

ABSTRACT

Social media companies compete to present the advantages of their products in unique and creative service features, as well as looking for various promotional ways to be easily recognized by potential users to maintaining the company's image to retain and increase the number of users. The decision to use has a relationship with marketing public relations. Marketing public relations is used to increase awareness and knowledge about the products offered. The decision process also has a relationship with features. With the unique and superior features, the company has succeeded in creating more value in the company's products or services. This study was conducted to determine consumer responses and to see the influence between variables regarding marketing public relations, service features and the decision process of Tiktok application users in Indonesia.

This research uses quantitative methods with descriptive and causal research types. The sampling technique used a non-probability sampling technique with purposive sampling type with the number of samples used as many as 100 respondents. The data analysis technique used normality test, multicollinearity, heteroscedasticity and multiple linear regression.

Based on the results of descriptive analysis, marketing public relations as a whole is in good category, service features in good category, and the decision process in good category. Partially and simultaneously, marketing public relations and service features have an influence on the decision process of Tiktok application users in Indonesia.

Keywords: Marketing Public Relations, Service Features, Decisions Process, Multiple Regression