

ABSTRACT

ANALYSIS OF THE INFLUENCE OF TIKTOK SOCIAL MEDIA CONTENT ON CONSUMER PURCHASING DECISIONS USING THE AISAS MODEL

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Social media has become a very popular platform for doing promotions, one of which is TikTok. Along with its popularity, TikTok can be used as an effective marketing tool. User interest in Tiktok content can influence purchasing decisions, so many use the platform to promote products or services to consumers. Although the existence of content can be measured by the number of followers, it is not clear to what extent the content presented on the platform affects consumer purchasing decisions. The AISAS Model identifies five variables, namely attention, interest, search, action, and share, that influence consumer purchasing decisions. Based on the results of the analysis related to the influence of social media content on the purchasing decision, it can be concluded that all the variables present in the AISA model have a significant influence on the purchase decision. The most influential variable is interest, with a count T value of 6,836, which is the highest count T of any variable. It can therefore be concluded that the variable that has the most influence on the purchase decision is variable x2, namely interest. The recommendations of the research are to always optimize social media content that is more attractive, create interactions, optimize searches, emphasize purchasing steps, and provide product information, as well as to keep up with trends and update content according to consumer needs.

Keywords: Social Media, Purchase Decision, AISAS Model