

ABSTRACT

The aim of this research is to study how promotions, perceived ease of use, and level of customer trust influence buyers' interest in the Tiktok e-commerce store. The research subjects were residents of Sukerejo Semarang, totaling 100 respondents using non-probability methods. This research method is quantitative using a multiple response model. Data were analyzed using the SPSS 2.5 statistical program. The variables studied include promotion, perceived ease of use, and level of consumer trust as independent variables and purchasing actions as the dependent variable.

The research results show that promotions, perceived ease of use and consumer trust partially influence purchasing behavior. Overall, promotion, perceived ease of use, and overall level of consumer trust have a positive and significant effect on purchasing decisions on the Tiktok Shop e-commerce.

Keywords : *Promotion, Perceived Convenience, Trust, Purchase Intention, E-Commerce. Tik Tok Shop*