

ABSTRACT

All community activities have begun to be digitized, including marketing activities. Various types of business, one of which is e-commerce, utilizes social media to market their products. One of the most popular social media in Indonesia during this pandemic is Tik Tok. Shopee as an e-commerce, uses Tiktok as a platform in implementing social media marketing to promote the products it sells.

Shopee is ranked first in the best-selling e-commerce in Indonesia in terms of the number of visits since 2019. However, in the third quarter of 2021, it was defeated by Tokopedia. This study discusses how Tiktok social media can influence consumer Purchase Intention in Shopee fashion products.

This research is a descriptive (causal) research that uses quantitative research methods using a simple linear regression model. The sampling technique used was non-probability sampling with purposive sampling. Data were collected through an online questionnaire via google form up to 400 respondents with 22 statement items obtained from the Cochran formula. The data processing technique used descriptive analysis, classical assumption test, Method of Successive Interval (MSI), and hypothesis test.

The results of this study state that Tiktok's social media marketing has a significant influence on Purchase Intention in Shopee fashion products. In addition, there is a very close and unidirectional relationship between the two variables of 70.9%. So the more effective Tiktok social media marketing, the more interest in purchasing intention of Shopee fashion products. The value of the influence of Tiktok's social media marketing variables on buying interest in Shopee fashion products is 50.2%, while 49.8% is influenced by other factors outside of this study.

It is recommended for further researchers to examine other variables or factors that might influence Purchase Intention in Shopee fashion products or buying interest in general. In addition, further researchers can also use different objects to see if there are similarities and differences from the results of the research conducted. Researchers also suggest Shopee to maximize its marketing, as well as improve the content of Tiktok videos to create curiosity so consumers want to ask questions.

Keywords: *social media marketing, Purchase Intention, e-commerce*