

# The Role of Affiliate Marketing on Purchase Decision Moderated Purchase Interest on Tiktok

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## ABSTRACT

**Aims:** This research was conducted to review the effect of affiliate marketing in the form of content created by affiliators on purchasing decisions moderated by the purchase intention.

**Study design:** This study uses quantitative methods. The data in this study are in the form of numbers that are processed with statistical devices and explanations in the form of descriptions so that they are easily understandable.

**Place and Duration of Study:** Between February 2023 and August 2023, the research site will be in the city of Malang for Gen Z using the Tiktok platform.

**Methodology:** Sampling in this study was done using the purposive sampling technique. as for the minimum sample size that needs to be obtained is 110 respondents based on the number of indicators used in this study. The data obtained in this study through the distribution of online questionnaires with a 5-point Likert scale measurement were processed using SPSS 25 and through hypothesis testing and Moderated Regression Analysis (MRA).

**Results:** An r-square value of 0.795 is obtained for affiliate marketing on purchasing decisions. This means that there is an effect of 79.5%, while the remaining 20.5% is influenced by other variables that are outside of this study. In addition, the significant value obtained is 0.020, which is less than 0.050. This means that the variable of intention to purchase in this study is able to positively moderate the effect of affiliate marketing on purchasing decisions.

**Conclusion:** Affiliate marketing is able to have a positive and significant impact on the purchase intention of Gen Z in the city of Malang who are using the Tiktok platform. In addition, the purchase intention of Gen Z in Malang City can have a significant impact on the purchase decision. Furthermore, the effect of affiliate marketing on purchase intention can be moderated by purchase intention.

*Keywords: Affiliate Marketing, Buying Decision Buying Interest, Tiktok*

## 1. INTRODUCTION

As technology continues to develop, people's shopping habits have changed from being done conventionally to being done online. Consumer online shopping intensity is increasing and tends to remain constant at 37.7%. (Bayu, 2022). The APJI (Association of Internet Service Providers) survey revealed that people shop online because it is cheaper, flexible, practical, lots of discounts and so on (Annur, 2020). Social media is a big opportunity for businesses (Puspitarini & Nuraeni, 2019). The Central Bureau of Statistics revealed that 54.66% and 21.64% of the highest sales use social media and marketplaces, respectively (Kusumatriana et al., 2021). Such marketing strategies appeal to consumers and encourage consumers to buy products (Lestari & Saifuddin, 2020).

Affiliate marketing is the latest trend in marketing communication strategies by working with a company to promote its products (Batu et al., 2020). TikTokShop is the marketplace after Shopee that dominates the affiliate program (CNN Indonesia,

2023). TiktokShop is able to shift the spending made by Shopee and Lazada customers. 51% of Shopee customer spending on TiktokShop and 45% of spending made by Lazada customers on TiktokShop (Tim Redaksi CNBC, 2023). Several studies that have been conducted show that affiliate marketing can influence purchasing decisions (Batu et al., 2020; Ramadhani et al., 2023; Reviani, 2022; Shilfiyo & Rummyeni, 2022; Wicaksono, 2022).

Affiliate marketing content created in Tiktok aims to influence gen Z's buying interest in TiktokShop. With various content created in Tiktok content, it will attract interest and make consumers make purchases. This is because gen Z who uses Tiktok dominates by 38.5% (Rizaty, 2023). Furthermore, one of the areas dominated by gen Z is Malang City, because East Java is the second province with the largest distribution of gen Z at 9,252,285 people (Widi, 2022). Through attractive content in the affiliate program, consumers will make purchases. Purchasing decisions are taken as a manifestation of action in choosing alternative product options available (Engel et al., 2000). That is, in a buying situation consumers make one choice from a variety of available options (Nurmawati, 2018).

One of the things that influences consumers to make purchases is the recommendation of other people, whether family, close friends or others (Kotler et al., 2019). Furthermore, the existence of buying interest owned by consumers also encourages consumers to make purchases. Purchase interest is a sense of wanting to buy that consumers have for products based on knowledge of the past (Kotler & Keller, 2012). Research that has been conducted on 100 respondents shows that recommendations from others are able to influence purchase intention (Virenabia & Oktafani, n.d.). Affiliate marketing programs in Canada and the US boosted online sales by 16% (Mileva, 2023).

The research that has been done states that affiliate marketing can influence consumer buying interest (Andriyanti & Farida, 2022; Fadhilah et al., 2022; Marquerette & Hamidah, 2023; Susanto, 2022; Susilawati et al., 2023; Wicaksono, 2022). Previous research also reveals that consumer buying interest can support consumers to make purchases (Christian, 2018; Wicaksono, 2022). Thus, based on the foregoing explanation and gaps, this study aims to test and analyze the effect of affiliate marketing on the purchase decision in Tiktok shop, the influence created by the purchase consideration on the consumer's purchase decision in Tiktok shop and the influence of affiliate marketing on the purchase decision supported by the consumer's purchase consideration.

## **2. THEORETICAL LITERATURE**

Affiliate marketing is one of the techniques used by companies in collaboration with a person or organization in promoting the company's products (Patrick & Hee, 2019). The system in this marketing technique uses content that contains product promotions by affiliates and consumers can buy the promoted products through links that affiliates have provided in their content. Affiliate marketing is also a commission system for the success of affiliates in selling products through the content that has been created (Fadhilah et al., 2022). Affiliate marketing is a type of marketing communication where the seller will share a percentage of the sales results obtained from customer visits to the company's marketplace site through content created by affiliates (Benediktova et al., 2008). Affiliate marketing can be measured by consumer confidence in affiliate content, the ease provided by affiliates in choosing products and the quality of information shared by affiliates (Haq, 2012).

Through content created by affiliates, customers are attracted to make purchases. Purchasing decision making as the final result of the process of recognizing problems or consumer needs, searching for information related to the product, until consumers decide to buy the product (Tjiptono, 2019). Purchasing decisions are also defined as the stages that consumers go through in recognizing a product to create an actual decision when buying a product (Kotler

& Keller, 2016). This purchasing decision is also a form of relationship created by cultural, social, psychological and consumer personality factors (Basri & Kurniawati, 2019). Purchasing decisions made by consumer can be measured based on consumer habits in buying products, product stability, recommending products to others and making repeat purchases of products (Kotler & Keller, 2016).

In addition, in making a purchase decision, a consumer must first arouse his interest in the product based on the affliator's content. In this case, purchase intention is also defined as the desire of consumers to buy a product (Khan et al., 2021). Buying interest owned by consumers makes consumers have a plan to purchase a product with a certain amount and time (Howard, 1989). Interest is also a form of consumer desire to buy a product (Kotler & Keller, 2016). Thus, interest underlies consumers to buy a product (Durianto et al., 2003). In this case, buying interest can be measured based on transactional, referential, preferential and exploration (Kotler & Keller, 2012).

### 3. METHODS

Quantitative methods are used in this research because the research is carried out through the use and processing of quantitative data in the form of numbers (Abdullah, 2015). This study uses moderation variables which are tested using SPSS software. Data analysis in the form of Moderated Regression Analysis (MRA). This research was conducted in Malang City with an unlimited population. Therefore, this population category is Tiktok application users who have purchased products through affiliate links. The sampling technique used was purposive sampling method, and the number of samples obtained was 110 respondents. In addition, there are several samples including: (1) consumers who live in Malang City; (2) consumers are Tiktok platform users; (3) consumers make purchases through affiliate links. Data collection through distributing questionnaires which have 13 question items.

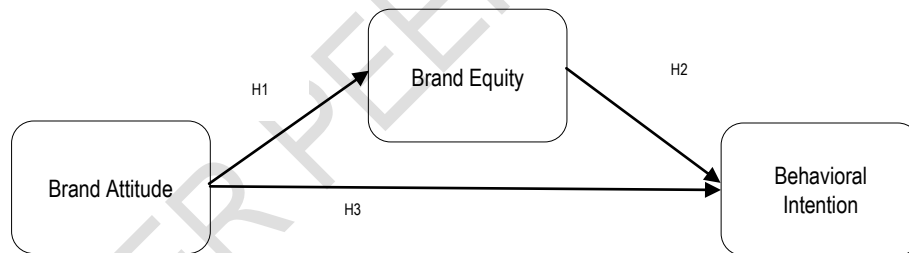


Fig 1. Research Model

### 4. RESULTS

#### 4.1 Validity Test

This study was a validity test by means of the correlation technique. The following Table 1 shows the results of the validity test.

Table 1. Validity Test Result (Pearson Correlation)

Variable	Item	Validity Test		Description
		R-Square	R-Table	
Affiliate Marketing	X1.1	0.839	0.195	Reasonable
	X1.2	0.863	0.195	Reasonable
	X1.3	0.896	0.195	Reasonable

Buying Decision	Y1.1	0.846	0.195	Reasonable
	Y1.2	0.795	0.195	Reasonable
	Y1.3	0.880	0.195	Reasonable
	Y1.4	0.873	0.195	Reasonable
Buying Interest	Z1.1	0.814	0.195	Reasonable
	Z1.2	0.819	0.195	Reasonable
	Z1.3	0.833	0.195	Reasonable
	Z1.4	0.781	0.195	Reasonable
	Z1.5	0.849	0.195	Reasonable
	Z1.6	0.787	0.195	Reasonable

On the basis of the results of the above-mentioned computations, you may compare the results of the r-squared correlation with the r-table to check the validity of a statement. The tested data is valid if the r-squared is greater than the r-table. The total number of respondents is 110, which means that the r-value is greater than the r-table (0.195), which means that all items in the table above have validity.

#### 4.2 Reliability Test

**Table 2. Reliability Test Result**

Variable	Reliability Test		Description
	Cronbach's Alpha	Limit	
Affiliate Marketing	0.896	0.195	Reliable
Buying Decision	0.869	0.195	Reliable
Buying Interest	0.832	0.195	Reliable

Based on the calculation results in Table 2 above, it can be seen that Cronbach's alpha coefficient on affiliate marketing variable is 0.896, purchase decision variable is 0.869 and purchase intention variable is 0.832. Therefore, it can be concluded that all Cronbach's Alpha coefficients of variables are above the threshold (0.195) and can be considered reliable.

#### 4.3 Normality Test

In this study, a test of normality was conducted using the Kolmogorov-Smirnov test between the affiliate marketing variables on the purchase decision. The results of the test are shown in the following Table 3.

**Table 3. Normality Test (Kolmogorov-Smirnov Test)**

Asymp. Sig (2-tailed)	Description
0.200	Normal distribution

Based on the above calculation results, it can be concluded that the normality assumption is fulfilled because it shows that the Asymp. Sig (2-tailed) at 0.200 is greater than 0.05.

#### 4.4 Heteroskedasticity Test

The following is the result of calculating the heteroscedasticity test using Glejser on the affiliate marketing variable on purchasing decisions.

**Table 4. Heteroscedasticity Test Result**

Model	T	Signification	Description
Affiliate Marketing	1.607	0.111	Heteroscedasticity doesn't exist
Buying Interest	-1.674	0.097	Heteroscedasticity doesn't exist

Based on the calculation results in Table 4 above, there are ways to make decisions, including: (1) if the significance value is more than 0.05, there is no heteroscedasticity (homoscedasticity); (2) if the significance value is more than 0.05, there is heteroscedasticity. Thus, it can be concluded that the heteroscedasticity test using the Glejser method on the variable of affiliate marketing has a significance value of 0.111 and is greater than 0.05, while the variable of purchase intention has a significance value of 0.097 and is greater than 0.05. Therefore, it can be concluded that these two variables are not heteroscedastic (homoscedastic).

#### 4.5 Multicollinearity Test

The following are the results of a multicollinearity test using the VIF between the affiliate marketing variables and the purchase decision.

**Table 5. Multicollinearity Test Result**

Model	Collinearity Statistics		Description
	Tolerance	VIF	
Affiliate Marketing	0.294	3.404	Multicollinearity doesn't exist
Minat Beli	0.294	3.404	Multicollinearity doesn't exist

Based on the results of calculations in Table 5 above, it shows that the tolerance value of affiliate marketing and interest in purchasing decisions is greater than 0.100 and VIF value is less than 10.00. Therefore, it can be concluded that the two variables do not experience multicollinearity.

#### 4.6 Partial Test

**Table 6. Partial Test result**

Model	Unstandardized B	Standardized Coefficients Beta	T	Signification
Affiliate Marketing	0.446	0.338	4.158	0.000
Buying Interest	.0443	0.587	7.212	0.000

The partial test of affiliate marketing on purchase decisions obtained a t-value of 4.158 based on the calculation results in Table 6 above. This value is higher than the value of the t-test which is 0.195. Furthermore, the .004 significance value is smaller than the .050 alpha value, indicating that belonging significantly affects the purchase decision. A calculated t-value of 7.212 resulted from the partial test of purchase intention on purchase decisions. This is higher than the t-table value of 0.195. In this case, since the significance value of purchase intention of 0.000 is less than the alpha value of 0.050, it can be concluded that the variable purchase intention has a significant influence on purchase decisions.

#### 4.7 Coefficient Determinant Test

The following are the results of the test of the coefficient of determination ( $R^2$ ) on affiliate marketing variables and interest in purchase decisions. The most dominant variable is determined by means of standardized coefficients of beta.

**Table 7. Coefficient Determinant ( $R^2$ ) Test Result**

Model	R-Square	Adjusted R-Square	Std. Error of The Estimate
Regression	0.792	0.788	1.33155

Based on the calculated results in Table 7 above, an r-square value of 0.792 is obtained, which indicates that there is a 79.2% influence of affiliate marketing on purchasing decisions. Additionally, other variables influence purchase decisions by 20.8%.

#### 4.8 Moderating Regression Analysis (MRA) Test

After the classic assumption testing stage, if all tests are appropriate, the researcher can perform Moderating Regression Analysis (MRA). The result of Moderating Regression Analysis (MRA) is calculated as follows.

**Table 8. Moderating Regression Analysis (MRA) Coefficient Determinant ( $R^2$ ) Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.892	0.795	0.789	1.327

Based on the results calculated in Table 8 above, an r-square value of 0.795 is obtained for affiliate marketing on purchasing decisions. This means that there is an effect of 79.5%, while the remaining 20.5% is influenced by other variables that are outside of this study.

**Table 9. Moderating Regression Analysis (MRA) T-Test**

Model	Unstandardized	Standardized Coefficients Beta	T	Signification
Affiliate Marketing	0.946	0.718	2.351	0.021
Purchase Interest	0.693	0.918	3.407	0.001
Affiliate Marketing*	-0.023	-0.685	-1.290	0.020
Purchase Interest				

*Source: Data processed by the researchers, 2023*

Based on the results of the calculations presented in Table 9 above, it can be seen that the t-square is 2.351, which is greater than 0.195, which describes the partial test of the affiliate marketing variable on purchasing decisions. In addition, the significant value obtained is 0.020, which is less than 0.050. This means that the variable of intention to purchase in this study is able to positively moderate the effect of affiliate marketing on purchasing decisions.

## 5. DISCUSSION

### 5.1 The Influence of Affiliate Marketing on Purchase Decisions on the Tiktok Platform

Based on the research that has been conducted, H1 is related to the influence of affiliate marketing on purchasing decisions for Gen Z as users of the Tiktok platform, indicating that affiliate marketing on purchasing decisions is accepted, so that affiliate marketing has a significant and positive impact on purchasing decisions. In addition, based on the data that has been researched, Gen Z as a user of the Tiktok platform in Malang City with affiliate marketing variables with trust indicators with the description of item X1.1 consumers feel that the information provided by affiliates can be trusted, proving that there is a major contribution in improving purchasing decisions for Gen Z as a user of the Tiktok platform in Malang City. The information quality indicator has item X1.3 consumers can get quality information about a product through an affiliate, proving that its contribution is the smallest compared to other items in increasing purchasing decisions for Gen Z as users of the Tiktok platform in Malang City. So, in this case, affiliates who promote products through Tiktok content need to provide information that is reliable and has good quality to stimulate consumer buying intentions and encourage consumers to purchase products.

According to (Marquerette & Hamidah, 2023), affiliate marketing has a partial or simultaneous effect on consumers' purchase decisions in e-commerce at Tiktok Shop. The existence of this positive influence indicates that the service features on Tiktok Shop can be used properly. According to (Reviani, 2022), affiliate marketing has an influence on purchase decisions on the online buying and selling platform Shopee. This is due to the success of affiliate marketing as a form of selling products through sales with second parties on the online buying and selling platform Shopee.

This means that partner marketing influences purchasing decisions based on proven data, which means that the greater the partner's marketing efforts, the more likely it is that customers will buy the products offered. Therefore, there is evidence that affiliate marketing is able to increase Gen Z's purchasing decisions as users of the Tiktok platform in Malang City. In addition, based on the results of the research that has been conducted, sellers can also use this affiliate marketing method to communicate products and encourage consumers to buy products promoted by affiliates.

## **5.2 The influence of the Purchase Interest on the Purchase Decision on the Tiktok Platform**

Based on the results of research that has been conducted in the field, regarding H2 on consumer purchase decisions in Gen Z as users of the Tiktok platform in Malang City, it can be concluded that there is an influence of purchase interest on purchase decisions is accepted, so that purchase interest has a significant and positive effect on purchase decisions. The largest and the smallest contributions can be identified by the largest and the smallest mean values. Based on the data obtained, Gen Z as users of Tiktok platform in Malang City on the purchase interest variable with exploratory interest indicators is translated to item Z1.4. Consumers interested in seeing products that have been reviewed by affiliates have the largest contribution because they have an average the largest compared to the average on other items. However, the opposite is true, in the indicators of explorative interest and referential interest with item Z1.5 Consumers are interested in buying products reviewed by partners, Z1.6 Consumers consider buying products reviewed by partners, and Z1.3 Consumers interested in having the product offered after watching the product review video by the partner has the smallest contribution in increasing the purchase decisions of Gen Z as users of the Tiktok platform in Malang City.

According to (Christian, 2018), who stated that interest influences the purchase decision of Spech futsal shoes. The phenomenon of Gen Z as a user of the Tiktok

platform in the city of Malang, based on the data and previous research, it can be concluded that the buying interest influences the purchasing decision. The higher the consumer's purchase interest in a product, the higher the consumer's purchase decision in the purchase of the product on offer. Therefore, it has been proven that the purchase interest can increase the purchase decision of the Gen Z as a user of the Tiktok platform in Malang City. Furthermore, based on these results, affiliators also need to promote the product by showing clear and complete product reviews and even usage experience. This is a form of information that is also important for consumers who can influence consumer buying intentions and encourage them to buy products.

### **5.3 Purchase Interest Moderates the Influence of Affiliate Marketing on Purchase Decisions on the Tiktok Platform**

On the basis of the results of the research work, H3 on purchasing decisions for Gen Z as users of Tiktok platform in Malang City, it can be concluded that buying interest is able to moderate the influence of affiliate marketing on purchasing decisions for Gen Z as users of Tiktok platform in Malang City. This is according to (Christian, 2018), who states that buying interest is able to moderate the influence of affiliate marketing on purchasing decisions for Spech futsal shoes. Therefore, moderation in H3 results in a significant level and buying concern can strengthen the influence of affiliate marketing on the purchase decision of Gen Z as users of the Tiktok platform in Malang City.

## **6. CONCLUSION**

Gen Z's purchase decisions as Tiktok platform users indicate that affiliate marketing's influence on purchase decisions is accepted, so has a significant and positive impact upon purchase decisions. The amount of affiliate marketing given to consumers is getting bigger and bigger, so the role in the purchase decisions will also get bigger and bigger. The purchase decisions of Gen Z as users of the Tiktok platform in Malang City have been proven to be influenced by affiliate marketing.

Tiktok platform users, the influence of purchase intent on purchase intent has been found to have a significant and positive impact on the performance of purchase intent. The higher the level of purchase interest given to consumers, the higher the role it plays in the purchase decision. Purchase intentions can be proven to increase purchase decisions for Gen Z users of Tiktok platform in Malang City.

The purchase intention capable of moderating the effect of affiliate marketing on the purchase decisions of the Gen Z as users of the Tiktok platform in the city of Malang.

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