

ABSTRACT

In the era of globalization amid the Covid-19 pandemic, technology is developing so rapidly that it makes changes and shifts in configuration in the use and use of the internet. Content on social media is very influential on the online sales system. One of the social media that is increasing the number of users is Tiktok. Besides that, TikTok is also a place to sell. The purpose of this research is to find out how TikTok's social media content influences Galleraj purchasing decisions.

In this study the writer will use a quantitative descriptive research method. Sampling was carried out using non-probability sampling method with a total of 100 respondents. From the results of research on social media content, it shows that overall the content is considered very good because it gets a percentage of "87%" and the influence on purchasing decisions is considered good because it gets a percentage of "84.88%.

Keywords: Social Media Content, Purchase Decision, Tiktok, Galleraj.id