

ABSTRAK

Penelitian ini adalah survey yang dilakukan pada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Jenderal Soedirman. Tujuan dari penelitian ini adalah untuk menjelaskan pengaruh persepsi konsumen mengenai program *affiliate marketing* melalui platform TikTok terhadap keputusan pembelian pada situs jual beli online Shopee. Subjek dari penelitian ini adalah mahasiswa aktif FEB Unsoed yang menggunakan aplikasi Tiktok dan pernah melakukan pembelian produk pada e-commerce Shopee minimal (2) dua kali. Sampel yang digunakan sebanyak 150 responden yang diambil dengan menggunakan metode *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) kemudian diolah dengan Software AMOS 26 menghasilkan bahwa: (1) Keinformatifan berpengaruh signifikan terhadap Keputusan Pembelian, (2) Hiburan berpengaruh signifikan terhadap Keputusan Pembelian (3) Kredibilitas berpengaruh signifikan terhadap Keputusan Pembelian. (4) Keinformatifan berpengaruh signifikan terhadap Sikap Terhadap Pemasaran Afiliasi, (5) Hiburan berpengaruh signifikan terhadap Sikap Terhadap Pemasaran Afiliasi, (6) Kredibilitas berpengaruh signifikan terhadap Sikap Terhadap Pemasaran Afiliasi, (7) Sikap Terhadap Pemasaran Afiliasi berpengaruh tidak signifikan terhadap Keputusan Pembelian, (8) Sikap Terhadap Pemasaran Afiliasi memediasi hubungan antara Keinformatifan terhadap Keputusan Pembelian, (9) Sikap Terhadap Pemasaran Afiliasi memediasi hubungan antara Hiburan terhadap Keputusan Pembelian, (10) Sikap Terhadap Pemasaran Afiliasi memediasi hubungan antara Kredibilitas terhadap Keputusan Pembelian. Implikasi dari hasil penelitian ini, bahwa pada konteks pemasaran afiliasi seorang afiliator harus mampu meningkatkan unsur efektivitas iklan seperti Keinformatifan, Hiburan dan Kredibilitas dalam membuat sebuah konten video sehingga mampu menciptakan sikap yang positif pada konsumen.

Kata kunci: Hiburan, Keinformatifan, Keputusan Pembelian, Kredibilitas, Sikap Terhadap Pemasaran Afiliasi

ABSTRACT

This research is a survey conducted on students of the Faculty of Economics and Business at Jenderal Soedirman University. The purpose of this study is to explain the influence of consumer perceptions of the affiliate marketing program through the TikTok platform on purchasing decisions on the online buying and selling site Shopee. The subjects of this study were active FEB Unsoed students who used the Tiktok application and had purchased products at e-commerce Shopee at least (2) times. The sample used was 150 respondents who were taken using purposive sampling method. Based on the results of research conducted using Structural Equation Modeling (SEM) analysis then processed with AMOS 26 software results that: (1) Information has a significant effect on Purchasing Decisions, (2) Entertainment has a significant effect on Purchase Decisions (3) Credibility has a significant effect on Decisions Purchase. (4) Informative has a significant effect on attitudes towards affiliate marketing, (5) entertainment has a significant effect on attitudes towards affiliate marketing, (6) credibility has a significant effect on attitudes towards affiliate marketing, (7) attitudes towards affiliate marketing has no significant effect on purchasing decisions, (8) Attitudes toward Affiliate Marketing mediates the relationship between Informativeness and Purchase Decisions, (9) Attitudes toward Affiliate Marketing mediates the relationship between Entertainment and Purchase Decisions, (10) Attitudes toward Affiliate Marketing mediates the relationship between Credibility towards Purchase Decisions. The implication of the results of this study is that in the context of affiliate marketing an affiliate must be able to increase elements of advertising effectiveness such as informativeness, entertainment and credibility in creating video content so as to create a positive attitude towards consumers.

Keywords: Entertainment, Informativeness, Purchase Decision, Credibility, Attitudes Towards Affiliate Marketing