

# **THE EFFECT OF TIKTOK AS SOCIAL MEDIA MARKETING, INFLUENCER MARKETING, AND VIRAL MARKETING ON PURCHASE DECISIONS IN GENERATION Z MEDIATED BY PURCHASE INTENTION**

## **ABSTRACT**

The use of the internet in marketing has led to an innovation so that it can create new marketing concepts by utilizing social media, one of the social media used in marketing is TikTok. TikTok is used by business people to increase their sales, seeing from the large number of people who use it, it creates opportunities that make TikTok a promotional medium which was originally used as an entertainment medium. The marketing content on TikTok is able to attract buying interest from its users. to make a purchase decision. The purpose of this study was to determine and analyze the influence of TikTok as social media marketing, influencer marketing, and viral marketing directly and mediated by buying interest on buying decisions of generation z.

This research is a quantitative research, where the research instrument is a questionnaire to obtain primary data from respondents. The sample in this study is Generation Z users who have or often use TikTok in Bekasi City and valid data obtained by 100 respondents. The sampling technique in this study was non-probability sampling with purposive sampling method. The test phases performed were convergent validity test, discriminant validity test, construct reliability test, R-Square test, and direct and indirect effect analysis. Research data were analyzed using PLS-SEM with the SmartPLS version 3.2.9 tool.

The results of this study indicate that the variables of social media marketing, influencer marketing, and viral marketing have an effect on purchase intention, social media marketing and viral marketing variables have no effect on purchasing decisions. However, influencer marketing variables influence purchasing decisions, and buying interest in TikTok users influences purchasing decisions, and buying interest is able to mediate the influence relationship between social media marketing, influencer marketing, and viral marketing on purchasing decisions.

**Keywords:** *influencer marketing, purchase decision, purchase intention, social media marketing, and viral marketing.*

(xiii + 87 + Attachments).

Bibliography (2010 – 2023).