

## **ABSTRACT**

*The objective of this research was to analyze the factors that influence immersion to purchase interest in TikTok social commerce in Indonesia. 195 respondents from Indonesia were used as a sample who had watched live streaming shopping events at TikTok social commerce platform for more than 3 minutes and had interaction with streamers in the last month. The sampling method using Non probability Sampling technique. This research use SEM (Structural Equation Model) analysis with AMOS program, and data collection techniques using questionnaires. The results from the questionnaires are visibility, metavoicing, guidance shopping, and trading had a positive effect on immersion. Immersion variables have a positive effect on purchase intention. Immersion variables mediated the influence of visibility, metavoicing, guidance shopping, and trading to purchase intention.*

**Keywords:** *consumer behavior, visibility, metavoicing, guidance shopping, trading, immersion, purchase intention*