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The Effect Of Online Promotions, Celebrity Endorsers And Prices On Online Buying Interest On Tiktok Shop (Study On Generation Z Users Of The Tiktok Application)

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Abstract

This research is a quantitative research that intends to reveal how online promotions, celebrity endorsers and prices affect online buying interest in tiktok shops. The research data was collected through filling out a questionnaire using a Google Form given to 31 respondents who used the TikTok application. The method used to analyze the data is multiple linear regression analysis. The results of the study show that 1) simultaneously online promotion, celebrity endorer and price have a significant effect on online buying interest. 2) partially shows that online promotion (X1) has a positive and significant effect on online buying interest (Y). This shows that the characteristics of online promotion have an important role in attracting online buying interest in Tiktok Shop. 3) celebrity endorsers (X2) do not have a positive and significant effect on online buying interest on Tiktok Shop (Y). This shows that the characteristics of celebrity endorsers have no influence on online buying interest on Tiktok Shop. 4) price (X3) has a positive and significant effect on online buying interest on Tiktok Shop (Y). This shows that price characteristics affect online buying interest on Tiktok Shop.

Keywords: Online Buying Interest, Online Promotion, Celebrity Endorser and Price

INTRODUCTION

The development of social media today is so fast. Through social media, we can quickly and easily access the information we want wherever and whenever we want. The development

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of social media provides benefits to entrepreneurs, especially in developing their businesses. Through social media we can quickly and easily connect with many people. In Indonesia itself, there are 167 million social media users in 2023. This number is equivalent to 60.4% of the current population in Indonesia. Most of the active users in accessing social media are from young people or the current generation Z from the age of 12-26 years. This is certainly a great opportunity for entrepreneurs to market their products through the use of social media. In an effort to improve marketing results, marketers are increasingly innovative and creative in attracting consumer buying interest, especially in making online purchases on social media.

One of the social media that is currently widely used by marketers in selling their products is the Tiktok application. It is known that currently Indonesia ranks second in the world with the most uses of the Tiktok application, reaching 112.97 million users (Katadata.co.id). The high number of users of the Tiktok application opens up great opportunities for marketers to market their products. Various efforts are made to attract consumer buying interest such as conducting online promotions and utilizing TikTok celebrity or celebrity endorsement services. By doing attractive promotions, it can increase consumer interest in making purchases.

In attracting consumer buying interest, many entrepreneurs create promotional content on Tiktok. Through the Tiktok application, promotional content carried out by endorsers can easily spread and reach consumers, especially to Tiktok application users. This promotional activity aims to inform the latest products and persuade consumers to influence or remind consumers to buy the promoted products (Hariyanto, 2015). Not only that, promotions are also carried out with the aim of influencing consumers so that the products and services offered by marketers are in accordance with their needs and desires (Latief, 2018).

Making sales on Tiktok Shop is the right choice, where Tiktok Shop provides a platform that makes it easier for new users to use it. This is because Tiktok Shop has a simpler and more user-friendly appearance compared to other platforms. In addition, Tiktok Shop has a wider reach so that the opportunity to reach a large number of consumers also has a great opportunity. It's no surprise that interesting content will quickly go viral because Tiktok has more than 1 billion active users worldwide. Through Tiktok Shop, sellers can use promotional and advertising features that can target users specifically so that they can reach the market on target,

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Online promotion is one of the effective means in attracting consumer buying interest.

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With the rapid development of technology, many entrepreneurs use social media platforms as a means of promoting their products. Many entrepreneurs promote through online advertising as a form of effort to attract consumers' buying interest. In research conducted by Mosa (2021), it was revealed that online promotions can increase consumer buying interest because it makes it easier for consumers to buy a product. Consumer buying interest can be encouraged by the existence of something that can motivate consumers to make a purchase. Promotions can encourage shoppers to buy products if promotions are done in an attractive way.

The dissemination of information online is very suitable for promotional activities because it can quickly reach consumers online. This is also what makes entrepreneurs create promotional content to attract consumer buying interest. This is in accordance with research conducted by Sesar et al., (2022) which said that by conducting marketing strategies through promotional content, it can attract consumer buying interest. Promotion is an effective means for sellers and buyers to communicate that can help decision-making in the field of advertising. Promoting appropriately can increase consumer buying interest (Swastha, 2001). It is very necessary to understand consumer behavior towards the products marketed because this affects consumer buying interest. Therefore, through promotional activities, producers are expected to be able to understand well what are the wants and needs of consumers.

In accordance with previous research conducted by Firly and Arlin (2020), it was revealed that online promotion has a positive effect on consumer buying interest. This is also supported by previous research conducted by Anggit Yoebrilianti (2018), in his research revealed that online promotion has a positive effect on consumer buying interest. Promotional activities that influence consumers to buy products must be carried out appropriately. By being able to provide encouragement and motivation to buyers, it will give a sense of interest in the products offered. Therefore, online promotions must continue to be improved to attract consumer buying interest in Tiktok Shop.

Hypothesis 1 (H1). *Online promotion has a positive and significant effect on online buying interest on Tiktok Shop*

The Influence of Celebrity Endorsers on Online Buying Interest in Tiktok Shop

One of the efforts made to attract consumer buying interest on Tiktok Shop is to use Toktok celebrities. Christian and Arlyanti (2017), revealed that celebrity endorsers who are liked by many consumers can affect consumers' buying interest. Many entrepreneurs are willing to spend a

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considerable amount of money to use celebrity models that consumers like in order to attract consumer buying interest. This shows that the power of celebrity endorsers is very influential and effective in consumer buying interest.

The influence of endorsers is very large on the interest in buying online on Tiktok Shop. This is in accordance with previous research conducted by Kertamukti (2015), he revealed that the power or power of a celebrity endorser greatly affects consumer buying interest. Using celebrity endorsers who are widely liked by consumers will be very effective and have a positive effect on consumer buying interest (Miller & Allen, 2012). Choosing a celebrity or well-known figure must pay attention to how the image of the celebrity is in the eyes of the public. Each celebrity has a different attraction, ranging from status, class, age, gender, personality and lifestyle all have their own meanings. This shows that in order to be able to convey the value of the advertised product, a celebrity endorser must have, credibility, appeal and expertise (Charbonneau & Garland, 2010).

Furthermore, previous research conducted by Aziz Mubarok (2016), revealed in his research that there was a positive and significant influence of celebrity endorsers on consumer buying interest. This research is also supported by previous research conducted by Pradhan et al., (2014) which also said that the celebrity endorser variable has a positive effect on consumer buying interest. From the results of this previous study, it can be seen that using celebrity endorsers in conducting sales promotions can attract consumer buying interest.

Hypothesis 2 (H2). *Celebrity endorsers affect online buying interest on Tiktok Shop*

The Effect of Price on Online Buying Interest on Tiktok Shop

Price is the most important thing in marketing. Consumers will tend to buy products at affordable prices. In addition, the suitability of the price with the quality of the product is certainly a consideration that greatly affects the desire of consumers to buy the product. From the consumer's point of view, price is a benchmark in giving value to a product. This is tied to the perceived benefits of goods or services perceived by consumers at the price paid. Li (2013), revealed that prices at a certain level are able to make consumers feel the benefits of the goods they buy, which will increase consumer buying interest. Amron (2018), stated that consumers expect the existing price to be commensurate with the quality of the product from the purchase they make. This shows that price has a great influence on consumer buying interest.

Tiktok Shop offers affordable prices to consumers to attract buying interest. Consumers will be more interested in products that are considered affordable enough for them to buy.

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Previous research conducted by Adi Satria (2017) in his research revealed that price has a positive and significant influence on consumer buying interest. The price offered by the seller that is commensurate with the product offered can attract consumer buying interest. Price is an important thing that cannot be separated from the marketing mix (Sandi Winarto et al., 2012). Therefore, like the marketing mix, the pricing strategy needs to take into account the perception of the target consumer to whom the strategy is aimed and the development of the business environment.

The importance of price to attract consumer buying interest is in accordance with previous research conducted by Kristanto and Wicaksono (2009) who in their research said that there was a positive and significant influence between price and consumer buying interest. Kristiana and Wahyudin (2012) also support this research by revealing in their research that price as one of the attributes that has a positive influence on consumer buying interest. Looking at previous research that revealed that price affects buying interest, it can be seen that setting a price commensurate with the products offered on Tiktok Shop will affect consumers' online buying interest on Tiktok Shop.

Hypothesis 3 (H3). *Price has a positive and significant effect on online buying interest on Tiktok Shop*

The Influence of Online Promotions, Celebrity Endorsers and Prices on Online Buying Interest on Tiktok Shop

The rise of social users today has an influence on the market world. Tiktok, which is currently so difficult to access by the younger generation, also now provides a platform to make sales. Many celebrities become endorsers of a product to attract consumer buying interest (Shimp, 2010). Promotions carried out by endorsers with good performance will have greater potential to influence consumers (Wati et al., 2019). Not only that, honest and responsible product endorsers will attract consumer buying interest. This is because when potential consumers are well served, it will be a good experience for consumers so that they become more interested in making purchases. Therefore, the honesty and expertise of the endorser also affects consumer buying interest.

Increasing consumer interest through online promotion is very effective to do. Tiktok Shop presents online ads by displaying new and contemporary products. Holila Hatta and Siti Khoirunisa (2020) in their research revealed that online promotion has a positive effect on online buying

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interest. Increasing promotions, advertising and offering promos and discounts will attract higher consumer buying interest. Conducting product advertisements helps consumers recognize products, many consumers carry out promotional activities on Tiktok Shop so actively and innovatively. Therefore, it is necessary to do advertising and promotional content as effectively as possible to attract buying interest. Previous research conducted by Renaldi (2018) revealed that the variable of online advertising effectiveness has a positive and significant effect on a consumer's buying interest.

Furthermore, previous research conducted by Umbu Saga Ana Kaka Mahemba (2019) showed that Promotion had a significant positive effect on Buying Interest. In addition, price also greatly affects online buying interest. Price is a benchmark for product quality, many consumers judge products by looking at the price of the product. Promotions and prices greatly affect consumer buying interest. Febby Swisstiani (2014) in his research results stated that there is a positive and significant influence of price variables and promotional variables on online buying interest. This research is also in line with research conducted by Ade Irma (2015), that price variables and promotions both have a significant influence on consumer buying interest variables.

Hypothesis 4 (H4). *Online promotions, celebrity endorsers and prices have a positive and significant effect on online buying interest on Tiktok Shop*

RESEARCH METHODOLOGY

In this study, a type of quantitative research is applied, according to Kamolsun (2017), quantitative research can be interpreted as a type of research that collects numerical data and analyzes it using mathematical-based methods (especially statistics). The most fundamental aspect of quantitative research methods is the collection and analysis of data that is structured and numerically representative (Allen et al., 2013). Data was collected by surveys with questionnaires to measure all variables. This study examines the influence of online promotion variables, celebrity endorsements, and prices on online buying interest on Tiktok Shop.

The population in the study is Generation Z users of the Tiktok application. As for the sampling method, it uses the porpusive sampling technique. According to Rai and Thapa (2015), purposive sampling focuses on the specific characteristics of the population of possible interest to researchers based on certain conditions. Certain considerations in this case are that the sample that is a respondent must meet the criteria that have been predetermined. The sample criteria used are generation Z in the age range of 12-25 years and users of the Tiktok application. The

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sample of this study itself was taken from 31 people who are Generation Z users of the Tiktok application.

In this study, the instrument used is a questionnaire that uses the help of google form as an internet-based data collection option. The use of examination instruments aims to observe data that corresponds to the problem or peculiarity that must be considered (Xu & Storr, 2012). Later this instrument will provide quantitative data so that each statement item will be given a score or value, so that the data obtained is accurate and reliable, the researcher uses an assessment scale, namely the likert scale (Rizqi et al., 2022). The following will be explained about the research instruments used in this study.

Table 1. Likert Scale Values

Category	Weight
Strongly disagree (STT)	1
Disagree (TS)	2
Neutral (N)	3
Agree(s)	4
Strongly Agree (SS)	5

Source: Data processed 2024

Table 2. Research Instruments

Variable	Indicator	Scale
Online promotion (X1)	1. Advertisement 2. Sales promotion 3. Public relations 4. Direct marketing 5. E-personal selling (Jamaludin et al., 2015)	Likert
Ccelebrity endorser	1. Trustworthiness 2. Expertise 3. *Attractiveness*	Likert

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(X2)	(Putra et al., 2018)	
Price (X3)	1. Price volatility 2. Price compatibility with product quality 3. Price compatibility with benefits 4. Price competitiveness (Kotler & Armstrong, 2016)	Likert
Interest in buying online (Y)	1. Attention 2. Interest 3. Desire 4. Action (Rizky NST & Hanifa Y, 2014)	Likert

Source: Data processed 2024

The data analysis applied to this study is multiple linear regression analysis. Multiple linear regression analysis is an analysis used to measure the relationship between independent variables and dependent variables. In this study, we will examine the influence of online promotions (X1), celebrity endorsers (X2), and prices (X3) on online buying interest (Y) on Tiktok Shop. In order for this research to meet the requirements of obtaining good research results, the data used must also be good, for that reason, a test of research instruments is carried out. The test instruments used are validity tests and reliability tests. In addition, a hypothesis test was also carried out to answer the formulation of the problem in this study and a descriptive test to describe the distribution of the data of the research instrument.

RESULT

In this research, the characteristics of respondents are described to describe the research sample. The number of respondents in this study is 30 people who are Generation Z users of the

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Tiktok application aged 12-25 years, here is a description of the characteristics of the respondents.

Table. 3 Respondent Characteristics

Respondent characteristics	Frequency	Percentage %
Gender		
Man	3	9,7%
Woman	28	90,3%
Age		
18 Years	1	3,2%
19 Years	2	6,5%
20 Years	2	6,5%
21 Years	16	51,4%
22 Years	6	19,4%
23 Years	2	6,5%
24 Years	2	6,5%

Source: Data processed 2024

Based on the data processing table above, it can be seen that the number of respondents in this study is more female compared to male respondents. The percentage of male respondents showed a smaller figure of 9.7% compared to the percentage of female respondents which was 90.3%. In addition, the characteristics of the respondents were also described based on the age of the respondents where the age of 18 years had the lowest percentage and frequency. The age of respondents between the ages of 19, 20, 23 and 24 has the same percentage and frequency. Meanwhile, the age of 21 years has the highest percentage and frequency, which is 51.4%, higher than the respondents who are 22 years old who have a percentage and frequency of 19.4, which is 6 respondents.

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Table 4. Multiple Linear Regression Analysis Test Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.535	1.329		1.907	.067
	Online Promotion	.700	.121	.714	5.779	.000
	Celebrity Endorser	-.379	.125	-.459	-3.022	.005
	price	.407	.119	.520	3.409	.002
a. Dependent Variable: online buying interest						

Y = 2.535 + 0.700X1 - 0.379X2 + 0.407X3 e

Y = a + b1X1 + b2X2 + b3X3 +e

Based on the results of the data analysis above, it can be known as follows:

1. The value of the constant coefficient of 2.535 with a positive value, this can be interpreted that without the variables of online promotion (X1), celebrity endorser (X2), price (X3), the variable of online buying interest (Y) will increase by 2,535.
2. The value of the beta coefficient of online promotion (X1) is 0.700, if the value of other variables is constant and the variable X1 increases by 1%, then the variable of online buying interest (Y) will increase by 70%. And vice versa, if the value of another variable is constant and variable X1 decreases by 1%, then the variable of interest in online bwli (Y) will decrease by 70%.
3. The value of the celebrity endorser beta coefficient (X2) is -0.379, if the value of other variables is constant and the X2 variable decreases by 1%, then the Y variable will decrease by 37%. Conversely, if the value of another variable is constant and variable X2 experiences an increase of 1%, then variable Y will increase by 37%.
4. The value of the price beta coefficient (X3) is 0.407, if the value of another variable is constant and the variable X3 increases by 1%, then the Y variable will increase by 40%. And vice versa, if the value of another variable is constant and variable X3 decreases by 1%, then variable Y will decrease by 40%.

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Table 5. Results of the Partial Significance Test (T-Test)

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.535	1.329		1.907	.067
	Online Promotion	.700	.121	.714	5.779	.000
	Celebrity Endorser	-.379	.125	-.459	-3.022	.005
	price	.407	.119	.520	3.409	.002
a. Dependent Variable: online buying interest						

The influence of independent variables on partially dependent variables is as follows:

1. The t-value of the online promotion variable (X1) is 5.779 > the t-table value is 0.3550 and the sig value is 0.000 < 0.05, then H0 is rejected and Ha is accepted. This means that the online promotion variable (X1) has an effect on the online buying interest variable (Y).
2. The t value of the celebrity endorser variable (X2) is -3,022 > the t table value is 0.3550, then H0 is accepted and Ha is rejected. This means that there is no influence between the celebrity endorser variable and the online buying interest variable.
3. The t-value of the price variable (X3) is 3.409 > the t-table value is 0.3550 and the sig value is 0.002 < 0.05, mka H0 is rejected and Ha is accepted. This means that the price variable (X3) has an effect on the online buying interest variable (Y).

Table 6. Simultaneous Significance Test Results (Test F)

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	72.714	3	24.238	21.313	.000b
	Residual	30.705	27	1.137		
	Total	103.419	30			
a. Dependent Variable: online buying interest						

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b. Predictors: (Constant), price, online promotion, celebrity endorser

The F value is calculated as 21,313 > the F table value is 2.96 and the significant value is 0.000 < 0.05, then H0 is rejected and Ha is accepted, meaning that the variables of online promotion, celebrity endorser and price are affected by the variables of online buying interest.

Table 7. Determination Coefficient Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839a	.703	.670	1.066
a. Predictors: (Constant), price, online promotion, celebrity endorser				

The Adj R Square value is 0.703 or 70.3%, this value shows that the variables of online promotion (X1), celebrity endorser (X2), price (X3), are able to explain the variable of online buying interest (Y) of 70.3%, while the remaining 29.7% is explained by other variables.

DISCUSSION

The Effect of Online Promotion on Online Buying Interest in Tiktok Shop

Based on the results of the study that showed that the online promotion variable had a positive and significant effect on the variable of online buying interest. This is evidenced by the t-calculation > t-table, which is 5.779 > the t-table value is 0.3550 and the sig value is 0.000 < 0.05, then H1 is accepted and H0 is rejected. This means that the online promotion variable (X1) has an effect on the online buying interest variable (Y). This means that online promotion on the Tiktok Shop, namely advertising products, offering new contemporary products and selling directly to consumers, has a positive influence on consumer buying interest. This research is in line with research conducted by Firly and Arlin (2020) which revealed that online promotion has a positive influence on online buying interest. This is also supported by previous research conducted by Anggit Yoebrilianti (2018), revealing that online promotion has a positive effect on consumer buying interest. Promotional activities that influence consumers to buy products must be carried

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out appropriately. By being able to provide encouragement and motivation to buyers, it will give a sense of interest in the products offered. Therefore, online promotions must continue to be improved to attract consumer buying interest in Tiktok Shop.

The results of the study show that online promotion plays an important role in influencing and attracting consumer buying interest. This is in accordance with the results of research conducted by Riska Ladya (2016) saying that online promotion has a strong positive and significant influence on consumer buying interest. Online promotion can influence consumers so that they are interested in the products offered. In addition, online promotion, if done well and attractive, will further attract consumers' buying interest. Previous research conducted by L.Richard Ye, Hao-hong Zhang (2014) is also in line with this study which revealed that partially promotional variables have a positive and significant effect on consumer buying interest. However, the results of this study are not in line with the results of research conducted by Myas Sari et al., (2022) which revealed in their research that promotion does not have a significant effect on buying interest.

The Influence of Celebrity Endorsers on Online Shopping Interest in Tiktok Shop

Based on the results of the study, it is known that the regression coefficient value of -3.022 or tcount (-3022) ttable (0.3550) and significance value (0.005) then H2 is rejected and H0 is approved. As a result, the celebrity endorser variable (X2) has a negative effect and is only marginally significant to the online buying interest variable (Y). These results show that to attract online buying interest through celebrity advertising has not been effective in influencing consumers to buy a product. The results of this study are in line with research conducted by Asmai Ishak, (2008) who said that celebrity endorsers do not have a positive effect on buying interest. This is different from research conducted by Kertamukti (2015), which revealed that the power of celebrity endorsers is able to have a positive influence on consumers' online buying interest.

The results of this study are also not in line with the results of research conducted by Aziz Mubarok (2016), revealing in his research that there is a positive and significant influence of celebrity endorsers on consumer buying interest. This research is also supported by previous research conducted by Pradhan et al., (2014) which also said that the celebrity endorser variable has a positive effect on consumer buying interest. From the results of this previous study, it can be seen that using celebrity endorsers in conducting sales promotions can attract consumer buying interest. With the expertise of endorsers who are able to present and present product advertisements well, products will be easily remembered by consumers, more popular, and

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influence consumers to make purchases.

Attracting interest in buying online with the power of celebrity endorsers does have a caregiver. However, this is also influenced by how the image of the celebrity endorser is. Consumers will tend to be more interested in celebrities who have their own attractions, ranging from dancing visuals, good character and personality, expertise that is in line with the product being promoted and to the lifestyle of the endorser itself has its own value in the eyes of consumers. Therefore, it is very important to choose a celebrity endorser who has many enthusiasts who are liked by the public.

The Effect of Price on Online Buying Interest on Tiktok Shop

The results of the study showed that the regression coefficient or t-count value was 3.409 > the t-table value was 0.3550 and the significance value was 0.134 and the sig value was 0.002 < 0.05, then H3 was accepted and H0 was rejected. This means that the price variable (X3) has an effect on the online buying interest variable (Y). These results show that the price variable (X3) has a positive and significant effect on online buying interest (Y). This shows that price affordability, product quality suitability with price and price suitability with the benefits of the products offered on Tiktok Shop are very effective so that they can have a positive influence on online buying interest on Tiktok Shop. The results of this study are in line with research conducted by Kristanto and Wicaksono (2009) who in their research said that there is a positive and significant influence between price and consumer buying interest. Kristiana and Wahyudin (2012) also support this research by revealing in their research that price has a positive and significant effect on consumer buying interest.

The results of this study are also in line with research conducted by Ayu Wulandari and Indra Wijaksana (2021), which in their research results revealed that prices have a significant influence on consumer buying interest. In line with the research of Myas Sari et al., (2022) revealed in their research that prices have a positive influence on consumer buying interest. It is also supported by the results of Adi Satria (2017) research in his research revealing that price has a positive and significant influence on consumer buying interest. By setting a cheaper price, it can make buyers interested in buying the product. At Tiktok Shop, the products offered are included with a nominal price that must be paid when making a purchase. This is done so that consumers can more easily choose the product they want to buy according to the price they want.

The price of the product affects the buying interest of consumers (Li, 2013). Adjusting the

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price to the quality of the product will give a good impression to customers, this is because consumers will look for products that have a cheaper price. However, the results of this study are contrary to previous research conducted by Mandey (2013) in which he revealed that there was no significant influence between price variables on consumer buying interest variables.

The Effect of Online Promotions, Celebrity Endorsers, and Price on Online Buying Interest on Tiktok Shop

Based on the results of the study, a significance value of 0.000 and a calculated F value of 21,313 were obtained. So that the Sig value of 0.000 < 0.05 and the F value was calculated as 21,313 and from the calculation results obtained the F-table value of 2.96, H4 was accepted and H0 was rejected. Thus, the independent variables, namely online promotion (X1), celebrity endorser (X2), and price (X3), have a considerable influence on the variable bound to online buying interest (Y). From the results of this study, the researcher considers that the variables of online promotion (X1), celebrity endorser (X2), and price (X3) play a role in attracting consumer buying interest. The results of this study also show that the variables of online promotion, celebrity endorser, and price can have a significant influence on the bound variable, namely online buying interest.

In attracting consumer buying interest, product promotion is a very important factor and has a large stake (L. Richard Ye & Hao-hong Zhang, 2014). Implementing creative and innovative promotions and advertisements on the product will attract consumers to find out about the product so that if followed up with attractive offers in the form of affordable prices, it will attract buyers to buy the product. By increasing online promotions both in terms of quality, service and price, it can attract buying interest (Renaldi, 2018). A product needs promotion in order to encourage and influence buyers to buy the product. For this reason, Tiktok Shop carries out a strategy with online promotions and advertisements from endorsers that can attract many consumers to buy products. Tanriverdi and Lee (2016), revealed that promotion through advertising and utilizing digital technology is very effective in attracting consumer buying interest

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the results of the research are; (1) the characteristics of online promotion have a positive and significant effect on online buying interest on Tiktok Shop. This shows that the magnitude of the influence of online

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promotions which include online advertising, promotion of new and current products, and direct sales to consumers really affects consumer buying interest so that it is effective to be implemented. (2) The characteristics of celebrity endorsers do not have a positive and substantial effect on online buying interest on Tiktok Shop. This shows that the influence of endorsers such as honesty, expertise and celebrity attraction of endorsers has not been effective enough in attracting online buying interest on Tiktok Shop (3) price characteristics have a positive and substantial effect on online buying interest on Tiktok Shop. This shows that the influence of prices such as low prices, price suitability with quality and price suitability with product benefits are quite effective in attracting online buying interest on Tiktok Shop (4) online promotions, celebrity endorsers and prices have a positive and substantial effect on online buying interest on Tiktok Shop.

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