

## ABSTRACT

The purpose of this research is to examine how TikTok features such as FYP, Live, and Affiliate programs impact consumers' purchasing decisions on the TikTok Shop platform. The rapid growth of TikTok as a social commerce platform has changed consumer purchasing behavior, making it crucial to understand how its features impact consumer decision-making. Using a quantitative approach with a causal research design, this study collected data from 100 TikTok users who have conducted buying activities on TikTok Shop.

It was found that TikTok FYP contributes positively to consumers' purchase choices, as the frequent visibility of products in the FYP encourages buying interest. TikTok Live also significantly influences purchasing decisions by providing real-time interaction between sellers and consumers, enhancing consumer trust through live product demonstrations. Furthermore, TikTok Affiliate significantly impacts purchasing decisions, as product recommendations from influencers or affiliates foster consumer confidence and drive purchasing behavior.

Simultaneously, these three independent variables (TikTok FYP, TikTok Live, and TikTok Affiliate) collectively influence purchasing decisions on TikTok Shop. The adjusted  $R^2$  value of 66.9% indicates that the examined variables substantially influence consumer behavior, whereas the remaining 33.1% may be attributed to other factors beyond the scope of this study.

Based on these findings, business owners are encouraged to optimize their TikTok marketing strategies by leveraging FYP exposure, utilizing TikTok Live sessions effectively, and collaborating with influencers through affiliate programs. Future researchers are advised to consider examining aspects like item quality, pricing methods, and service provided to customers to further understand purchasing behavior on TikTok Shop.

**Keywords:** TikTok FYP, TikTok Live, TikTok Affiliate, Purchasing Decisions, Social Commerce