

## **ABSTRACT**

*In today's digital era, social media has become one of the most effective and efficient online marketing techniques. One of the popular social media today is TikTok social media. The TikTok platform is currently providing a TikTok for Business feature that can be used by businesses as a medium for promoting and introducing products. Celebrity endorsers can support in promoting and introducing products through creative content through TikTok social media accounts. Product quality is an important point that is considered by consumers in making purchasing decisions. This study aims to determine the effect of TikTok social media marketing, celebrity endorsers and product quality on purchasing decisions for Jiniso products through trust in endorsers.*

*The method in this research is descriptive quantitative, using non-probability sampling techniques and purposive sampling. Data was collected through the distribution of questionnaires to 100 respondents with the criteria of respondents who are TikTok social media users of Jiniso consumers in Bandung City. The results of the descriptive analysis in this study indicate that all variables in this study have good percentage results. The results of validity and reliability testing are said to be valid and reliable. The results of hypothesis testing in this study TikTok social media marketing, celebrity endorsers, and product quality have a partially positive and significant effect on purchasing decisions. Trust in endorsers moderates the relationship between TikTok social media marketing on purchasing decisions, but trust in endorsers does not moderate the relationship between celebrity endorsers and product quality on purchasing decisions.*

**Keywords:** *TikTok Social Media Marketing, Celebrity Endorser, Product Quality, Trust in Endorsers.*