

## ABSTRACT

### THE EFFECT OF TIKTOK SOCIAL MEDIA MARKETING TIKTOK AND SHOPEE DISCOUNT REGARDLESS OF PRODUCT PURCHASE DECISIONS FASHION KNITWEAR @DAYDEALS.CO ON SHOPEE MARKETPLACE

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This research aims to analyze the effect of TikTok social media marketing Discounts from Shopee on purchasing decisions for fashion knitwear products @Daydeals.co on Shopee Marketplace. The research method used quantitative with multiple linear regressions from a sample of 100 respondents who were an active users of TikTok and Shopee. The analysis results showed that the two independent variables, namely TikTok social media marketing (X1) and Shopee Discounts (X2), have a significant effect both partially and simultaneously on the purchase decision variable (Y). Where the effect of TikTok social media marketing was bigger than Shopee Discount. These results demonstrated the importance of utilization TikTok social media marketing in improving consumer purchase decisions of fashion knitwear products from @Daydeals.co on Shopee Marketplace. The practical implications of this research are necessary to be more focused and intensive in marketing strategies via TikTok to increase sales and build a brand in the online market.

**Keywords:** Social Media, Discount, Marketplace.

