

## THE INFLUENCE OF *AFFILIATE MARKETING* AND PROMOTIONS ON THE PRODUCT PURCHASE DECISION ON *TIKTOK SOCIAL COMMERCE*

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### **Abstrak**

*Penelitian ini bertujuan untuk menganalisis pengaruh affiliate marketing dan promosi terhadap keputusan pembelian produk pada platform social commerce TikTok. Metode yang digunakan adalah pendekatan kuantitatif dengan analisis regresi linier berganda serta uji asumsi klasik. Populasi pada penelitian ini pengguna social commerce TikTok di Kecamatan Jatiasih. Penelitian ini menggunakan kuesioner sebagai bahan pengumpulan data dengan jumlah sample 130 responden, penelitian ini menggunakan program SPSS dalam melakukan proses data. Hasil uji menunjukkan data memenuhi asumsi klasik dan model regresi signifikan. Affiliate Marketing ( $\beta = 0,385$ ) dan Promosi ( $\beta = 0,311$ ) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Sig. < 0,05). Nilai  $R^2$  sebesar 0,498 menunjukkan bahwa kedua variabel menjelaskan 49,8% variasi keputusan pembelian, dan sisanya sebesar 50,2% dipengaruhi oleh faktor lain di luar model. Uji F juga menunjukkan pengaruh simultan yang signifikan ( $F = 62,943$ ; Sig. = 0,000). Dengan demikian, dapat disimpulkan bahwa Affiliate Marketing dan Promosi secara parsial maupun simultan berpengaruh signifikan terhadap keputusan pembelian produk pada social commerce TikTok. Model ini dapat digunakan sebagai dasar pengambilan keputusan strategi pemasaran digital di platform social commerce.*

**Kata kunci:** *Affiliate Marketing, Promosi, Keputusan Pembelian, Tiktok, Social Commerce*

### **Abstract**

This study aims to analyze the influence of affiliate marketing and promotion on product purchase decisions on the TikTok social commerce platform. The method used is a quantitative approach with multiple linear regression analysis and classical assumption tests. The population in this study is TikTok social commerce users in Jatiasih District. This study uses questionnaires as data collection materials with a sample of 130 respondents, this study uses the SPSS program in conducting data processing. The test results showed the data met classical assumptions and significant regression models. Affiliate Marketing ( $\beta = 0.385$ ) and Promotion ( $\beta = 0.311$ ) have a positive and significant effect on Purchase Decisions (Sig. < 0.05). An  $R^2$  value of 0.498 indicates that both variables explain 49.8% of the variation in purchasing decisions, and the remaining 50.2% is influenced by other factors outside the model. The F test also showed significant simultaneous influence ( $F = 62.943$ ; Sig. = 0.000). Thus, it can be concluded that Affiliate Marketing and Promotion partially or simultaneously have a significant effect on product purchase decisions on TikTok social commerce. This model can be used as a basis for decision-making digital marketing strategies on social commerce platforms.

**Keywords:** *Affiliate Marketing, Promotions, Purchase Decisions, Tiktok, Social Commerce*

## INTRODUCTION

The development of information and communication technology (ICT) in the last decade has brought fundamental changes in the consumption behavior of the Indonesian people. The internet, which was originally only considered a secondary need, has now become a basic need in daily life. According to Databoks (2023), the number of internet users in Indonesia has increased significantly from 63 million in 2013 to more than 213 million in 2023. This increase is inseparable from the wider penetration of smartphones, the decrease in the price of internet data packages, and the development of national fiber optic network infrastructure carried out by the government to support the acceleration of digital transformation. These changes encourage various community activities, including shopping, entertainment, communication, and financial transactions to switch to the digital realm.

One of the real impacts of digitalization is the emergence of social commerce, which is the activity of buying and selling products that are integrated with social media. Social commerce combines entertainment, social interaction, and transaction functions in a single platform, creating a more engaging and efficient shopping experience for consumers. The social commerce platform TikTok is one of the most dominant examples in Indonesia today. Based on Populix (2022), TikTok's social commerce ranks at the top as a medium for buying products online, with users reaching 46% of the total respondents. This shows that TikTok is not only used for entertainment, but has become a strategic means for businesses to market their products more effectively.

The TikTok social commerce phenomenon is growing in line with the trend of digital marketing that relies on creative content in the form of short videos to attract consumers' attention. One of the most widely used strategies in TikTok social commerce is affiliate marketing, which is a promotional system in which content creators or affiliates promote certain products and earn a commission based on sales generated through their affiliate links. This strategy has proven to be effective because it is able to create trust and emotional closeness between consumers and affiliates, compared to conventional one-way promotions. According to Kestenbaum (2021), affiliate marketing creates a collaborative marketing model, where companies, affiliates, and consumers interact with each other in one integrated digital ecosystem.

In addition to affiliate marketing, promotion is also an important factor in improving consumer purchase decisions on TikTok social commerce. Promotions can be in the form of price discounts, cashback vouchers, free shipping, flash sale programs, to giveaways packaged in interesting and interactive short video content. This kind of promotional strategy is able to trigger impulse buying intention due to entertainment and psychological elements, such as Fear of Missing Out (FOMO) which often appears due to limited or viral promotions on TikTok. According to Huang and Yang (2021), creatively and emotionally packaged promotions will be more effective in influencing purchasing decisions than traditional advertising.

However, research on the influence of affiliate marketing and promotion on purchase decisions on TikTok social commerce is still relatively limited in Indonesia. The

majority of previous research focused on conventional e-commerce such as Shopee and Tokopedia, while TikTok as a new social commerce platform still lacks empirical studies, especially in the user community at the local level such as Jatiasih District. In addition, the results of studies on the influence of affiliate marketing on purchase decisions also show inconsistencies, where some studies state a significant influence while others are insignificant. These differences in findings are a research gap that needs to be investigated further

This study aims to analyze the influence of affiliate marketing and promotion on product purchase decisions on TikTok social commerce, with a case study on TikTok social commerce users in Jatiasih District. This research is expected to make a theoretical contribution to the development of digital marketing management literature, especially related to affiliate marketing strategies and promotions on social commerce platforms. In addition, this research also provides practical contributions for business people, affiliates, and managers of TikTok's social commerce platform to formulate the right marketing strategies to improve consumer purchasing decisions effectively and sustainably in an increasingly competitive digital era.

## LITERATURE REVIEW

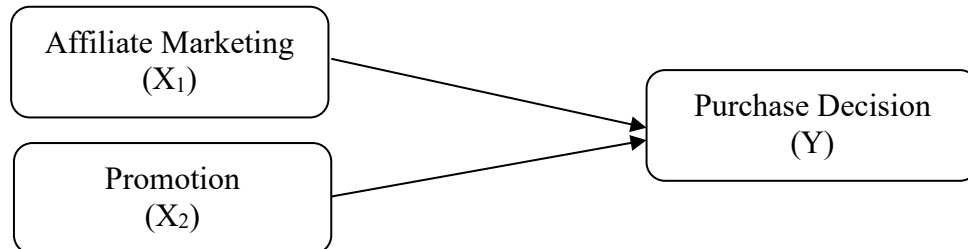
Digital marketing itself is a marketing activity that utilizes digital technology, including social media, to reach consumers broadly and interactively (Chaffey & Ellis-Chadwick, 2019). Affiliate marketing is a form of performance-based digital marketing, where affiliates or third parties promote products through their digital channels and earn commissions based on the sales generated. This strategy has been proven to be effective in improving consumer purchasing decisions due to the influence of the credibility of the source and the relevance of the content being promoted (Kotler & Keller, 2016). A study by Nugroho et al. (2024) on Tokopedia shows that affiliate marketing has a positive and significant effect on purchase decisions, while research by Shinta et al. (2024) also found a positive influence of affiliate marketing and online customer reviews on purchase decisions on TikTok Shop generation Z.

In addition to affiliate marketing, promotions are also an important factor in influencing purchasing decisions. Promotions include activities such as advertising, sales promotions, personal selling, and public relations that aim to create awareness and persuasion to consumers (Kotler & Keller, 2016). According to Tjiptono (2019), effective promotion is not only introducing products, but also building consumer trust and loyalty. Research by Astuti and Ernawati (2020) shows that promotion has a significant positive effect on the purchase decision of woven products. Likewise, research by Mauliddiyah (2021) and Radji & Kasim (2020) found that promotion has a positive effect on improving consumer purchasing decisions.

Based on previous theories and research, the framework of this research is built on the assumption that affiliate marketing and promotion have a significant influence on purchase decisions on TikTok's social commerce. Affiliate marketing is considered to be able to increase consumer trust through affiliate credibility and content relevance, while

promotion influences purchase decisions through discount stimulus, free shipping, or cashback vouchers that generate impulse buying interest.

Therefore, the following are the conceptual frameworks and hypotheses proposed in this study:



**Figure 1. Framework Research**

H<sub>1</sub>: Affiliate Marketing (X<sub>1</sub>) has a positive effect on Purchase Decisions (Y)

H<sub>2</sub>: Promotion (X<sub>2</sub>) has a positive effect on Purchase Decision (Y)

## RESEARCH METHODS

The independent variables in this study are Affiliate Marketing and Promotion. The dependent variable in this study is Purchase Decision. This study uses a quantitative approach with a descriptive method. This is in accordance with the purpose of the research to find out and analyze the influence of affiliate marketing and promotion on product purchase decisions on TikTok social commerce. The population in this study is all TikTok social commerce users in Jatiasih District, whose exact number is unknown. Therefore, the number of samples was determined using the formula of Hair et al. (2019), which is at least 10 times the number of indicators. Based on the number of indicators used as many as 13, a sample of 130 respondents was obtained.

The sampling technique used is non-probability sampling using the purposive sampling method. The selection of samples was carried out with the criteria, namely the people of Jatiasih District who use the TikTok application and have purchased products through TikTok social commerce. The data collection technique in this study uses an online questionnaire through Google Form as primary data, then processed using the SPSS application. In addition, secondary data is obtained from literature such as books, journals, and official websites relevant to the research topic to support theories and discussions. The research instrument is tested for validity and reliability before use. The validity test is carried out by Pearson Product Moment correlation, where the instrument is declared valid if the calculated *r* value is greater than the *r* of the table at a significance level of 5%. The reliability test is carried out with the Alpha Cronbach test, with the reliability criterion if the Alpha Cronbach value is greater than 0,6.

## RESULTS AND DISCUSSION

### Result

#### Results of the Validity Test of Affiliate Marketing Variables ( $X_1$ )

**Table 1. Results of the Validity Test of Affiliate Marketing Variables ( $X_1$ )**

Statement	r-value	r-table	Interpretation
1	0,869	0,361	Valid
2	0,704	0,361	Valid
3	0,737	0,361	Valid
4	0,577	0,361	Valid
5	0,776	0,361	Valid
6	0,683	0,361	Valid
7	0,841	0,361	Valid
8	0,699	0,361	Valid

Source: SPSS data processing results, 2025

Based on table 1, it can be seen that the results of the validity test state that the Affiliate Marketing variable ( $X_1$ ) has 8 statements with  $r_{value} > r_{table}$  (0.361) that can be declared valid and can be used as an instrument to conduct this research.

#### Promotion Variable Validity Test Results ( $X_2$ )

**Table 2. Promotion Variable Validity Test Results ( $X_2$ )**

Statement	r-value	r-table	Interpretation
1	0,430	0,361	Valid
2	0,573	0,361	Valid
3	0,767	0,361	Valid
4	0,576	0,361	Valid
5	0,772	0,361	Valid
6	0,624	0,361	Valid
7	0,772	0,361	Valid
8	0,449	0,361	Valid

Source: SPSS data processing results, 2025

Based on table 2, it can be seen that the results of the validity test state that the Promotion variable ( $X_2$ ) has 8 statements with  $r_{value} > r_{table}$  (0.361) that can be declared valid and can be used as an instrument to conduct this study.

### Hasil Validity Test of Purchase Decision Variables (Y)

**Table 3. Results of the Validity Test of Purchase Decision Variables (Y)**

Statement	r-value	r-table	Interpretation
1	0,618	0,361	Valid
2	0,566	0,361	Valid
3	0,716	0,361	Valid
4	0,678	0,361	Valid
5	0,468	0,361	Valid
6	0,697	0,361	Valid
7	0,457	0,361	Valid
8	0,694	0,361	Valid
9	0,407	0,361	Valid
10	0,414	0,361	Valid

Source: SPSS data processing results, 2025

Based on table 3 above, it can be seen that the statements in the Purchase Decision questionnaire are declared valid, because  $r_{\text{value}} > r_{\text{table}}$  (0.361) that can be declared valid and can be used as an instrument to conduct this study.

### Reliability Test Results

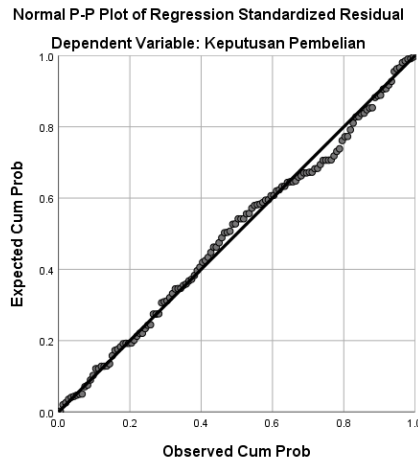
**Table 4. Results of the Rehabilitation Test**

Variable	Cronbach's alpha	Interpretation
<i>Affiliate Marketing</i>	0,879	Reliable
<b>Promotion</b>	0,778	Reliable
<b>Purchase Decision</b>	0,769	Reliable

Source: SPSS data processing results, 2025

Based on table 4, the results of the Reality Test obtained a Cronbach's Alpha value from each variable  $>$  of 0.06. Therefore, it may be concluded that all of the variables are reliable.

## Normality Test Results



Source: SPSS data processing results, 2025

**Figure 2. Probability Plot Normality Test**

Based on figure 2 above, it is known that the normality test with the analysis of the P-P Plot graph shows that the points in the distribution image appear to be spread or close to around the diagonal line and the distribution of data points is in the direction by following the diagonal line, therefore it shows a normal distributed result.

**Tabel 5. Kolmogrov-Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
<b>N</b>		30
<b>Normal Parameters<sup>a,b</sup></b>	Mean	0,0000000
	Std. Deviation	2,55743655
<b>Most Extreme Differences</b>	Absolute	0,118
	Positive	0,118
	Negative	-0,063
<b>Test Statistic</b>		0,118
<b>Asymp. Sig. (2-tailed)</b>		.200 <sup>c,d</sup>
<b>a. Test distribution is Normal.</b>		
<b>b. Calculated from data.</b>		
<b>c. Lilliefors Significance Correction.</b>		
<b>d. This is a lower bound of the true significance.</b>		

Source: SPSS data processing results, 2025

Based on table 5, the results of the One sample Smirnov kolmogrov test obtained an asymp sig (2-tailed) result of  $0.200 > 0.05$  of its significance which can be interpreted that the data is distributed normally.

### Multicollinearity Test Results

**Table 6. Multicollinearity Test Results**

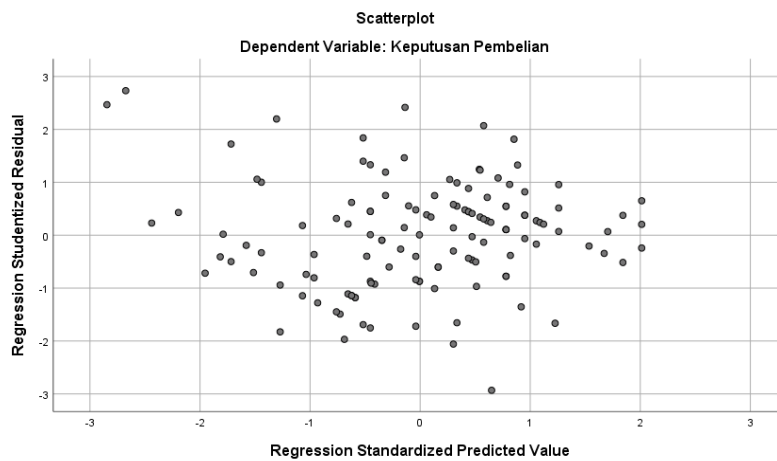
Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	19.723	2.170		9.087	.000		
affiliate marketing Promosi	.385	.079	.444	4.883	.000	.478	2.092
Promosi	.311	.090	.314	3.456	.001	.478	2.092

**a. Dependent Variable: purchase decision**

Source: SPSS data processing results, 2025

Based on the data in table 6, it can be seen that the value of the Variance Inflation Factor (VIF) for the Affiliate Marketing and Promotion variables is 2.092 each, which is < 10 in total. In addition, the Tolerance value is 0.478 each, which is > 0.10 in total. Thus, it can be concluded that in this regression model there is no multicollinearity, because all independent variables meet the criteria for multicollinearity test, namely VIF values < 10 and Tolerance > 0.10.

### Heteroscedasticity Test Results



Source: SPSS data processing results, 2025

**Figure 3. Probability Plot Normality Test**

Based on figure 3 it is known that the residual points are randomly scattered around the horizontal line without forming a specific pattern. This shows that the regression model does not experience symptoms of heteroscedasticity and has met classical assumptions.

## Determination Coefficient Test Results

**Table 7. Result Coefficient of Determination (R2)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 <sup>a</sup>	.498	.490	2.285
<b>a. Predictors: (Constant), promosi, <i>affiliate</i> marketing</b>				
<b>b. Dependent Variable: keputusan pembelian</b>				

Source: SPSS data processing results, 2025

Based on the data in table 7, the value of the determination coefficient (R Square) is 0.498 or 49.8%, which means that there is a contribution of 49.8% of the *Affiliate Marketing* and Promotion variables to the Purchase Decision variable. Meanwhile, the remaining 50.2% (100% - 49.8%) were influenced by other factors outside this research model that were not studied in this study.

## T Test Results

**Table 8. T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.723	2.170		9.087	.000
	<i>Affiliate marketing</i>	.385	.079	.444	4.883	.000
	Promosi	.311	.090	.314	3.456	.001

**a. Dependent Variable: keputusan pembelian**

Source: SPSS data processing results, 2025

Based on the data in table 8 above, the t-value calculated for the *Affiliate Marketing* variable is  $4.883 > 1.656$  and the significance value is  $0.000 < 0.05$ , then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the *Affiliate Marketing* variable has a significant effect on the Purchase Decision.

The t-value calculated for the Promotion variable is  $3.456 > 1.656$  and the significance value is  $0.001 < 0.05$ , then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the Promotion variable has a significant influence on the Purchase Decision.

**F Test Results**

**Table 9. F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	657.093	2	328.547	62.943	.000 <sup>b</sup>
	Residual	662.907	127	5.220		
	Total	1320.000	129			
<b>a. Dependent Variable: keputusan pembelian</b>						
<b>b. Predictors: (Constant), promosi, affiliate marketing</b>						

Source: SPSS data processing results, 2025

Based on table 9 above, it can be stated that the variables of Affiliate Marketing and Promotion simultaneously have a significant effect on the Purchase Decision. This can be seen from the F-calculated value of 62.943 and the significance value of 0.000. Because  $F_{\text{counts}} 62,943 > F_{\text{table}} (df 2; 127)$  which is 3.07 and the significance value is  $0.000 < 0.05$ , then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the variables of Affiliate Marketing ( $X_1$ ) and Promotion ( $X_2$ ) together (simultaneously) have a significant effect on the Purchase Decision (Y).

**Discussion**

Based on the results of data analysis, it was found that Affiliate Marketing had a positive and significant effect on product purchase decisions on TikTok's social commerce. This is shown by a significance value of 0.000 which is smaller than 0.05 and a calculated t value of 4.883 which is greater than the t table of 1.656, which means that Affiliate Marketing has a positive and significant effect on purchase decisions. This means that Affiliate Marketing influences the purchase decision to prove the truth so  $H_0$  is rejected and  $H_a$  is accepted

The results of the analysis also showed that the promotion had a positive and significant effect on the purchase decision, with a significance value of 0.001 which was smaller than 0.05 and a calculated t value of 3.456 which was greater than the t table of 1.656, which means that the promotion had a positive and significant effect on the purchase decision. This means that the promotion influences the purchase decision to be proven to be true so  $H_0$  is rejected  $H_a$  is accepted

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

Based on the results of the analysis that has been conducted by researchers on the Influence of Affiliate Marketing and Promotion on Purchase Decisions on TikTok Social Commerce.

(Case study on Social Commerce Users in Jatiasih District) then the following conclusions were obtained:

1. Affiliate Marketing ( $X_1$ ) has a positive and significant effect on Purchase Decisions (Y) on TikTok social commerce in Jatiasih District.
2. Promotion ( $X_2$ ) has a positive and significant effect on the purchase decision (Y) of TikTok social commerce in Jatiasih District.

### **Recommendation**

After conducting a series of research and analysis of the Influence of Affiliate Marketing and Promotion on Purchase Decisions on Social Commerce, the author realizes that there are still many aspects that can be developed and improved. Therefore, the author would like to provide some suggestions that are expected to provide benefits and positive contributions, both on Tiktok, Brands/Sellers and affiliates, as well as for future researchers who are interested in continuing research in this field. These suggestions are expected to be useful for consideration and input for future improvement and development:

1. Based on the questionnaire statement score on the Affiliate Marketing variable, one statement with the lowest score was obtained "Content created by affiliates is relevant to my needs or interests" this shows that content created by affiliates is less relevant to the needs of their consumers themselves, so it is less effective in attracting consumers to shop. Therefore, it is recommended that affiliates evaluate and improve the content created to make it more relevant. Affiliates can consider adjusting the content content, understanding the target audience, presenting personalized and contextual content, so as to increase interest and purchase intent.
2. Based on the questionnaire statement score on the Promotion variable, one statement with the lowest score was obtained: "Promotions that are regularly displayed on TikTok affect me to buy products." This shows that consumers feel bored because the promotions are displayed too often. Therefore, it is recommended that TikTok employ a soft selling strategy and adjust the frequency of promotions, mixed with non-promotional content. As a result, customers are not bored and are less likely to reject TikTok promotions.
3. Based on the questionnaire statement score on the purchase decision variable, one statement with the lowest score was obtained: "I am interested in buying products on TikTok because of the promotional price", this shows that the promotional price is not enough for consumers to buy products. For this reason, TikTok is advised to choose the right timing for the promotion price, make sure the promotion is relevant to consumer needs, and avoid prices that are too cheap that reduce the perception of quality. Customers are therefore more likely to be interested in promotional prices since the timing is right, such as at the start of the month when their purchasing power is at its highest, and they believe it meets their wants, which increases their desire to purchase goods.

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