

SUMMARY

This quantitative research aims to analyze the influence of affiliate marketing and online customer reviews on purchase decisions with customer trust as a mediating variable. The population of this study consists of consumers aged 16–28 years or Generation Z who purchase Glad2Glow products through TikTok Shop. Data were collected through the distribution of questionnaires to 182 respondents selected using a non-probability sampling technique. The data were analyzed using the Structural Equation Modeling (SEM) method with the assistance of the AMOS software. The results of this study are presented as follows: (1) Affiliate marketing has a positive influence on purchase decision (2) Online customer review has a positive influence on purchase decision (3) Affiliate marketing has a positive influence on customer trust (4) Online customer review has a positive influence on customer trust (5) Customer trust has a positive influence on purchase decision (6) Customer trust mediated the influence of affiliate marketing on purchase decision (7) Customer trust mediated the influence of online customer review on purchase decision.

Keywords: Affiliate Marketing, Online Customer Review, Customer Trust, Purchase Decision, Tiktok Shop

RINGKASAN

Penelitian kuantitatif ini bertujuan untuk menganalisis pengaruh pemasaran afiliasi dan ulasan pelanggan daring terhadap keputusan pembelian dengan kepercayaan pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini adalah konsumen berusia 16–28 tahun atau Generasi Z yang melakukan pembelian produk Glad2Glow melalui TikTok Shop. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 182 responden yang dipilih menggunakan teknik non-probability sampling. Data yang diperoleh kemudian dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan bantuan perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa: (1) Pemasaran afiliasi berpengaruh positif terhadap keputusan pembelian (2) Ulasan pelanggan daring berpengaruh positif terhadap keputusan pembelian (3) Pemasaran afiliasi berpengaruh positif terhadap kepercayaan pelanggan (4) Ulasan pelanggan daring berpengaruh positif terhadap kepercayaan pelanggan. (5) Kepercayaan pelanggan berpengaruh positif terhadap keputusan pembelian. (6) Kepercayaan pelanggan memediasi pengaruh pemasaran afiliasi terhadap keputusan pembelian (7) Kepercayaan pelanggan memediasi pengaruh ulasan pelanggan daring terhadap keputusan pembelian.

Kata Kunci: Pemasaran Afiliasi, Ulasan Pelanggan Daring, Kepercayaan Pelanggan, Keputusan Pembelian, Tiktok Shop