

ABSTRACT

THE EFFECT OF PERCEIVED ENJOYMENT, PERCEIVED USEFULNESS AND INTENTION TO RECOMMEND ON THE PURCHASING INTENTION OF MILLENNIAL WOMEN TIKTOK USERS IN BENGKULU CITY

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TikTok social media is not only a medium for entertainment, but is considered quite effective to rely on in searching for information regarding many things such as searching for promotions, this is because its popularity is increasing among Millennial women today. The popularity of TikTok social media makes people easily involved and inspired to use the TikTok application. This research aims to determine the effect of perceived enjoyment, perceived usefulness and recommendation intention on the buying interest of millennial women consumers in Bengkulu City. The results of this research show that perceived enjoyment has a positive effect on purchasing intention of millennial women in Bengkulu City, meaning that using TikTok can provide enjoyment and pleasure to millennial women therefore they have intention to make a purchase. The perceived usefulness has a positive effect on purchasing intention of Millennial women in Bengkulu City, meaning that TikTok is very useful for Millennial women, especially in making online purchase transactions. Millennial women really feel the use of TikTok for shopping and choosing the products they want on the TikTok application therefore they don't need to go out. home for shopping. The intention to recommend has a positive influence on purchasing intention of millennial women in Bengkulu City, meaning that if millennial women feel the benefits of using TikTok, they will recommend TikTok to other people, either directly inviting other people to use TikTok or recommending via their social media accounts that they are very satisfied using the TikTok application.

Keywords: *Enjoyment, Usefulness, Intention to Recommend, Purchasing Intention.*



