

The Role of Product Quality, Brand Image, and Word of Mouth in Enhancing Purchase Decisions and Customer Satisfaction in Tiktok Live Commerce

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ABSTRACT

This study investigates the influence of live streaming, product quality, and word of mouth (WOM) on customer satisfaction, with brand image and purchase decision as mediating variables among Sattka hijab consumers on TikTok Shop. Live commerce has grown rapidly, yet prior research has reported inconsistent findings regarding its determinants of satisfaction and purchase decisions. Using a quantitative approach with 200 respondents and Structural Equation Modeling (SEM-PLS), this study reveals that product quality, brand image, and WOM have significant positive effects on purchase decisions, which in turn enhance customer satisfaction. Conversely, live streaming does not significantly influence brand image, highlighting that product quality and brand reputation are stronger predictors of consumer behavior than promotional intensity through live streaming. These findings underscore the importance of prioritizing product excellence and reputation management in shaping long-term consumer satisfaction and loyalty in live commerce settings.

Keywords:

Live Streaming,
Product Quality,
Word of Mouth,
Brand Image,
Purchase Decision,
Customer
Satisfaction

INTRODUCTION

The rapid development of digital technology has driven a transformation in consumer shopping behavior, shifting from conventional practices to live commerce. TikTok Shop has emerged as one of the platforms that popularizes live streaming features as an interactive channel between sellers and buyers, allowing consumers to obtain real-time product information while directly engaging with the host (Nurhasanah et al., 2023). This feature has been proven to reduce consumer concerns regarding product suitability, although challenges such as trust, sales fluctuations, and product quality complaints remain significant barriers (Anggraeny et al., 2024) ; (Sidik & Roostika, 2024).

Empirical studies have reported mixed findings. Live streaming has been found to enhance repurchase intention for local skincare products through customer satisfaction as a mediating variable (Fajriah & Sarma, 2025), and to strengthen consumer trust through perceived value and customer engagement (Sidik & Roostika, 2024). However, other studies indicate its influence is not significant in certain categories, such as cosmetics (Sukmawati & Tarmizi, 2022). Product quality is also frequently identified as a strong predictor of purchase decisions (Wirakanda et al., 2024), although findings remain inconsistent in specific cases (Arisandi et al., 2021). Similarly, word of mouth (WOM) and brand image have been recognized as important factors driving purchase decisions, yet their impacts vary across contexts (Syafiâ et al., 2022); (Rahmayanti & Saifuddin, 2021).

Penelitian terbaru menekankan bahwa niat beli konsumen dalam live commerce dipengaruhi oleh nilai utilitarian, hedonik, dan sosial, dengan kepercayaan sebagai mediator penting (H. Zhang et al., 2024). Social factors, including social presence and emotional engagement, have been shown to reinforce impulsive purchases and

customer loyalty (Auliarahman, 2025). Conversely, other studies suggest that visual elements and the host's presentation style play a more significant role in building consumer trust compared to mere interaction frequency (Orlando & Fachira, 2023).

These conditions indicate a persistent research gap regarding the consistency of the roles of live streaming, product quality, WOM, and brand image in influencing customer satisfaction, particularly in the fashion sector such as hijab products, which heavily rely on live commerce-based marketing. Therefore, this study offers novelty by examining the mediating role of brand image and purchase decisions in the context of local hijab products on TikTok Shop, a topic that remains underexplored in comprehensive academic inquiry.

Literature Review

This study is grounded in the Stimulus Organism Response (SOR) Theory, which posits that marketing stimuli, such as live streaming, product quality, and word of mouth (WOM), influence consumers' internal states (organism), including brand image and satisfaction, which ultimately lead to responses in the form of purchase decisions (Auliarahman, 2025). This theory is particularly relevant in the context of live commerce, where digital interactions act as stimuli that trigger consumers' psychological processes, resulting in consumption behavior.

1. Live Streaming

Live streaming is an interactive real-time broadcast that allows brands to showcase products while simultaneously engaging with audiences. It has been shown to influence consumers' purchase intentions through perceived value and host credibility (E. Zhang, 2024). Key indicators of live streaming effectiveness include host credibility, media richness, and interactivity. A consumer behavior study in Thailand highlights that expertise, attractiveness, and trust are crucial in shaping purchase intention (Sawmong, 2022). More recent findings reveal that live streaming can enhance repurchase intention via customer satisfaction, as evidenced in the context of TikTok Live for local skincare products (Fajriah & Sarma, 2025). However, other empirical studies indicate that live streaming more consistently affects purchase intention rather than actual purchase decisions, suggesting that its impact on customer satisfaction remains inconsistent and requires further testing (Wu et al., 2023).

2. Product Quality

Product quality refers to a product's ability to perform its functions comprehensively, encompassing durability, reliability, and precision, all of which directly contribute to customer satisfaction and repurchase intention. A recent study on museum creative products demonstrates that design quality, functionality, durability, and consumption experience are critical in building customer satisfaction and loyalty (Cheng et al., 2025). Indicators of product quality include originality of design, superiority over competitors, physical appeal, and uniqueness that provides consumers with a sense of exclusivity. Research on the electric vehicle market further confirms that green brand authenticity, design alignment with consumer self-image, and product uniqueness are key determinants of perceived quality and sustainable purchase decisions (Li et al., 2025).

3. Word of Mouth (WOM)

WOM refers to voluntary information exchange among consumers, which is considered more credible than formal advertising. Studies emphasize that source credibility, trust, and consumer similarity are key determinants of WOM and electronic

WOM (e-WOM) effectiveness in shaping purchasing behavior (Ismagilova et al., 2020). Indicators of WOM include credibility, objectivity, and the attractiveness of the information source. A qualitative study of Thai consumers found that e-WOM quantity, credibility, and attitudes toward e-WOM strongly influence information adoption (Ngarmwongnoi et al., 2020). Recent research shows that e-WOM, together with live streaming and influencer marketing, can enhance repurchase intention, with brand trust acting as a mediator (Sofia Sofia & Fitria Ridhaningsih, 2025). This indicates that WOM not only influences purchase decisions but also strengthens brand image.

4. Brand Image

Brand image develops when products are positively received by target markets, thereby creating favorable perceptions, while mismatched expectations can weaken it. Recent studies highlight that effective brand ambassadors strengthen brand image through recognition, reputation, emotional affinity, and brand domain (Siswanto & Haryono, 2025). Brand image has been shown to significantly affect purchase decisions and serves as a crucial factor in differentiation strategies (Ayamuang & Nuangjamnong, 2023). Furthermore, recent findings stress that brand trust mediates the relationship between live streaming, WOM, and consumer purchase intentions (Sofia Sofia & Fitria Ridhaningsih, 2025). Thus, in the context of live commerce, brand image is shaped not only by direct product experience but also through digital interactions and social recommendations.

5. Purchase Decision

A purchase decision is the outcome of consumer evaluation of product alternatives, influenced by needs, preferences, product information, social environment, and psychological factors. Recent literature confirms that perceived value, social engagement, and psychological biases are the primary drivers of purchase decisions across digital markets (Chen, 2024). Indicators of purchase decision include brand choice, distributor selection, purchase quantity, and purchase timing. Research on export strategies through cross-border e-commerce suggests that distributor partnerships and transaction timing are critical in shaping repeat purchase decisions in global markets (Cassia & Magno, 2025). Moreover, recent empirical findings show that purchase intentions stimulated by customer reviews and digital interactions, such as live streaming, can lead to actual purchase decisions, although the direct effect of live streaming often remains insignificant (Wang, 2024).

6. Customer Satisfaction

Customer satisfaction occurs when products or services meet or exceed expectations and plays a vital role in building customer loyalty. A study of cosmetic consumers found that satisfaction mediates shopping experience and repurchase intention (Mitra & Jenamani, 2020). Its key indicators include expectation confirmation, repurchase intention, and willingness to recommend, as highlighted in research on Skintific skincare products (Murna Wardayanti & Wira Bharata, 2025). Additionally, within live streaming marketing, satisfaction has been proven to mediate the relationship between digital interaction and customer loyalty (Shofa Qosidatul Ghautsiyyah, 2025).

Conceptual Framework

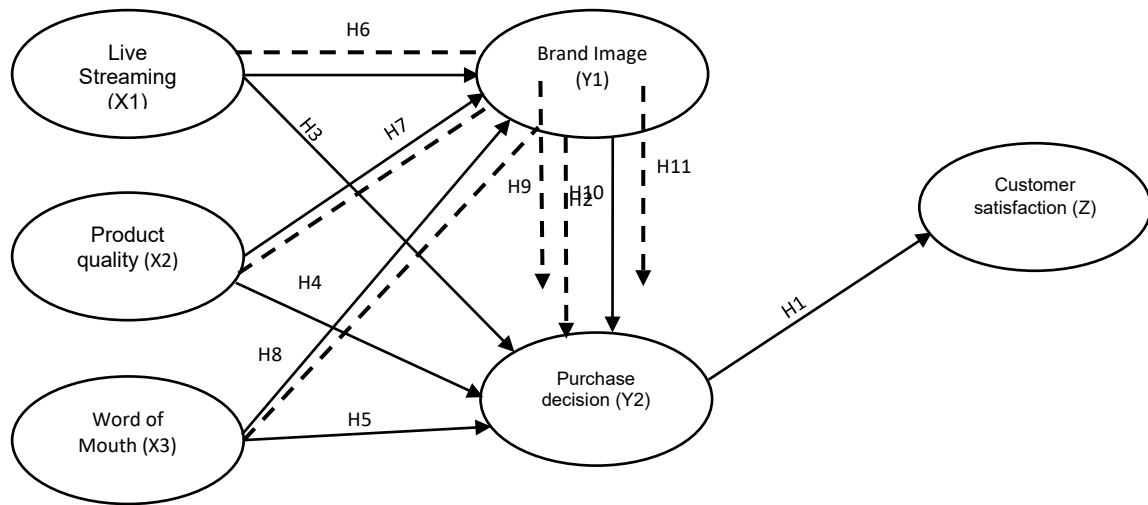


Figure 1. Conceptual Framework

Research Hypotheses

Based on the theoretical framework and prior studies, the following hypotheses are formulated:

H1: Purchase decision has a significant effect on customer satisfaction with Sattka hijab products through TikTok Shop.

H2: Brand image has a significant effect on purchase decision for Sattka hijab products through TikTok Shop.

H3: Live streaming has a significant effect on purchase decision for Sattka hijab products through TikTok Shop.

H4: Product quality has a significant effect on purchase decision for Sattka hijab products through TikTok Shop.

H5: Word of mouth (WOM) has a significant effect on purchase decision for Sattka hijab products through TikTok Shop.

H6: Live streaming has a significant effect on brand image of Sattka hijab products through TikTok Shop.

H7: Product quality has a significant effect on brand image of Sattka hijab products through TikTok Shop.

H8: Word of mouth (WOM) has a significant effect on brand image of Sattka hijab products through TikTok Shop.

H9: Live streaming has a significant effect on purchase decision through brand image as a mediating variable for Sattka hijab products.

H10: Product quality has a significant effect on purchase decision through brand image as a mediating variable for Sattka hijab products.

H11: Word of mouth (WOM) has a significant effect on purchase decision through brand image as a mediating variable for Sattka hijab products.

METHOD

This study employed a quantitative approach with a causal-associative design to examine the effects of independent, mediating, and dependent variables in the context of live commerce. The population consisted of TikTok Shop users who had either followed live streaming sessions on the @sattka account or purchased Sattka hijab products. Since the population size was unknown, purposive sampling was applied with criteria including consumers aged 16–50 years who had interacted with live streaming, in line with recommendations for digital consumer behavior research.

A total of 200 respondents participated in this study, fulfilling the minimum requirements for SEM-PLS, namely 5–10 times the number of indicators (Hair et al., 2021). Data were collected through an online questionnaire using a 5-point Likert scale, which is appropriate for measuring consumer perceptions and intentions (Wirakanda et al., 2024). The data were analyzed using SEM-PLS with SmartPLS 3.0, as this method is effective for handling complex relationships among latent variables and non-normal data distributions (Hair et al., 2021).

RESULTS AND DISCUSSION

This study involved 200 respondents, all of whom were Sattka hijab consumers. Data were gathered through a structured questionnaire consisting of 30 items measured on a 5-point Likert scale. All responses were complete without missing values, ensuring the validity of subsequent statistical analyses.

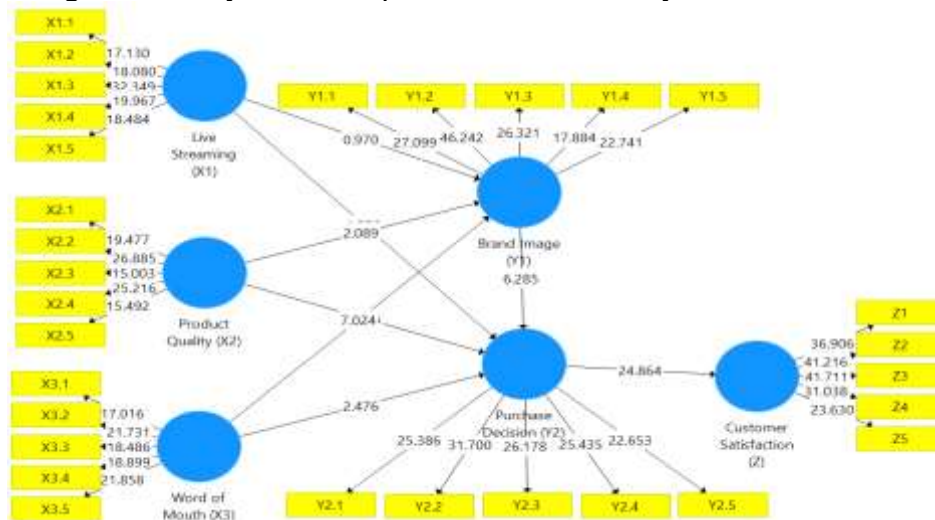


Figure 2. PLS Alogarithm Output

Validity and Reliability

The validity of the measurement model was assessed using the Average Variance Extracted (AVE), with a threshold of 0.5 or higher, indicating that more than 50% of the variance in the indicators is explained by the latent construct. Construct reliability was evaluated through Composite Reliability (CR) and Cronbach's Alpha, where values above 0.7 demonstrate that the indicators consistently represent the latent variables (Hair, Jr. et al., 2022). These validity and reliability tests are essential to ensure that the measurement model achieves adequate accuracy and consistency, thereby justifying its use for subsequent structural analysis.

Table 1. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Conclusion
Live Streaming (X1)	0.820	0.874	0.582	Valid & Reliable
Product Quality (X2)	0.805	0.865	0.563	Valid & Reliable
Word of Mouth (X3)	0.804	0.864	0.561	Valid & Reliable
Brand Image (Y1)	0.834	0.882	0.601	Valid & Reliable
Purchase Decision (Y2)	0.836	0.884	0.604	Valid & Reliable
Customer Satisfaction (Z)	0.886	0.916	0.686	Valid & Reliable

Source: Output SmartPLS 3.0 (2025)

The results of the validity and reliability tests indicate that all constructs met the required measurement criteria. The Average Variance Extracted (AVE) values ranged from 0.561 to 0.686, all exceeding the threshold of 0.50. This demonstrates that the indicators explained more than 50% of the variance of their respective latent constructs, confirming adequate convergent validity (Hair, Jr. et al., 2022).

Furthermore, Cronbach's Alpha values ranged from 0.804 to 0.886, while Composite Reliability (CR) values ranged from 0.864 to 0.916. Both exceeded the minimum threshold of 0.70, which confirms that the research instruments are reliable and consistently measure the intended constructs. The fact that CR values were higher than Cronbach's Alpha provides additional support for the model's internal consistency (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022).

Heterotrait-Monotrait Ratio (HTMT)

Table 2. Heterotrait-Monotrait Ratio (HTMT)

Variable	Brand Image (Y1)	Customer Satisfaction (Z)	Purchase Decision (Y2)	Product Quality (X2)	Live Streaming (X1)	Word of Mouth (X3)
Brand Image (Y1)	–					
Customer Satisfaction (Z)	0.784	–				
Purchase Decision (Y2)	0.873	0.896	–			
Product Quality (X2)	0.762	0.866	0.862	–		
Live Streaming (X1)	0.709	0.801	0.783	0.864	–	
Word of Mouth (X3)	0.894	0.879	0.89	0.9	0.856	–

The results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) indicate that all values among the variables are below the threshold of 0.90. This finding confirms that each construct in the study including live streaming, product quality, word of mouth, brand image, purchase decision, and customer satisfaction, achieves adequate discriminant validity. Thus, the variables are empirically distinct from one another, ensuring that the model is reliable for further hypothesis testing (Henseler et al., 2015) ; (Hair et al., 2021).

The achievement of discriminant validity also demonstrates that the indicators used appropriately reflect their respective constructs without overlapping with other variables. This condition aligns with recent studies emphasizing the importance of the HTMT criterion in SEM-PLS to ensure the accuracy of estimates in structural relationships among latent variables (Henseler et al., 2015). Accordingly, the

measurement model can be considered valid, enabling a more robust and credible path analysis.

Multicollinearity Test

A multicollinearity test was conducted to verify whether high linear correlations existed among the exogenous variables. The suggested Variance Inflation Factor (VIF) threshold is less than 10 or more conservatively, less than 5 indicating that the variables are free from multicollinearity issues and are suitable for structural equation modelling (Prastowo, 2024).

Table 3. Variance Inflation Factor (VIF) Results

Variable	Brand Image (Y1)	Customer Satisfaction (Z)	Purchase Decision (Y2)
Brand Image (Y1)	—	—	2.382
Customer Satisfaction (Z)	—	—	1.000
Purchase Decision (Y2)	—	—	—
Product Quality (X2)	2.521	—	2.589
Live Streaming (X1)	2.332	—	2.348
Word of Mouth (X3)	2.471	—	3.237

The results of the multicollinearity test indicate that all Variance Inflation Factor (VIF) values ranged from 1.000 to 3.237, which are below the recommended threshold of 5.0. This finding confirms that the regression model is free from multicollinearity issues, ensuring that each independent variable product quality, live streaming, word of mouth, brand image, and customer satisfaction can be validly interpreted in influencing purchase decisions. In other words, no redundancy exists among the variables, and the model is appropriate for subsequent structural analysis (Hair et al., 2021).

These results are consistent with recent research, which emphasizes that VIF values below 5 indicate that a regression model is not affected by multicollinearity and that the estimated results can be considered reliable (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022). Based on these findings, the examination of inter-variable relationships within the research model can proceed with confidence that the model is both stable and unbiased.

Model Fit

The model fit test was conducted to evaluate the degree of alignment between the observed and estimated correlations. The Standardized Root Mean Square Residual (SRMR) was used as the primary fit index, where values below 0.10 or preferably 0.08 indicate that the model demonstrates a good fit (Prastowo et al., 2023).

Table 4. Model Fit

	Model Saturated	Model Estimasi
SRMR	0.078	0.090

The model fit test results show that the Standardized Root Mean Square Residual (SRMR) value was 0.078 for the saturated model and 0.090 for the estimated model. Both values are below the threshold of 0.10, indicating that the model demonstrates a good level of fit. This suggests that the discrepancy between the predicted covariance matrix and the actual covariance matrix is relatively small, thus confirming that the model is appropriate for further structural analysis (Prastowo et al., 2023).

These findings are consistent with recent studies, which affirm that an SRMR value below 0.10 indicates a good fit in Partial Least Squares Structural Equation

Modeling (PLS-SEM) applications (Henseler et al., 2016); (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022). Accordingly, the results strengthen the reliability of the proposed model and support the validity of the structural relationships tested in this study.

R-Square

The R-square (R^2) coefficient of determination indicates the extent to which exogenous variables explain the variance of endogenous variables within the structural model. A higher R^2 value reflects a greater proportion of variance in the endogenous construct that can be simultaneously predicted by the exogenous constructs (Prastowo, 2024).

Table 5. R-Square and Adjusted R-Square Values

Construct	R Square	Adjusted R Square
Brand Image (Y1)	0.58	0.574
Customer Satisfaction (Z)	0.615	0.613
Purchase Decision (Y2)	0.672	0.665

The analysis shows that brand image has an R^2 value of 0.580, customer satisfaction 0.615, and purchase decision 0.672. According to PLS-SEM criteria, these values fall within the moderate category, indicating that exogenous variables provide a sufficiently strong contribution in explaining endogenous constructs (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022).

This finding is consistent with recent studies emphasizing that moderate R^2 values are adequate to assess causal relationships in digital consumer behavior models, as they reflect model stability despite the influence of multiple external factors. Therefore, the research model demonstrates satisfactory predictive power and is appropriate for hypothesis testing.

Path Coefficient

The significance value is determined based on a two-tailed test with a significance level of 0.05, which corresponds to a t-value of 1.96. The following diagram presents the bootstrapping output for the research model (Prastowo et al., 2024):

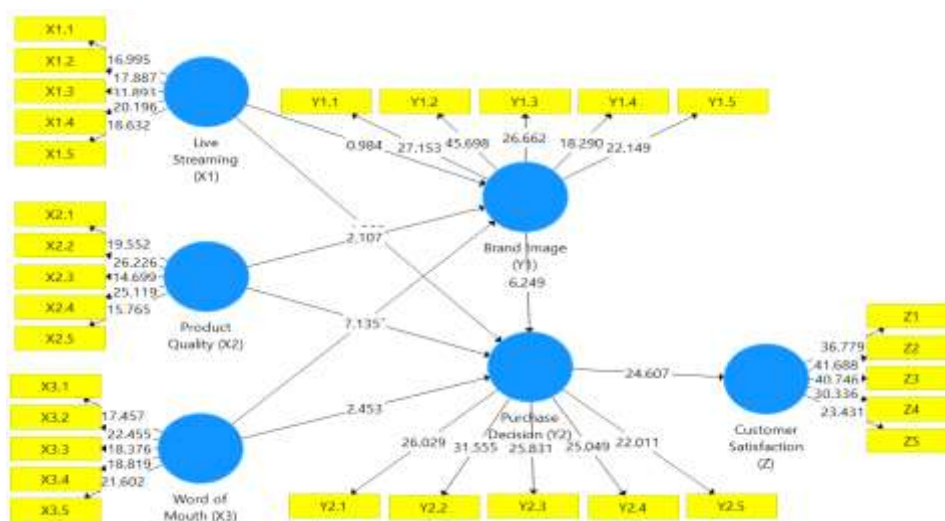


Figure 3. Bootstrapping Output

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Purchase Decision (Y2) → Customer Satisfaction (Z)	0.784	0.784	0.032	24.806	0.000
Brand Image (Y1) → Purchase Decision (Y2)	0.355	0.351	0.057	6.251	0.000
Live Streaming (X1) → Purchase Decision (Y2)	0.130	0.131	0.065	2.001	0.045
Product Quality (X2) → Purchase Decision (Y2)	0.248	0.249	0.071	3.475	0.001
Word of Mouth (X3) → Purchase Decision (Y2)	0.200	0.202	0.081	2.484	0.013
Live Streaming (X1) → Brand Image (Y1)	0.082	0.081	0.085	0.971	0.332
Product Quality (X2) → Brand Image (Y1)	0.169	0.175	0.080	2.114	0.035
Word of Mouth (X3) → Brand Image (Y1)	0.567	0.564	0.079	7.159	0.000

Direct Effect

Sub-Structure 1: Purchase Decisions and Customer Satisfaction

The results of the direct effect analysis indicate that purchase decisions (Y2) have a positive and significant influence on customer satisfaction (Z), with a coefficient of 0.784, a t-statistic of 24.806 (>1.96), and a p-value of 0.000 (<0.05). This finding demonstrates that higher purchase decisions lead to greater customer satisfaction. Thus, consumer purchase decisions regarding Sattka hijab products serve as a key determinant in shaping customer satisfaction.

This result is consistent with recent studies showing that well-informed purchase decisions, influenced by the quality of information and shopping experience, enhance consumer satisfaction in the online fashion sector (Elmia et al., 2023). Similarly (Flavián et al., 2020), confirmed that purchase decisions positively affect customer satisfaction, as consumer involvement in the buying process strengthens positive product evaluations.

Sub-Structure 2: The Effect of Brand Image, Live Streaming, Product Quality, and Word of Mouth on Purchase Decisions.

1. Brand Image and Purchase Decisions

The analysis reveals that brand image (Y1) exerts a positive and significant effect on purchase decisions (Y2), with a coefficient of 0.355, a t-statistic of 6.251 (>1.96), and a p-value of 0.000 (<0.05). This implies that a stronger brand image leads to higher purchase decisions among Sattka hijab consumers. This finding aligns with research asserting that brand image is a critical determinant in encouraging consumers to make purchases in the online fashion industry (Sidik & Roostika, 2024).

2. Live Streaming and Purchase Decisions

Live streaming (X1) also has a positive and significant effect on purchase decisions (Y2), with a coefficient of 0.130, a t-statistic of 2.001, and a p-value of 0.045. This result indicates that real-time interaction through live streaming increases consumer interest in making purchases. Truong & Truong, (2022),

similarly found that live streaming enhances consumer engagement and directly impacts purchase decisions in e-commerce.

3. Product Quality and Purchase Decisions

Product quality (X2) demonstrates a positive and significant effect on purchase decisions (Y2), with a coefficient of 0.248, a t-statistic of 3.475, and a p-value of 0.001. This evidence confirms that higher product quality increases the likelihood of consumer purchases. These findings are consistent with prior studies highlighting that product quality is a primary factor influencing purchase decisions in the online fashion industry (Anjani & Rafa, 2024); (Wirakanda et al., 2024).

4. Word of Mouth and Purchase Decisions

Word of mouth (X3) also exerts a positive and significant influence on purchase decisions (Y2), with a coefficient of 0.200, a t-statistic of 2.484, and a p-value of 0.013. This suggests that consumer recommendations and reviews play an essential role in shaping purchase decisions. Supporting this result, Sushant Kumar & Hsieh, (2021), emphasized that both traditional and electronic word of mouth enhance consumer confidence in purchasing fashion products..

Sub-Structure 3: The Effect of Live Streaming, Product Quality, and Word of Mouth on Brand Image

1. Live Streaming and Brand Image

The analysis indicates that live streaming (X1) does not have a significant effect on brand image (Y1), with a coefficient of 0.082, a t-statistic of 0.971 (<1.96), and a p-value of 0.332 (>0.05). This result suggests that live streaming for Sattka hijab products is not effective in strengthening brand image. These findings are consistent with the study by Adibah, Rina et al., (2024), which revealed that product quality is a more dominant factor than live streaming in shaping brand image.

2. Product Quality and Brand Image

Product quality (X2) is found to have a positive and significant effect on brand image (Y1), with a coefficient of 0.169, a t-statistic of 2.114 (>1.96), and a p-value of 0.035 (<0.05). This finding indicates that the higher the quality of Sattka hijab products, the stronger the brand image perceived by consumers. This result supports the research of Anjani & Rafa, (2024), who emphasized the importance of product quality in strengthening brand perception in the consumer's mind.

3. Word of Mouth and Brand Image

Word of mouth (X3) exerts a strong positive and significant effect on brand image (Y1), with a coefficient of 0.567, a t-statistic of 7.159 (>1.96), and a p-value of 0.000 (<0.05). This suggests that consumer recommendations play a major role in reinforcing the brand image of Sattka hijab products. This finding is consistent with the studies of Lena Ellitan, (2024) and ARMIKA et al., (2025), which demonstrated that word of mouth is one of the key factors influencing brand image in the fashion industry.

Specific Indirect Effect

Table 7. Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistik (O/STDEV)	P values
Live Streaming (X1) -> Brand Image (Y1) -> Keputusan Pembelian (Y2)	0.029	0.029	0.030	0.959	0.338
Kualitas Produk (X2) -> Brand Image (Y1) -> Keputusan Pembelian (Y2)	0.060	0.061	0.030	1.980	0.048
Word Of Mouth (X3) -> Brand Image (Y1) -> Keputusan Pembelian (Y2)	0.201	0.198	0.042	4.811	0.000

Indirect Effect (Mediation Analysis)

1. Live Streaming → Brand Image → Purchase Decisions

The analysis of the specific indirect effect shows that live streaming does not have a significant impact on purchase decisions through brand image, with a coefficient of 0.029, a t-statistic of 0.959 (<1.96), and a p-value of 0.338 (>0.05). This result confirms that live streaming is more effective in directly influencing purchase intention rather than shaping brand image. Consequently, the mediating role of brand image in this relationship is not supported (Rungruangjit, 2022) ; (Ma et al., 2023).

2. Product Quality → Brand Image → Purchase Decisions

In contrast, product quality demonstrates a positive and significant indirect effect on purchase decisions through brand image, with a coefficient of 0.060, a t-statistic of 1.980 (>1.96), and a p-value of 0.048 (<0.05). This indicates that consumer perceptions of product quality can enhance brand image, which subsequently drives purchase decisions. Thus, brand image functions as a mediating pathway that strengthens the effect of product quality on purchase behavior (Rahim et al., 2021).

3. Word of Mouth → Brand Image → Purchase Decisions

Furthermore, word of mouth exerts a strong positive and significant indirect effect on purchase decisions through brand image, with a coefficient of 0.201, a t-statistic of 4.811 (>1.96), and a p-value of 0.000 (<0.05). This suggests that consumer recommendations reinforce brand image, which in turn increases purchase decisions. These findings are consistent with prior research emphasizing that electronic word of mouth (e-WOM) plays a crucial role in shaping brand image and enhancing consumer loyalty in the online fashion industry (Lena Ellitan, 2024).

CONCLUSION

The findings of this study demonstrate that product quality, brand image, and word of mouth have a positive and significant influence on purchase decisions for Sattka hijabs on TikTok Shop, ultimately enhancing customer satisfaction. These results confirm that purchase decisions are more strongly determined by product quality and brand reputation than by short-term promotional strategies.

Moreover, product quality and word of mouth play a crucial role in strengthening brand image, while live streaming is found to have no significant effect on brand image or purchase decisions through brand image mediation. This suggests that live

streaming is more effective in stimulating immediate purchase intentions rather than building long-term brand image.

Based on these findings, companies are advised to prioritize improving product quality and managing word of mouth positively through consumer engagement strategies such as testimonials, customer reviews, and loyalty programs. These strategies have been shown to be more effective in strengthening brand image and encouraging repeat purchases compared to relying solely on live streaming promotions.

Nevertheless, live streaming remains relevant as an interactive tool for fostering emotional engagement and stimulating consumer purchase interest. Therefore, marketers are encouraged to optimize live streaming through storytelling approaches and credible hosts to enhance the emotional value delivered to audiences.

This study is limited to a single brand and product category, which restricts the generalizability of the findings. Future research is recommended to expand the scope by including multiple brands and product categories, as well as conducting cross-platform comparisons across e-commerce channels. Additionally, the adoption of a mixed-methods approach is suggested to provide deeper insights into consumer motivations and experiences.

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