

ABSTRACT

With a large number of users and a high level of engagement, TikTok is an application that provides enormous opportunities in the business sector, especially marketing activities. Influencer endorsers are an effective trend for business actors to promote the products they sell. The existence of the TikTok Shop feature on the TikTok application makes it easier for consumers to buy the goods they want. This study will find out how the influence of social media marketing and influencer endorsers on TikTok on purchase intention at TikTok Shop. The research method used is quantitative and the type of research is descriptive and causal. The population in this study are TikTok users who have used the TikTok Shop service and have seen marketing content and influencers on TikTok. Sampling was done by non-probability sampling method. Data collection was obtained by distributing online questionnaires to 100 respondents. The data analysis technique used in this research is multiple linear regression analysis. The results show that social media marketing and influencer endorsers on TikTok have a positive and significant effect on purchase intention at TikTok Shop. The results of data processing and data analysis showed that social media marketing (X1) and influencer endorser (X2) contributed 57.7% to purchase intention (Y) and the remaining 42.3% was influenced by variables not examined in this study.

Keywords: *Influencer Endorser, Purchase Intention, Social Media Marketing, TikTok Shop.*