

ABSTRACT

One of the things that facilitates human needs is the creation of social media and a market place where in operation, it is enough to use mobile ourto determine what we want. Purchasing interest made by consumers on a product or service can arise due to a need, desire or motivation. This research will find out how the influence of social media marketing through users of Tiktok on the interest in buying online shopping at Shope. The research method used is quantitative and this type of research is descriptive and causal, using analysis techniques using SMART PLS 3.0. The population in this study were users of the TikTok and Shopee applications. The sampling method is non-probability sampling with a purposive sampling type of 400 respondents. The results obtained in this study are social media marketing, tiktok, which has a positive and significant effect on buying interest in online shopping at shopee.

Keywords : *E-commerce, Social Media Marketing, Buying Interest.*