

## THE INFLUENCE OF FASHION TRENDS, CELEBRITY ENDORSEMENTS AND CUSTOMER REVIEWS ON THE DECISION TO REPEAT ORDER TIKTOK SHOP PRODUCTS (CASE STUDY ON STUDENTS OF PGRI WIRANEGARA UNIVERSITY)

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### ABSTRACT

TikTok shop is one of the e-commerce provided by the TikTok application. TikTok shop provides a platform for business people to promote the products they sell. Therefore, it is necessary to increase repeat order decisions which are supported by developments in fashion trends, the use of celebrities as endorsers and customer reviews as material for consideration. This research aims to determine the influence of fashion trends (X1), celebrity endorsements (X2), and customer reviews (X3) on the decision to repeat orders for TikTok shop products among PGRI Wiranegara University students, both partially and simultaneously. The method used in this research is a quantitative research method with a purposive sampling technique. The sample used in this study was 65 respondents. Data collection uses observation and distributing questionnaires to PGRI Wiranegara University students who carry out repeat orders and other literacy reviews. Then the results were analyzed using multiple linear regression analysis.

The research results concluded that fashion trends had a positive and partially insignificant effect on repeat order decisions because the sig value.  $0.342 > 0.05$ . Celebrity endorsements have a partially positive and significant effect on repeat order decisions because of the sig value.  $0.016 < 0.05$ . Because of the high value, customer reviews have a considerable and partly beneficial impact on decisions to place repeat orders.  $0.000 < 0.05$ . Because the F-count  $>$  F-Table value is  $42.253 > 2.755$ , fashion trends, celebrity endorsements, and customer reviews all have a positive and significant impact on PGRI Wiranegara University students' decisions to repurchase things from the TikTok shop. The coefficient of determination for the adjusted R square is 0.659. This indicates that Fashion Trends (X1), Celebrity Endorsements (X2), and Customer Reviews (X3) account for 65.9% of the Influence on the Repeat Order Decision (Y), with other variables not included in the research accounting for the remaining 34.1

**Keywords:** Celebrity Endorsement, Customer Reviews, Repeat Order Decisions, and Fashion Trends

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## INTRODUCTION

Globalization currently has an impact on the digital and technology industry. Every aspect of human life is impacted by globalization, including the fashion industry. The fashion industry is experiencing rapid development which makes commercial competition increasingly fierce. This makes business owners in the fashion industry have to improve and innovate in their marketing strategies to remain competitive (Budiyati & Diwanti, 2023). The increasingly rapid and sophisticated development of technology is also a challenge for business people to be able to adapt to consumers. Consumers become stakeholders in purchasing activities. So, the TikTok shop application is one of the tools chosen in digital marketing.

The TikTok Shop application is a social media that provides a platform for business people to promote the products they sell. TikTok shop has also become viral marketing in the world of marketing. Its users have also reached the 2nd largest number of users in the world after the United States. Based on a market research and consumer behavior survey conducted by Populix in 2023, 46% of social media users shop at the TikTok shop more often than other e-commerce sites. The survey stated that all people had shopped at the TikTok shop and explained that 30.6% would make a repeat order. The results of the Populix survey also stated that 54% of those who made repeat order decisions were generation Z (Kompas.com), especially students. However, to be able to access the TikTok shop, students must create a TikTok account first (Solikah & Kusumaningtyas, 2022).

According to Patrick Walujo, President Director of PT GoTo Gojek Tokopedia Tbk (GOTO), in his press release (31/1/2024) stated that today he has completed a cooperation transaction with TikTok, which will continue to provide benefits to Indonesia and MSME players. Research (Agusta, 2023) that differentiates TikTok shop from other e-commerce is its features such as providing short videos and live streaming, making it easier to find content you like. The COD payment method has no additional fees, tax is only 4% and has an active and connected community are also advantages of TikTok shop. This can influence students' impulsive shopping behavior, especially in the fashion sector.

The development of the industrial sector in the fashion sector (Saputra & Subandrio, 2023) has led to the emergence of the Outfit of the Day (OOTD) trend, thus influencing purchasing decisions. After making a purchase, students will take post-purchase actions. The stage of the purchase decision process known as post-purchase action is shown by (Zusrony, 2021) states that post-purchase action is the stage of the purchase decision process, namely when students take further action after purchasing based on whether they are satisfied or not. One of them is the repeat order decision. The decision to repeat order or repurchase intention is the willingness to continue using the same goods or services after the trial period (first order), which shows that the goods or services meet the expectations of students as consumers (Suryani & Rosalina, 2019). This repeat order is a form of consumer loyalty. If the product does not meet expectations, students will not repeat orders. However, if it meets expectations, students feel satisfied and if it exceeds expectations, students will repeat orders.

PGRI Wiranegara University became the object of research because there are problems or phenomena that match the title raised by the researcher, namely regarding fashion trends, celebrity endorsements and customer reviews which influence the decision to repeat orders for TikTok Shop products. These variables are a complex phenomenon of students making purchasing decisions. Researchers also analyzed the surrounding environment and interviewed several students. From the results of these interviews, students are currently really interested in fashion products, especially on TikTok. Some of them stated that they were interested in buying

the product because currently it is the season for outfit competitions, especially those that are trendy. Apart from that, idol celebrities when promoting fashion products have their own charm through the content they create which results in fanaticism towards idols. Previous buyers' reviews are also a consideration for students when buying at the TikTok shop.

PGRI Wiranegara University which is located in the city center can influence students in making repeat order decisions which are the result of fashion trends in the campus environment. Fashion trends themselves include social changes which refer to aspects of the appearance and construction of fashion products related to certain seasons. Fashion is defined as a type of manner in which a person acts, especially from a person's fashion perspective in dressing (Abbas et al., 2020).

Troxell and Stone explain in their book entitled Fashion Merchandising that fashion is a style of someone in a group that can be accepted within a certain time limit (Clark, 2021). It can be seen that fashion is basically closely related to a person's appearance or style that he likes which tends to be able to explain that person's personality according to the passage of time and changing times according to developments, because it is possible that what is a trend now may not necessarily be the case in the future. trend again and may even disappear. The concept of fashion trends will vary depending on the type of environment and the clothing models they need to suit the information needs of developing trends, especially students. The types and models of clothing are also very easy to mix and match for events or activities (Arif & Chintya, 2024). Examples of fashion trends include culottes, levis jackets, hoodies, sweaters, cargo pants, tunics, tutu skirts, knitted cardigans, Bella square hijabs, pashmina silk & pashmina shimer.

The marketing industry has also influenced PGRI Wiranegara University students in making repeat order decisions using endorsement strategy techniques. Endorsement is a marketing tactic using celebrity support to create, recommend, or encourage other people to buy goods from a store by posting pictures or videos on the endorser's social media accounts (Gandhiodaa & Tanjung, 2024). The use of celebrity endorsements in a business can develop a more dynamic brand through the information they use in TikTok posts. Marketing like this is often known as celebrity endorsement.

Celebrity endorsement is a part of advertising that uses famous figures (actors, entertainers, or athletes) as advertising stars in the media, starting from print media, television, and social media (Sholikha & Soliha, 2024). One of the main tasks of celebrity endorsement is to create a good relationship between them and the product being advertised. An example of a celebrity who is an endorser on TikTok is Tasya Farasya (Azizah & Fikriyah, 2023). The use of famous celebrities can attract the attention of the audience and encourage them to make product purchases. Apart from that, students who idolize celebrities are easily attracted to making purchases because they like the products their idol celebrities use.

Apart from fashion trends and celebrity endorsements, another factor that influences the decision to repeat product orders at the TikTok Shop is customer reviews. Customer reviews are a form of electronic word of mouth (E-WOM). According to (Chrismardani, 2023) Electronic Word of Mouth (E-WOM) is a process of consumers having an experience about a product based on their own opinions or views of other people, both positive and negative. The function of customer reviews is so that consumers who buy a product can share their experiences (Irawan & Nurlinda, 2023). Based on a survey conducted by Bright Local, 85% of consumers trust consumer reviews, 93% of consumers read them, and customers are interested in repeat orders.

Research (Setiawan & Prasetya, 2023) concludes that there is a positive and significant influence of fashion trends on repeat order decisions. Meanwhile research (Zang et al., 2022) contradicts the results of this study, where there is no positive and significant influence on purchase intention. Research (Lin et al., 2022) states that celebrity endorsements and customer reviews have a positive and significant impact on repeat order decisions. However, research (Ananda & Erwin, 2022) actually found that there was no significant influence from celebrity endorsements and customer reviews on repeat order decisions. Based on the description above, the author is interested in conducting research with the title: "The Influence of Fashion Trends, Celebrity Endorsments and Customer Reviews on the Decision to Repeat Order TikTok Shop Products (Case Study on Students of PGRI Wiranegara University)"

## LITERATURE REVIEW

### 1. Repeat Order Decision

According to (Kotler & Armstrong, 2018) stated that in the pre-connectivity era, repeat orders (repurchases) were often defined as retention and a form of customer loyalty. This form of loyalty is a willingness to support a product from a particular store. Customers may not need to continually make repeat orders for certain products, but if the customer is happy or satisfied with the product, he will be willing to make another purchase and even increase the number and variety of products he will buy. This is what is defined as customer loyalty. Meanwhile (Kotler et al., 2020) states that successful marketing is to build engagement, loyalty and long-term customer relationships so as to increase the value that customers receive from the company's market offerings. By creating value for customers, companies can obtain positive value in the form of repeat order decisions.

### 2. Fashion Trends

Fashion trends seen from a sociological perspective are part of the theory of social change, namely Cyclical Theory. The figure who introduced this theory was Oswald Spengler. In his essay "Decline of the West", Spengler describes the social changes that occur in society such as human life as they are born, mature, grow old, and die. After going through all stages of the life cycle, everything will return to the initial stage and a new cycle begins again. Likewise with the cycles that occur in fashion trends (Engels, 2019).

Fashion Trend according to the Indonesian-English Dictionary comes from 2 words, namely "Trend" and "Fashion". Trend is a long-term upward or downward trend movement obtained from the average change from time to time and the value is quite flat. Trends can be marked by regular upward or downward trends. Meanwhile, the definition of "Fashion" itself is a fashion or jewelry that is popular during a certain time or in a certain place (Pratama & Millah, 2023)). Referring to several definitions, fashion trends can be interpreted as an expression of how clothes and accessories are worn according to the latest developments driven by technological advances due to globalization.

### 3. Celebrity Endorsements

According to (Manggalania & Soesanto, 2021) also states that celebrity endorsement is the use of celebrities in advertising with the aim of recommending the use of sponsored products. Meanwhile, according to (Salam, 2021). Celebrity endorsement is marketing that uses the help of an artist, entertainer, athlete and public figure who is widely known by many people for the success of each of the supported fields.

#### 4. Customer Reviews

According to (Gabriella Christianie & Tanggor Sihombing, 2021), customer reviews are information provided by consumers to the company, in the form of product evaluations after the consumer makes a purchase.

### METHODS

This study is used to examine a certain population or sample, the sampling technique is generally carried out randomly with certain criteria. Data collection using research instruments and data analysis in the form of multiple linear regression analysis. The population in this study were students of Universitas PGRI Wiranegara class of 2020, 2021, 2022, and 2023. This study uses a sampling technique by purposive sampling. Purposive sampling is a deliberate sampling according to the sampling requirements needed. The sample used in this study was 65 respondents

### RESULTS

#### 1. General description of PGRI Wiranegara University

PGRI Wiranegara University is a private university that has changed its form from the Pasuruan PGRI Teacher Training and Education College (STKIP PGRI Pasuruan). The change from the form of STKIP PGRI Pasuruan to Wiranegara PGRI University was determined on February 18, 2020 in accordance with the Decree of the Minister of Education and Culture of the Republic of Indonesia Number 259/M/2020. Wiranegara PGRI University Pasuruan is located at Jl. Ki Hajar Dewantara 27-29 Tembokrejo, Pasuruan City, East Java, Indonesia. Wiranegara PGRI University Pasuruan has several study programs, namely: 1) Economic Education (S1). 2) Pancasila and Citizenship Education (S1). 3) English Education (S1). 4) Indonesian Language and Literature Education (S1). 5) Mathematics Education (S1). 6) Computer Science Technology (S1). 7) Industrial Engineering (S1). 8) Food Technology (S1). 9) Islamic Religious Education (S1). 10) Sharia Business Management (S1). 11) Sharia Economics (S1). 12) Elementary Madrasah Teacher Education (S1). 14) Economic Education (S2).

#### 2. Multiple linear regression analysis

The results regarding the level of influence between independent and dependent variables can be obtained using multiple linear regression analysis (Darma, 2021). The following are the results of the multiple linear regression analysis test.

**Table 1. Results of Multiple Linear Regression Analysis Test**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-,743	1,301		-,571	,570
	Fashion Trends	,054	,056	,070	,957	,342
	Celebrity Endorsment	,219	,088	,256	2,479	,016
	Customer Reviews	,495	,082	,622	6,037	,000

a. Dependent Variable: Repeat Order Decision

The results of multiple linear regression analysis can be explained as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = -0,743 + 0,054 + 0,219 + 0,495 + e$$

### 3. Partial Test Results (t-Test)

The t-test according to (Machali, 2021) is a test used to show the influence model of each independent variable on the dependent variable. The goal is to ascertain the extent to which the variation in the dependent variable can be explained by the influence of a single independent variable. It can be inferred that the independent variable has a partially significant effect on the dependent variable if the significance value is sig. < 0.05).

**Table 2. t-Test Results**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
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#### a. Dependent Variable: Repeat Order Decision

From the t-table obtained from  $\alpha / 2$ ;  $n-k-1 = 0.05 / 2$ ;  $65-3-1 = 61$ , so the t-table is 1.670. So the hypothesis testing based on the table above, can be explained as follows: 1) There is a positive and significant partial influence of Fashion trends on repeat order decisions, indicated by the t-count value < t-table shows  $0.957 < 1.670$  and a significant value of  $0.342 < 0.05$ . So it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected. 2) There is a positive and significant partial influence of Celebrity endorsement on repeat order decisions, indicated by the t-count value > t-table shows  $2.479 > 1.670$  and a significant value of  $0.000 < 0.016$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. 3) There is a positive and significant partial influence of Customer review on repeat order decisions, shown by a significance value of  $0.000 < 0.05$  with the results of the comparison of t-count and t-table  $6,037 > 1,670$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

### 4. Simultaneous Test Results (F Test)

To find out whether two independent factors significantly affect the dependent variable at the same time, there are two methods for conducting the F test. The first compares the significance value < 0.05, while the second compares the F-count and F-table (Ghazali, 2018). The following is an explanation of the results of the F test.

**Table 3. Simultaneous Test Results**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	239,676	3	79,892	42,253	,000 <sup>b</sup>
	Residual	115,340	61	1,891		
	Total	355,015	64			

a. Dependent Variable: Repeat Order Decision

b. Predictors: (Constant), Fashion Trends, Celebrity Endorsment and Customer Reviews

The table of calculation results above the significance value shows 0.000. In addition, the calculation of the F-table sample has 2 ways, namely df1 and df2 with a significance level of 0.05 as follows: 1) The number of independent variables - 1 is used to obtain the df1 value. Here, 4 - 1 = 3. 2) the number of samples (n) - the number of independent variables is used to obtain the df2 value. Then it is 65 - 4 = 61. F-count is greater than F-table (42,253 > 2,755) as a result of this calculation which produces F-table = 2,755. Therefore, Ho is rejected and Ha is accepted. It can be concluded that there is a positive and significant influence simultaneously on fashion trends, celebrity endorsements and customer reviews on repeat order decisions.

#### 5. Coefficient of Determinatio

Testing the coefficient of determination is one of the statistical values used to determine whether there is an influence between two variables, so the value of the coefficient of determination can show the percentage of variation in the value of the variable that can be explained by the regression equation that has been produced (Ghozali, 2018). Therefore, the value of the coefficient of determination is between 0 and 1. It can be said that the greater the R2 value, the better the regression model obtained.

**Table 4. Results of the Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,822 <sup>a</sup>	,675	,659	1,375

a. Predictors: (Constant), Fashion Trends, Celebrity Endorsment, Customer Reviews

b. Dependent Variable: Repeat Order Decision

According to the output above, the Adjusted R Square value is 0.659, which indicates that variables X1, X2, and X3 have a simultaneous 65.9% influence on variable Y.

#### Reporting Research Results

##### 1. The Influence of Fashion Trends on Repeat Order Decisions.

With a sig value of 0.342, the test result of the fashion trend variable (X1) t-count value is 0.957. It can be inferred that percent of the t-count is less than the t-table based on the t-count result of 0.957 < 1.670. Given that the sig value is 0.957 > 0.05, it may be said that Ho is accepted and Ha is refused. So it can be said that there is no positive and significant influence on the fashion trend variable on the repeat order decision. It can be interpreted that even though all outfits purchased on TikTok are in line with trends and all fashion brands are acceptable, not every student at Universitas PGRI Wiranegara feels fashionable when wearing them. Therefore, the choice of outfit must be in accordance with the personality of each student as the wearer. For

example, the color and model that match. If it is considered less suitable, students will not repeat the order of the product..

The results of this research test are strongly supported by the results of the study (Astuti & Rohimat, 2023) entitled "The Influence of Fashion Trends, Online Promotions and Brand Image on Purchase Interest in Fashion Thrifting (Case Study on the Instagram Account Bassecondstuff\_)" which states that fashion trends do not have a significant effect on purchase interest in fashion thrifting. Research from (Ariyanto, 2020) entitled "The Influence of Fashion Trends and Cultural Knowledge on Batik Purchase Decisions in Kampung Batik Semarang" also states that fashion trends do not have a significant effect on batik purchase decisions. This study is also in line with the study (Lubis, 2021) entitled "The Influence of Fashion Trends and Promotions on Purchase Decisions for Fashion Products in Students of the Sharia Economics Study Program, IAIN Padangsidempuan Class of 2017" which states that fashion trends do not affect the decision to purchase fashion products on Shopee for students of the Sharia Economics Study Program, IAIN Padangsidempuan Class of 2017.

## 2. The Influence of Celebrity Endorsement on Repeat Order Decisions

The celebrity endorsement variable (X<sub>2</sub>) has a t-test value of 2.479 and a significant value of 0.016. It is then possible to conclude that the t-test is greater than the t-table because the t-test result is  $2.479 > 1.670$ . However, the significant result indicates that  $0.016 > 0.05$ , indicating that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Therefore, it can be said that there is a positive and significant influence on the celebrity endorsement variable on the repeat order decision. This study reveals that the celebrity endorsement variable with indicators of high visibility, credibility, attractiveness, and power has a positive and significant influence on the repeat order decision.

From the results of the descriptive analysis, the average value of all scores from the celebrity endorsement variable is 3.94, which means it is in the high category. In the results of the descriptive test of the celebrity endorsement variable, statement 4 which states "The advantages possessed by celebrities can attract consumers to make purchases" has the highest average score value so that it contributes greatly to influencing repeat order decisions. The popularity of the name owned by celebrities attracts the trust of students of Universitas PGRI Wiranegara to buy the product. Especially if the promoter is an idol celebrity, they will try to have the same product as their idol.

The outcomes of this study test agree with the findings of previous studies by (Naomi, 2022) entitled "The Influence of Celebrity Endorsement on Product Purchasing Decisions (Study on Fila Advertisements with BTS as Celebrity Endorser)" which states that celebrity endorsement has a positive effect on purchasing decisions for Fila products with BTS as celebrity endorsers. In addition, research from (Syahrie, 2021) entitled "The Influence of Celebrity Endorsers and Brand Image on Purchasing Decisions on Tokopedia (Case Study of Medan Area University Students)" states that there is a positive influence of celebrity endorsers on purchasing decisions. Research (Anugerah, 2022) entitled "The Influence of Celebrity Endorsement and Brand Awareness on Purchasing Decisions at Es Teh Indonesia, Delima Pekanbaru Branch" also states that celebrity endorsement has a positive effect on purchasing decisions.

## 3. The Influence of Customer Reviews on Repeat Order Decisions.

The test result of the t-count value of the customer review variable (X<sub>3</sub>) is 6.037 with a significant value of 0.000. So the t-count result of  $6.037 > 1.670$  so that it can be interpreted that the t-count is greater than the t-table. However, the significant value indicates that  $0.000 > 0.05$ , indicating that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Consequently, it can be concluded that the

customer review variable has a favorable and considerable impact on the choice to place a repeat transaction. This study reveals that the customer review variable with indicators of perceived usefulness, source credibility, argument quality, and valance has a positive and significant effect on the repeat order decision.

From the results of the descriptive analysis, the average value of all scores from the customer review variable is 3.93, which means it is in the high category. The statement "Reviews given by other consumers can be trusted" has the highest value which contributes greatly to influencing repeat order decisions. Students trust TikTok shop as an e-commerce that has a good reputation and can be relied on. This trust has a positive influence in attracting students from Universitas PGRI Wiranegara to make repeat orders. Especially if previous consumers give reviews saying that they will return to buy again at TikTok shop.

The outcomes of this study test agree with the findings of previous studies by (Stefany, 2022) entitled "The Influence of Online Customer Reviews, Online Customer Ratings, Product Photos and Word of Mouth on Consumer Purchase Interest (Study on Customers of Cisco Apparel Muslim Fashion Stores)" which states that partially, online customer reviews have a significant effect on purchase interest. Meanwhile, (Damayanti, et al., 2023) with the research title "The Influence of Online Customer Reviews, Online Customer Ratings, and Price Perceptions on Purchase Decisions for Make Over Products on TikTok Shop" which states that online customer reviews have a positive and significant influence on purchase decisions for Make Over products on TikTok shop. Research from (Febtiani, 2022) entitled "The Influence of Online Customer Reviews on Purchase Decisions for Emina Lip Products Through Brand Image" also states that online customer reviews have a direct influence on brand image.

#### 4. The Influence of Fashion Trends, Celebrity Endorsements and Customer Reviews on Repeat Order Decisions.

The results of this study indicate that simultaneously or together fashion trends, celebrity endorsements, and customer reviews have a positive and significant effect on the decision to repeat order TikTok shop products for students of Universitas PGRI Wiranegara. This can be seen in the results of the F test calculation which obtained a significance value of 0.000. So the sig. value  $0.000 < 0.05$ , meaning that the  $H_0$  statement is rejected and  $H_a$  is accepted. While in the calculation of F-count with F-table obtained a value of  $42.253 > 2.755$ , meaning that the  $H_0$  statement is rejected and  $H_a$  is accepted. The partial test results state that there is 1 variable that does not affect the repeat order decision, namely fashion trends. This means that other variables are needed that have a high value in influencing the repeat order decision such as customer reviews. In the multiple linear regression value, customer reviews have a high value of 0.495 or 49.5%. The high value of the customer review variable can provide reinforcement to fashion trends and celebrity endorsements so that together the three variables used, namely fashion trends, celebrity endorsements, and customer reviews have an influence on the repeat order decision.

A student who wants to make a repeat order will see the trend that is developing among students, whether the trend is still developing or has disappeared. Popular celebrities also provide an idea for students to imitate their appearance. After that, students will see the assessment of the product, whether there are many negative reviews or positive reviews. Are there many other consumers who make repeat orders or only make 1 purchase. These three factors will be a reason for students to determine the decision to repeat orders at the TikTok shop.

The results of this study are in line with the study (Kadafi et al., 2023) entitled "The Influence of Celebrity Endorser, Fashion Trend, and Brand Image on Purchase Decisions for Erigo Fashion

Products in Yogyakarta" which states that simultaneously the variables Celebrity Endorser (X1), Fashion Trend (X2), and Brand Image (X3) have a positive effect on Purchase Decisions (Y) for Erigo fashion products in Yogyakarta. The study (Alfalisgado, 2024) entitled "The Influence of Celebrity Endorsement and Customer Review on Purchase Intention on TiktokShop Media" also concluded that celebrity endorsement and customer review have a significant effect on purchase intention.

## CONCLUSION

Based on the results of this study, the following conclusions can be drawn: 1) There is no positive and significant partial influence of fashion trends on the decision to repeat order TikTok shop products for students of Universitas PGRI Wiranegara. 2) There is a positive and significant partial influence of celebrity endorsements on the decision to repeat order TikTok shop products for students of PGRI Wiranegara University. 3) There is a positive and significant partial influence of customer reviews on the decision to repeat order TikTok shop products for students of Universitas PGRI Wiranegara. and 4) There is a positive and significant simultaneous influence of fashion trends, celebrity endorsements, and customer reviews on the decision to repeat order TikTok shop products for students of Universitas PGRI Wiranegara.

## LIMITATION

The suggestions given by the researcher to the related parties include:

1. The results of the study show that fashion trends do not affect the decision to repeat order TikTok shop products. Therefore, products on TikTok should provide products that are more liked and used by students. If students are happy and feel confident with the product even though it is no longer a trend, they will continue to buy (repeat order) and use it.
2. For students of PGRI Wiranegara University, before making a purchase of a fashion product, it is better to buy a product that fits the user's criteria, don't be too focused on celebrities. This needs to be done so that when making the first purchase you don't feel disappointed with the product you get. In addition, it is also necessary to see previous consumer reviews of the product to be purchased. In addition, be careful in filtering information from a review because it could be that the review is not in accordance with reality or there are certain parties who want to destroy the image of a product.
3. It is anticipated that this research will be developed for more research. For instance, by including more variables like cost, the simplicity of the payment process, or other factors. Additionally, the path analysis method is anticipated to be used in future study.

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