

ABSTRACT

Business in Indonesia, especially the fashion sector, is growing rapidly with increasingly fierce competition, encouraging managers to move forward and meet market needs. Business success depends not only on profits, but also on effective promotion and understanding consumer needs. Social media is becoming an important tool in marketing, with April 2023 data showing 61% of Indonesia's population uses online entertainment. Platforms like TikTok, with user engagement of 70.8%, offer great opportunities for product promotion. The COVID-19 pandemic accelerated the shift to online shopping, increasing digital transactions by 300%. TikTok, popular among the younger generation, plays an important role in digital marketing and influences consumer behavior with features such as the yellow basket. This research uses a quantitative method based on positivism, descriptive in nature with a causal correlation method to analyze the relationship between the independent variable (TikTok) and the dependent variable (Purchase interest). The normality test results show that the data can be used because the residuals are normally distributed. Social media is effective for marketing due to its widespread and regular use, facilitating the online purchasing experience. TikTok, with its short video duration, creates interest in the audience, encouraging them to search for more information about the product. Research shows that TikTok has a moderate relationship to Aero Street buying interest, with a 1% increase in TikTok increasing buying interest by 0.468. Statistical tests show a significant influence of TikTok on purchase intention with a coefficient of determination of 35.1%, while 64.9% is influenced by other variables not discussed. TikTok social media has a positive and significant relationship with purchasing interest, with the entertainment dimension having an influence of 83.2% and exploration interest 79.6%

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