CHAPTER V
CONCLUSIONS AND IMPLICATIONS

A. Conclusions

This study examined the influence of Affiliate Marketing and Online Customer Review on Purchase Decision with Customer Trust as a mediating variable. Based on hypothesis testing, the following conclusions can be drawn:

1. Affiliate marketing has a positive influence on a purchase decision
2. Online customer review has a positive influence on a purchase decision
3. Affiliate marketing has a positive influence on a customer trust
4. Online customer review has a positive influence on a customer trust
5. Customer trust has a positive influence on a 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

B. Implications

1. Theoritical Implications

This study provides theoretical implications by reinforcing Social Influence Theory (SIT) within the context of digital marketing, particularly on social commerce platforms such as TikTok Shop. The findings indicate that affiliate marketing functions as a form of social influence based on identification, while online customer reviews operate through compliance and internalization mechanisms, thereby supporting

the relevance of the three SIT mechanisms in shaping consumer behavior. Moreover, this study confirms that consumer trust serves as an internal response mediating the effect of social influence on purchase decisions, providing empirical evidence that the internalization process is a crucial stage in translating social influence into actual behavior. Thus, this research expands the application of SIT in understanding how affiliate content and online reviews shape purchase decisions in the modern digital environment.

2. Practical Implications

a. Glad2Glow brand needs to provide technical guidelines to affiliates to ensure that the yellow shopping cart is easily visible from the beginning of the video, accompanied by verbal and text-based instructions (call-to-action). This will make product link access easier, reduce consumer confusion, and increase the likelihood of clicks and conversions.

b. Brand can encourage consumers to provide positive reviews by implementing automatic follow-ups after the product is received, offering incentives such as reward points or discounts for buyers who write reviews, showcasing photo and video reviews from real users as strong social proof, and collaborating with relevant influencers in the beauty niche who have high credibility. These strategies ensure that the reviews generated are more authentic and capable of enhancing consumer confidence and purchase decisions.

c. To enhance the perception of affiliates' ability to understand the product, Glad2Glow should provide training prior to campaigns, supply easily understandable product FAQs and ingredient explanations, and involve experts (such as dermatologists) to offer scientific insights. This approach enables affiliates to convey product information accurately and convincingly, thereby increasing consumer trust in their recommendations.

C. Limitations and Suggestion for Future Research

1. The limitation of this study lies in the Goodness of Fit values, which are still within the marginal category. This indicates that although the research model is acceptable, its level of fit is not yet fully optimal in representing the relationships among variables. Therefore, future researchers are advised to refine the model, for instance, adding new latent variables, or exploring alternative model specifications to enhance the accuracy and fit of the model with empirical data.

2. The Average Variance Extracted (AVE) value in this study was below 0.5, which indicates that the indicator's ability to represent the construct was not optimal.

3. Future researchers are advised to consider other mediating or moderating variables to provide a more comprehensive understanding. This could involve adding or replacing mediating variables with more relevant ones, such as customer engagement, purchase intention, or brand image, as well as conducting replication studies on different

research subjects or in different context to examine the consistency of the findings.