Increasing Purchase Intention Through Creator-Moderated Customer Engagement Facial Presence and Islamic Business Ethics Fit in TikTok Affiliate Promotion Videos

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Abstract. *This study aims to analyze the increase in purchase intention through customer engagement moderated by creator facial presence and Islamic business ethics fit in TikTok affiliate promotional videos. This study uses a quantitative approach with descriptive and causal research types. The population in this study includes the entire TikTok Muslim audience in Cirebon Regency who are included in the categories of generation Z (born 1997–2012) and millennials (born 1981–1996), with an unknown population size. A sample of 100 respondents was determined using a purposive sampling technique calculated using the Lemes how formula. The results of the study show that 1) Customer engagement has a positive and significant effect on purchase intention, this means that the higher the engagement on the product in the TikTok affiliate promotional video, the greater the audience's intention to buy the promoted product, 2) Creator facial presence has a positive and significant effect on purchase intention, this means that the higher the creator's facial presence in the TikTok affiliate promotional video, the higher the audience's intention to buy the promoted product, 3) Islamic business ethics fit has a positive and significant effect on purchase intention, this means that the higher the level of conformity of the TikTok affiliate promotional video to Islamic business ethics, the greater the audience's intention to buy the promoted product, 4) Creator facial presence can strengthen the influence of customer engagement on purchase intention. This means that the higher the creator's facial presence, the greater the influence of customer engagement on purchase intention, 5) Islamic business ethics fit can strengthen the influence of customer engagement on purchase intention. This means that the higher the conformity of Islamic business ethics in the TikTok affiliate promotional video, the greater the influence of customer engagement on purchase intention.*

Keywords: *Business; Creator; Engagement; Facials; Presence.*

1. Introduction

The rapid development of information and communication technology has changed the way humans communicate and interact. The emergence of social media is one of the biggest innovations from this technological development, one of which is TikTok. TikTok is a social media and video content distribution platform that allows users to produce and share short videos supported by various video effects and background music. TikTok was launched in 2016 by ByteDance, a global technology company from China. Initially, TikTok was known in Indonesia as an entertainment platform with dance content, viral music, and comedy. At that time, the platform's users were dominated by teenagers. On July 3, 2018, the government through the Ministry of Communication and Informatics (Kominfo) blocked this platform because it was deemed to contain content that was not educational and contrary to Indonesian norms and morals, including content that led to pornography, religious harassment, etc. After a content cleanup, TikTok was reopened in August 2018.

Although TikTok initially focused on social media and video content distribution, in 2021, it launched TikTok Shop. TikTok Shop is a feature that allows users to buy and sell products directly through TikTok. TikTok Shop provides creators with the opportunity to join an affiliate program, where they can promote products sold by sellers on TikTok Shop and earn a commission on each sale. This business model is known as affiliate marketing, a product promotion from TikTok creators that generates a commission for every purchase made through links in their videos (Nadila, Kurlillah, & Safarida, 2024).

TikTok's dual role as a social media platform and e-commerce platform (socio-commerce) has received a positive response from some. For consumers (buyers), this innovation increases the ease of shopping after watching product review videos on TikTok. Similarly, from the perspective of sellers and creators, this feature makes it easier for them to promote their products. However, on the other hand, it has also generated a lot of controversy. TikTok was deemed to have violated the permit that had been granted, namely only as a social media platform, not e-commerce, so that it was not permitted to carry out trade transactions. On October 4, 2023, TikTok Shop was closed by the government. At that time, the number of TikTok Shop sellers reached more than 6 million, and the number of affiliate creators reached more than 7 million. Then on December 12, 2023, TikTok Shop reopened after TikTok partnered with Tokopedia, so that transactions on TikTok Shop were handled by Tokopedia, and since then TikTok Shop has changed its name to Shop | Tokopedia.

Over time, TikTok's user base continues to grow. Data as of July 2024 (Kompas, 2024) shows that Indonesia has the most TikTok users in the world, reaching 157.6 million. The majority of TikTok users in Indonesia are from Generation Z and millennials, who are productive age groups with relatively high purchasing power. This data indicates that these two generations are the primary targets of TikTok's affiliate marketing phenomenon. Furthermore, research from Indonesia Indicator (I2) in 2024, of the five largest social media platforms studied—

YouTube, Twitter (X), Instagram, Facebook, and TikTok—concluded that TikTok is the platform with the highest customer engagement by audiences.

However, unlike platforms like Shopee, which primarily function as a marketplace, users who open the Shopee app generally already have the intention to shop or search for specific items. Therefore, when they are presented with affiliate promotional videos within the Shopee app, the chance of purchase intention tends to be higher because the audience is already in "shopping mode." This is not entirely true on TikTok. TikTok users don't always enter the app with the intention of buying, but rather to seek entertainment, information, or simply to fill their free time. When they are then presented with affiliate promotional videos, even if engagement occurs such as likes, comments, or even clicks to the cart, not all of these interactions necessarily lead to purchase intention.

This situation is the source of the discrepancy in previous research results. Research by Limos-Galay, JA (2024) examined the relationship between customer engagement and purchase intention and found a significant positive effect. However, research by MT Dung & NY An (2024) in Vietnam showed that despite high engagement, its effect on purchase intention was not statistically significant. This discrepancy indicates a research gap that requires further explanation.

One approach to explaining this inconsistency is to consider moderating variables that can strengthen or weaken the influence of customer engagement on purchase intention. One variable that potentially plays a significant role is creator facial presence. Official guidance from TikTok Indonesia, which recommends creators display their faces in promotional videos ("Videos without faces are not recommended," 2024), indicates that the TikTok system encourages the distribution of content that shows direct human interaction. This aligns with Social Presence theory (Short, J., Williams, E., & Christie, B., 1976), which states that the presence of a human face in digital communication can enhance emotional connections, strengthen trust, and magnify the impact of communication on audience behavior. Therefore, the presence of a creator's face in TikTok affiliate videos can serve as a moderator in strengthening the relationship between customer engagement and purchase intention.

Besides creator facial presence, another factor that can moderate this relationship is Islamic Business Ethics Fit. In the context of Indonesian Muslim society, Islamic values such as honesty (shiddiq), justice (adl), transparency, and the prohibition of exploitation play a crucial role in shaping perceptions of promotional content. However, there are ethical challenges in the practice of TikTok affiliate promotional videos. Unlike YouTube video creators, who generate revenue from advertising (AdSense), and are therefore encouraged to provide balanced product reviews (pluses and minuses) to maintain credibility and viewership, TikTok affiliate video creators only earn revenue if a purchase is made through the cart embedded in the video. This commission-based monetization system encourages some creators to display reviews that tend to be exclusively positive and exaggerate product

advantages while concealing product shortcomings. Such practices have the potential to violate the principles of Islamic business ethics, which emphasize honesty, openness, and avoiding consumer deception. In fact, several studies such as Perkasa & Qizwini (2024) and Mostafa & ElSahn (2016) show that Muslim consumers show higher purchase intentions when promotional content is in accordance with Islamic values.

2. Research Methods

This study uses a quantitative approach with descriptive and causal research types. The descriptive approach is used to analyze the characteristics of each variable studied, namely creator facial presence, Islamic business ethics fit, customer engagement, and purchase intention in TikTok affiliate videos. The causal approach is used to analyze the relationship between variables to answer the problem formulation and test the hypothesis. The types of data in this study include primary data and secondary data. Primary data were obtained through sources of structured survey questionnaire results consisting of closed-ended statements based on a Likert scale (1–5), where a scale of "1" indicates "strongly disagree" and a scale of "5" indicates "strongly agree". Secondary data were obtained from a literature review of various literature relevant to this study. This study in collecting data used a survey through a closed-ended questionnaire conducted on respondents using research indicators with a 5-point Likert scale.

3. Results and Discussion

3.1. Respondent Overview

The subjects of this study were Muslim TikTok users in Cirebon Regency. Data collection used a questionnaire distributed online via Google Forms from October 25 to November 25, 2025, and 100 respondents were obtained. Respondents with the following characteristics:

Respondent Characteristics Table

Characteristics	Information	Frequency	Percentage
Gender	Man	37	37%
	Woman	63	63%
	Total	**100**	**100**
Age	18 – 24 years old	34	34%
	25 – 34 years old	40	40%
	35 – 44 years old	26	26%
	Total	**100**	**100**
Education	High school or equivalent	44	44%
	S1	50	50%
	S2	6	6%
	Total	**100**	**100**

Based on the gender characteristics of 100 TikTok users, it is known that 63% are women, this shows that women dominate TikTok use compared to men. TikTok offers a variety of content that is very

popular among women, including beauty trends, fashion, cooking, and lifestyle. Age characteristics indicate that 40%Tiktok users aged 25 – 34 years, This age group is an important target for marketing campaigns due to its high purchasing power. Generally, this age group (25-34 years old) already has a job and a more stable income than teenagers, which significantly influences shopping decisions and e-commerce participation on TikTok. Educational characteristics show that as many as 50% of TikTok users with a bachelor's degree. TikTok users with a bachelor's degree end to be better able to analyze the content offered, compare products more carefully before purchasing.

Descriptive analysis aims to determine respondents' responses to each question asked. In this case, descriptive analysis explains customers' responses to the questions asked for each variable. *customer engagement, creator facial presence, Islamic business ethics fit,* And *purchase intention*. To find out the respondents' responses to each variable, in this study they were grouped into one score category using a scale range with the following formula (Umar, 2017):

$$\text{Hospital} : \frac{TT - TR}{Scale}$$

Information

RS: Scale Range

TR: Lowest Score (1)

TT: Highest Score (5)

Based on the formula above, the scale range can be calculated:

$$\text{Hospital} : \frac{5 - 1}{3}$$

$$\text{Hospital} : 1.3$$

Thus the interval value can be explained as follows:

Low: 1 – 2.33

Medium: 2.34 – 3.67

Height: 3.68 – 5.0

TableDescription of Customer Engagement Variables

Code	Indicator	STS	TS	CS	S	SS	Mean	Criteria
CE1	Content interaction	3	12	19	45	21	3.69	Tall
CE2	Watch time	3	11	25	48	13	3.57	Currently
CE3	Responseto Call-to-Action (CTA)	6	10	23	52	9	3.48	Currently
CE4	Frequency of repeated interactions	4	10	23	53	10	3.55	Currently
CE5	*Shareability*	3	13	24	43	17	3.58	Currently
Average							**3.57**	**Currently**

Based on tables how that respondents' responses regarding customer engagement has an average value of 3.57 (moderate) which indicates that the average respondent gave a fairly agreeable response to the statement in the questionnaire, this shows that TikTok users have *customer engagement* moderate/quite high. Respondents' responses regarding content interaction were the highest indicator, with a mean value of 3.69 (high). This indicates that users frequently interact with TikTok affiliate promotional videos (e.g., liking or commenting). Furthermore, responses to calls-to-action (CTAs) received a mean value of 3.48 (moderate), making them the lowest indicator in this variable. This indicates that users frequently respond to creators' calls to action, such as clicking the cart, following, or saving TikTok affiliate promotional videos.

Table Facial Presence Creator Variable Description

Code	Indicator	STS	TS	CS	S	SS	Mean	Criteria
CFP1	The presence of the creator's face	2	6	13	47	32	4.01	Tall
CFP2	Creator's facial expression	2	9	15	45	29	3.90	Tall
CFP3	Duration of facial presence	1	8	11	45	35	4.05	Tall
CFP4	Combination of facial presence and other visual elements	2	9	11	39	39	4.04	Tall
Average							**4.00**	**Tall**

Based on tables how that respondents' responses regarding creator facial presence has an average value of 4.00 (high) which indicates that the average respondent gave an agreement response to the statement in the questionnaire, this shows that TikTok affiliate promotional videos have *creator facial presence* High. Respondents' responses regarding the duration of facial presence were the highest indicator, with a mean value of 4.05 (high). This indicates that users are more confident in TikTok affiliate promotions when the creator's face appears consistently for most of the video. Furthermore, responses regarding the creator's facial expressions received a mean value of 3.90 (high), the lowest indicator in this variable. This suggests that creators' facial expressions help users understand the emotions and honesty of product reviews given in TikTok affiliate promotional videos.

Table Description of Islamic Business Ethics Fit Variables

Code	Indicator		STS	TS	CS	S	SS	Mean	Criteria
IBE1	Honesty (Shiddiq)		5	9	21	47	18	3.64	Currently
IBE2	Justice (Al-Adl)		2	11	20	52	15	3.67	Currently
IBE3	Prohibition of illicit products		6	8	20	50	16	3.62	Currently
IBE4	Trust		1	17	16	50	16	3.63	Currently
IBE5	Prohibition exploitation	of	1	13	23	52	11	3.59	Currently
Average								**3.63**	**Currently**

Based on tables how that the respondents' responses regarding Islamic business ethics fit has an average value of 3.63 (moderate) which indicates that the average respondent gave a fairly agreeable response to the statement in the questionnaire, this shows that TikTok affiliate promotional videos have *Islamic business ethics fit* moderate/quite high. Respondents' responses regarding fairness (al-adl) were the highest indicator, with a mean value of 3.67 (moderate). This indicates that users felt the product information in TikTok affiliate promotional videos provided fairly and balanced information regarding the product's advantages and disadvantages. Furthermore, responses regarding the prohibition of exploitation received a mean value of 3.59 (moderate), making it the lowest indicator in this variable. This indicates that users felt the TikTok affiliate promotional videos they viewed did not contain elements of exploitation (e.g., exploitation of bodies, children, or emotions).

Composite Reliability and Cronbach Alpha Table

Variables	Composite Reliability	Cronbach Alpha	Information
Creator Facial Presence	0.902	0.902	Reliable
Customer Engagement	0.888	0.887	Reliable
Islamic Business Ethics Fit	0.895	0.894	Reliable
Purchase Intention	0.925	0.923	Reliable

Based on the table above, the composite reliability value for each latent variable is ≥ 0.7, indicating that the model has high reliability. The Cronbach's alpha value is ≥ 0.60, indicating that the variable indicators are reliable.

1) Inner Model Testing (Structural Model)

The structural model in this study can be described as follows:
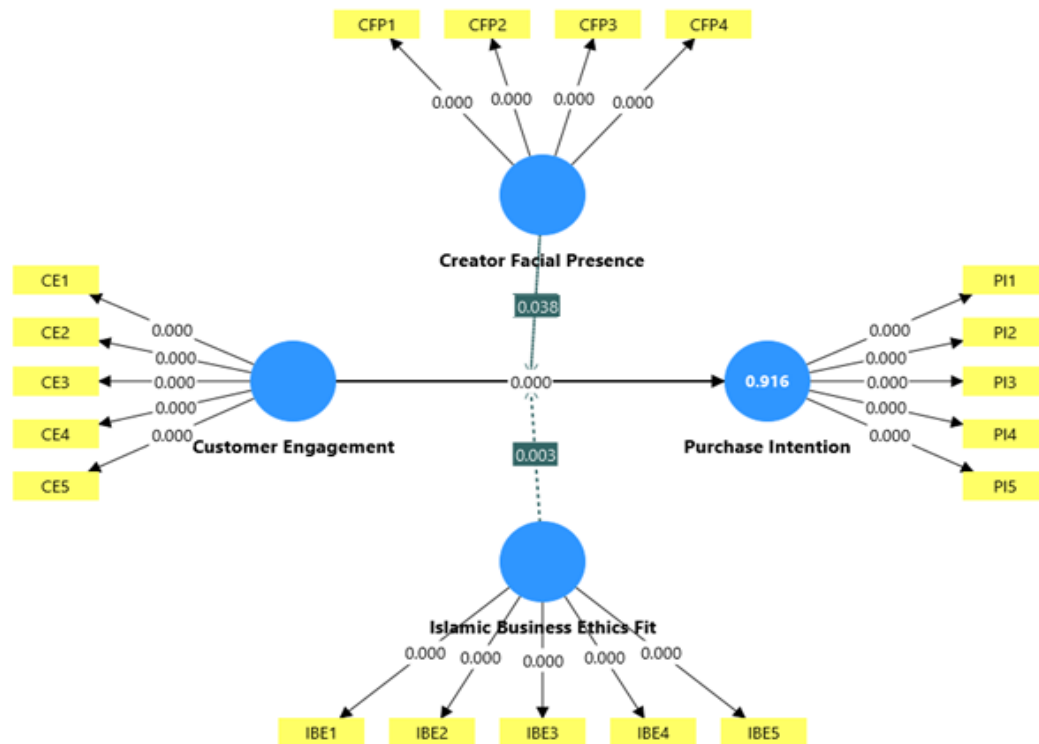
Inner Model Image (Structural Model)

After conducting a model evaluation and finding that each construct has met the validity and reliability requirements, the next step is to evaluate the structural model which includes hypothesis testing, model fit, R² and F² with the following results:

a.   Hypothesis Testing

Hypothesis testing in this context aims to validate or refute the researcher's initial assumptions regarding the relationship between variables. Hypothesis testing is conducted by examining the structural path coefficients. The stability of the estimates is tested using the t-statistic through a bootstrapping procedure. The basis for hypothesis testing in this study is the value of the path coefficient. The path coefficient results for structural model testing are obtained by comparing the p-value with alpha (0.005) or a t-statistic (>1.96). The path coefficient results can be seen in the following table:

Path Coefficient Table

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Customer Engagement-> Purchase Intention	0.284	0.288	0.066	4,333	0.000
Creator Facial Presence-> Purchase Intention	0.168	0.165	0.079	2,133	0.016
Islamic Business Ethics Fit->	0.312	0.313	0.093	3,335	0.000

Purchase Intention					
*Creator Facial Presence*x Customer Engagement -> Purchase Intention	0.284	0.281	0.067	1,971	0.038
*Islamic Business Ethics Fit*x Customer Engagement -> Purchase Intention	0.201	0.202	0.073	2,757	0.003

Based on the data presentation on from the table above, it can be seen that of the five hypotheses proposed in this study, they are explained as follows:

a) Influence *Customer Engagement* on Purchase Intention

Based on the path coefficient results, it can be seen that the P-values that determine the influence of customer engagement on purchase intention are 0.000 < 0.05 and the T-statistics value (4.333) > 1.96. Meanwhile, the original sample has a value of 0.284 (positive). These results support the first hypothesis, namely customer engagement. has a positive and significant effect on purchase intention.

b) Influence *Creator Facial Presence* on Purchase Intention

Based on the results of the path coefficient, it can be seen that the P-Values that form the influence of creator facial presence The correlation coefficient on purchase intention was 0.016 < 0.05 and the T-statistic value (2.133) > 1.96. Meanwhile, the original sample had a value of 0.168 (positive). These results support the second hypothesis, namely that creator facial presence has a positive and significant effect on purchase intention.

c) Influence *Islamic Business Ethics Fit* on Purchase Intention

Based on the results of the path coefficient, it can be seen that the P-Values that form the influence of Islamic business ethics fit the correlation between Islamic business ethics fit and purchase intention was 0.000 < 0.05, with a T-statistic value of 3.335 > 1.96. Meanwhile, the original sample had a positive value of 0.312. These results support the third hypothesis, namely that Islamic business ethics fit has a positive and significant effect on purchase intention.

d) Role *Creator Facial Presence* in Moderating the Influence of Customer Engagement on Purchase Intention

Based on the path coefficient results, it can be seen that the P-value is 0.038 < 0.05 and the T-statistic value (1.971) > 1.96. Meanwhile, the original sample has a value of 0.284 (positive). These results support the fourth hypothesis, namely creator facial presence. able to moderate the influence of customer engagement on purchase intention, in other words, the creator's facial presence can strengthen the influence of customer engagement on purchase intention.

e) Role *Islamic Business Ethics Fit*in Moderating the Influence of Customer Engagement on

Purchase Intention

Based on the path coefficient results, it can be seen that the P-value is 0.003 < 0.05 and the T-statistic value (2.757) > 1.96. Meanwhile, the original sample has a value of 0.201 (positive). These results support the fifth hypothesis, namely Islamic business ethics fit. able to moderate the influence of customer engagement on purchase intention, in other words, the existence of Islamic business ethics fit can strengthen the influence of customer engagement on purchase intention.

b. *R-square*

The structural model is evaluated using R-square for the dependent construct. The R² value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence.

R-Square Value Table

No	Variables	R-Squares	Adjusted R-Square
1	*Purchase Intention*	0.916	0.912

Based on the table, the Adjusted R-square purchase intention value is 0.912, this means that 91.2% of the variation or change in purchase intention is influenced by *customer engagement*, creator facial presence and Islamic business ethics fit while the remaining 8.8% is influenced by other variables not studied.

c. *F-square*

The F2 value criteria consist of three classifications: 0.02 (small/poor); 0.15 (moderate/sufficient); and 0.35 (large/good) (Setiaman, 2023). The following are the results of the F-square test in this study:

F-Square Value Table

Variable Relationship	*f-Squares*	Substantive influence
Creator Facial Presence-> Purchase Intention	0.058	Small
Customer Engagement-> Purchase Intention	0.221	Enough
Islamic Business Ethics Fit-> Purchase Intention	0.177	Enough
*Creator Facial Presence*x Customer Engagement -> Purchase Intention	0.086	Small
*Islamic Business Ethics Fit*x Customer Engagement -> Purchase Intention	0.041	Small

Based on the table above, it can be seen that the relationship between variables that have a fairly large substantive influence occurs in the customer engagement variable. To *purchase intention* (0.221) and *Islamic business ethics fit* to *purchase intention* (0.177). Meanwhile, the relationship between variables that have a small substantive influence occurs in the creator facial presence variable. To *purchase intention* (0.058), *creator facial presence customer engagement* to *purchase intention* (0.086) and Islamic business ethics fit X

customer engagement to *purchase intention* (0.041).

d. Model Fit Test

In this study, the evaluation of model fit used SRMR, d_ULS, d G, Chi square and NFI, with the following results:

Goodness of Fit Model Test Results Table

No	Structural Model	Cut-Off Value	Estimated	Information
1	SRMR	< 0.10	0.056	Fit
2	d_ULS	> 0.05	0.603	Fit
3	d_G	> 0.05	0.511	Fit
4	Chi-Square	>X2table (df = 96; X2table = 74.40054)	241,159	Fit
5	NFI	Approaching 1	0.867	Fit

The analysis results show that the tested model exhibits an acceptable fit. This result indicates that the model has a good level of fit with the data, meaning the proposed model accurately represents the relationships between variables in the data.

3.2. Discussion

1) Influence *Customer Engagement* on Purchase Intention

This study found that customer engagement has a positive and significant effect on purchase intention. This means that higher the engagement, such as likes, comments, and shares, the greater the likelihood that the audience will be encouraged to buy the product being promoted, this can happen because Audience interaction builds relationships, trust, and interest in the product.

Customer engagement in the context of TikTok affiliate videos, audience engagement includes attention, emotional connection, and audience trust in the creator. This active interaction builds relationships between creators and audiences, creating a sense of trust and making audiences more open to product recommendations from the creators they follow (Rahmatillah & Saefuloh, 2022). Engaging and interactive content makes audiences pay more attention and are more likely to remember the promoted product (Pardede & Lubis, 2025). Content with high engagement (e.g., lots of interactions) tends to be more likely to be recommended by the TikTok algorithm, thus reaching a wider audience and encouraging further interaction.

Comments and discussions in video comment sections act as social proof, demonstrating that other viewers are also interested in or have already purchased the product, which can reassure potential buyers (Wijayanti & Isa, 2024). Through comments, viewers can ask creators or other users directly about the product, which helps answer questions and encourage purchasing decisions.

Engagement Sincere communication can build an emotional bond between consumers and affiliates or products. This bond makes consumers feel more connected and personal, increasing their desire to interact further, including making purchases (Qodariyyah, Amri & Sirait, 2025). Through engagement, affiliates can directly answer questions, provide further information, and address consumer concerns. This makes it easier for consumers to navigate the stages before ultimately deciding to purchase.

2)   Influence *Creator Facial Presence* on Purchase Intention

Findingsin This study shows that creator facial presence has a positive and significant effect on purchase intention. This means that the higher the presence of the creator's face, the higher the consumer's Purchase Intention. This is because the presence of a positive or convincing creator's face can create a strong impression on the audience, which can then encourage their desire to purchase the product being offered.

The presence of a creator who builds trust through his/her face can make content more personal, credible, and interesting, which ultimately triggers consumer interest in buying the product (Djafarova & Davies, 2025). The consistent presence of a creator's face in videos makes them seem more "real" and believable. Creators can show products directly and provide convincing demonstrations. Authentic product visualizations through the creator's face help consumers better understand the product's benefits, and when creators use and recommend products, audiences tend to trust their reviews more than traditional advertising.

Creator's face create emotional bond and trust between creator and audience. Audiences feel more confident in product reviews when they see the creator's face directly (Tuyet, Huyen & Nguyen, 2024). Content that features the creator's face, such as unboxings or live reviews, creates a stronger emotional connection. This makes the audience feel more personally connected and perceives the creator as a "friend" offering advice.

Content that features the creator's face feels more personal and authentic. This builds a higher perception of credibility compared to faceless content, which can often feel too "advertising" (Jayasingh, Sivakumar & Vanathaiyan, 2024). This makes the audience feel that the recommendation is genuine, not just a marketing ploy, which ultimately increases their intention to purchase the product.

3)   Influence *Islamic Business Ethics Fit* on Purchase Intention

The results of this study show that Islamic business ethics fit has a positive and significant effect on purchase intention. This means that the greater the alignment of Islamic business ethics in TikTok affiliate videos, the higher the purchase intention. This may be because Islamic business ethics fit builds consumer trust, emphasizes the principles of honesty and responsibility, and ensures that promoted products meet Sharia and halal standards. When promotions are conducted transparently, honestly, and not misleadingly, the audience feels

safer and more confident in making a purchase.

Compliance ethics such as honesty, responsibility, and the absence of fraud build trust between marketers, sellers, and buyers. This trust is crucial, especially since digital transactions often involve non-face-to-face interactions (Nabillah, 2025). Islamic business ethics require affiliates not to spread false or deceptive information, for example, by providing genuine product reviews (both advantages and disadvantages). Affiliate videos TikTok Content that does not violate Islamic law, such as pornography or hate speech, will be more popular with the wider community (Renata, 2023). TikTok affiliate videos that implement Islamic business ethics tend to have a better reputation and can build sustainable businesses. This is because they maintain good relationships with customers and the community at large.

Affiliate marketing that only promotes halal and beneficial products will be more attractive to Muslim consumers (Maulana et al., 2024). TikTok audiences who adhere to Sharia principles will prefer products that are guaranteed halal. Ethical TikTok affiliate videos ensure the promoted products meet halal and good criteria, so that audiences feel confident in purchasing. Marketing that adheres to Islamic ethics, such as not exaggerating product benefits, not breaking promises, and providing good service, will be more preferred by Muslim consumers. This creates a stronger bond with customers (Mutmainnah, Harviani & Fitriani, 2025). Honest TikTok affiliate videos, without exaggeration or deception, build trust. Audiences will be more confident in purchasing if they feel the information provided is in accordance with reality, thus encouraging interest in purchasing the product.

4) Role *Creator Facial Presence* in Moderating the Influence of Customer Engagement on Purchase Intention

Study This found that creator facial presence can moderate the influence of customer engagement on purchase intention. In other words, the creator's facial presence can strengthen the influence of customer engagement on purchase intention. This means that the greater the creator's facial presence, the greater the influence of customer engagement on purchase intention. This can occur Because the presence of the creator's face makes the interaction more authentic and personal. This facial presence builds trust and a stronger emotional connection than faceless interactions, so when customer engagement occurs, it has a greater impact on purchasing decisions.

The presence of the creator's face is a key element that differentiates content, especially in the context of media social, this helps increase engagement through direct and authentic interactions which then strengthens the influence of engagement on purchase intentions. (Rizkia, Akbar & Lina, 2024). The physical presence of the creator provides personal touch which makes the audience feel more connected, so that stronger engagement (interaction) will more effectively lead to a desire to buy.

Visible faces in content can create a sense of credibility and trust. Consumers tend to trust

creators they see in person more, so positive customer engagement directly impacts purchase intentions (Zheng et al., 2025). The visible face of the creator makes the content feel more real and believable, compared to faceless content (for example, simply showcasing a product). This reinforces the impression that the creator is a real person using or recommending the product, as is the case with TikTok affiliate promotional videos.

When the audience feels more connected with the creator through his facial expressions, customer engagement will be stronger and encourage them to make purchases (Jayasing, Sivakumar & Vanathaiyan, 2025). A creator's expressions, tone of voice, and personality can instantly build an emotional connection with their audience. This stronger emotional connection makes them more likely to follow up on their engagement, such as leaving comments, liking, or even purchasing products. Without the creator's face, consumers may see the content as mere information, but when the creator is visually present, the engagement that occurs will be stronger in directing consumers to purchasing decisions (Sheryl et al, 2025).Visual interactions between creators and viewers can increase engagement, make videos more engaging, and encourage viewers to continue watching until the end, which can trigger purchase intent.

5) Role *Islamic Business Ethics Fit*in Moderating the Influence of Customer Engagement on Purchase Intention

The results of this study indicate that Islamic business ethics fit moderates the influence of customer engagement on purchase intention. In other words, Islamic business ethics fit can strengthen the influence of customer engagement on purchase intention. This means that the greater the fit of Islamic business ethics in TikTok affiliate promotional videos, the greater the influence of customer engagement on purchase intention. This is because Islamic business ethics emphasizes honesty, transparency, and fairness, which are the foundation for deep customer engagement and encourage purchase intentions.

An ethical audience (in accordance with Islamic principles) will feel more confident and encouraged to purchase products from content that demonstrates a commitment to those ethics (Hasan, 2023). When viewers of TikTok affiliate promotional videos align with their own moral and ethical values, they're more likely to engage with and support the videos. This consistent, positive interaction ultimately leads to a purchase decision.

Islamic business ethics, which is based ononprinciples of fairness, honesty, and absence of fraud, can build customer trust (Khafani et al, 2023). When customers feel trust in a brand, their customer engagement tends to be stronger and ultimately influences their purchase intentions more positively. By adhering to Islamic ethical principles, it will be possible to build more lasting engagement (Prawira, 2025Audiences who engage with a product (customer engagement) but perceive that the TikTok affiliate promotional video operates ethically tend to be more loyal and have higher purchase intentions compared to audiences who engage with unethical affiliate promotional videos.

4. Conclusion

Based on several analytical studies and discussions, the following conclusions can be drawn: *Customer engagement* has a positive and significant effect on purchase intention, meaning the higher the engagement on the product in the TikTok affiliate promotional video, the greater the audience's intention to purchase the promoted product. Creator facial presence has a positive and significant effect on purchase intention, meaning the higher the presence of the creator's face in the TikTok affiliate promotional video, the higher the audience intention to purchase the promoted product. *Islamic business ethics fit* has a positive and significant effect on purchase intention, this means the higher the level of conformity of TikTok affiliate promotional videos to Islamic business ethics, the higher the audience to purchase the promoted product. Creator facial presence can strengthen the influence customer engagement on purchase intention. This means that the greater the creator's presence, the greater the influence of customer engagement on purchase intention. Islamic business ethics fit can strengthen the influence of customer engagement on purchase intention. This means that the greater the alignment of Islamic business ethics in TikTok affiliate promotional videos, the greater the influence of customer engagement on purchase intention.

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