

ABSTRACT

**IMPLEMENTASI S-O-R MODEL
DALAM ANALISIS PURCHASE BEHAVIOR PENGGUNA S-COMMERCE**

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This study aims to examine how marketing communication (MC) stimulates the purchasing behavior of TikTok users in Indonesia using the S-O-R model approach. Online survey with purposive sampling method resulted in 252 respondents, then the data were investigated statistically, using structural equation modeling (SEM) technique. The results show that MC affects Perceived Economic Benefit (PEB) and Trust, PEB affects Trust, Trust affects Consumer Engagement (CE), and CE affects Repurchase Decision.

Keywords: *Marketing Communication, Perceived Economic Benefit, Trust, Consumer Engagement, Repurchase Decision, S-O-R, SEM*