lies in the integration of an Islamic economics perspective into a TPB-based digital consumer behavior model within the context of TikTok Shop. This study extends the social commerce literature by positioning Muslim Generation Z as the unit of analysis and empirically examining the role of *maslahah* values in consumption decision-making.

Future research is recommended to develop more operational and context-sensitive indicators of masalah, expand the respondent coverage across regions and social backgrounds, and employ longitudinal research designs to capture the dynamics of changes in values and digital consumption behavior. Qualitative or mixed-methods approaches may also be utilized to explore more deeply how Islamic values are perceived and translated into practice within the context of social commerce.

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