

Influence of TikTok Affiliate Marketing and Online Customer Reviews on Purchase Decisions in TikTok Shop

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Abstract: This research is based on the increasing use of digital platforms for shopping, especially TikTok Shop, which offers features that can influence consumer behavior in making purchasing decisions. This study aims to determine the effect of TikTok affiliate marketing and online customer reviews on purchasing decisions in TikTok Shop e-commerce. The method used in this study is a quantitative method with an associative approach. The population and sample of this study were 61 Blitar Youth Forum Community Administrators who had made purchases at TikTok Shop through the Affiliate and Online Review features. The sampling technique used was saturated sampling, because it used the entire population as a research sample. Data analysis in this study used SPSS Statistics. The results of this study indicate that TikTok Affiliate Marketing partially has a positive and significant effect on Purchasing Decisions. Online Customer Reviews partially have a positive and significant effect on Purchasing Decisions. TikTok Affiliate Marketing and Online Customer Reviews simultaneously have a positive and significant effect on Purchasing Decisions in TikTok Shop E-Commerce. From several previous explanations, it can be seen that TikTok Affiliate Marketing and Online Customer Reviews can improve consumer purchasing decisions in TikTok Shop.

INTRODUCTION

The advancement of information and communication technology has transformed nearly every aspect of human life. Rapid technological developments have driven the growth of the business world into the digital era. Similarly, ease of internet access has impacted consumer shopping habits, with consumers who previously shopped directly with sellers increasingly shifting to using marketplaces as a medium for online shopping. Online shopping is the activity of purchasing products or services over the internet, involving interaction between consumers and providers through digital platforms (Dave Chaffey, 2019). Over time, online shopping has become increasingly popular, as more consumers experience the convenience of online shopping. This is in line with the presence of online shopping

platforms and e-commerce, which make it easier for companies to reach consumers and vice versa, making it easier for consumers to shop.

According to Katadata.co.id, the number of e-commerce users in Indonesia will reach 73.06 million. This year, the number of e-commerce users in Indonesia is estimated to increase by 11% compared to the previous year. One of the online shopping sites favored by Indonesians is TikTok. The TikTok application originates from China, released in September 2016 and developed by developers from China. The TikTok application is an application containing short videos containing creative content from various content creators. However, currently TikTok comes with a new feature, namely an online shopping feature called TikTok Shop. TikTok Shop provides a more effective and interactive shopping experience through attractive promotional video content, easy access to online stores, various discounts and live streaming store services, so consumers can communicate with sellers in real time. With various conveniences available on TikTok Shop e-commerce, consumers are increasingly interested in making purchases through TikTok Shop. This opportunity is being utilized by companies and online sellers to carry out promotions through marketing content on TikTok.

According to TikTok.com, 42% of TikTok users appreciate brand collaborations with various creators because they can make brands feel more relevant and engaging. One marketing promotion strategy implemented on TikTok is collaborating with content creators through an affiliate system. Affiliate marketing can be defined as the activity of promoting someone else's or another company's product, where the affiliate earns a commission if a purchase is made through their referral (Erwin et al. 2023). The advantage of the affiliate marketing system is that the company or merchant only pays a commission if the affiliate successfully sells the product or directs consumers to do something agreed upon by the merchant and affiliate. Affiliate marketing also offers vouchers and discounts to consumers that can only be claimed if consumers make a purchase through the link in the affiliate's bio or the yellow cart listed in promotional content uploaded by the affiliate on their personal TikTok account. Furthermore, reviews containing

positive or negative arguments from previous consumers can influence consumer purchasing decisions.

Online customer reviews are part of electronic word of mouth, also known as testimonials from previous buyers, without any advertising content (Mawa & Cahyadi, 2021). According to Maulana (2021), online customer reviews are product reviews provided by customers who have already purchased a product. They contain positive or negative comments or reviews that can be used as a reference for future consumers before purchasing the product. A seller's response to negative reviews can also be used as a trigger for a consumer's purchasing decision, as the seller's response can reflect the seller's service to their customers.

According to Firmansyah (2019), a purchasing decision is a person's activity to solve a problem by determining several appropriate alternative behavioral options from two or more alternatives and is considered the right action before carrying out the stages of the purchasing decision process. According to Kotler and Keller (2012), purchasing decision indicators are problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

Based on previous research conducted by Shinta, et al (2024), it was stated that Affiliate Marketing has a positive influence on purchasing decisions in Surabaya, especially for generation Z, while the Online Customer Review TikTok variable has a positive and significant influence on purchasing decisions in Surabaya, especially generation Z. Meanwhile, in research conducted by Kamsiyah et al (2024) Affiliate Marketing does not influence the decision to purchase something products online by Malikussaleh University students, but other variables such as Live Streaming and Flash Sale have a partial influence on the decision to purchase something products online by Malikussaleh University students.

The difference between this study and previous research lies in the subjects. This study used the Blitar Youth Forum community administrators, who have used TikTok's affiliate marketing features and online reviews, as the sample. Based on the description above, this study is entitled "The Influence Of Tiktok Affiliate Marketing And Online Customer Reviews On Purchase Decisions In Tiktok Shop"

RESEARCH METHODS

This study employed a quantitative research method with an associative approach. According to Karimuddin (2022), quantitative research is a systematic scientific study of variables and phenomena, as well as their causal relationships. The researcher employed an associative approach because the results are presented numerically and test the influence of independent and dependent variables. According to Sugiono (2018), an associative approach uses two or more variables to determine the relationship or influence between them. This study examined the influence of TikTok Affiliate Marketing and Online Customer Reviews as independent variables on Purchasing Decisions as the dependent variable. Data collection was conducted using an online questionnaire via Google Forms.

The population and sample for this study were members of the Blitar Youth Forum Community who had made online purchases through TikTok Shop. The sampling technique used in this study was saturated sampling because the population was less than 100, or relatively small. Therefore, the researcher selected the entire population, including the Blitar Youth Forum Management for the 2024/2026 period, totaling 61 individuals, as the sample. The data used in this research comes from primary data obtained from questionnaire results and secondary data obtained from various other sources such as articles, journals and books to support the theory in this research.

Before being used for data analysis, the research instruments were initially validated and tested for reliability to determine the validity of the data obtained. They were then subjected to classical assumption tests, including normality, heteroscedasticity, and multicollinearity. The influence of one variable on another was determined using multiple linear regression analysis. The data obtained were then subjected to hypothesis testing (T-test and F-test) to determine the influence of each variable.

RESULTS AND DISCUSSION

RESULTS

Validity Test

Validity tests are used to determine the validity of each variable. In determining the suitability of an item used, a correlation coefficient significance test is carried out at a significance level of 0.05.

Table 1. Validity Test Results

Variable	Item	Sig. (2-Tailed)	Result
<i>Affiliate Marketing</i> TikTok (X1)	X1.1	0,000	Valid
	X1.2	0,000	
	X1.3	0,000	
	X1.4	0,000	
	X1.5	0,000	
<i>Online Customer Review</i> (X2)	X2.1	0,000	Valid
	X2.2	0,000	
	X2.3	0,000	
	X2.4	0,000	
	X2.5	0,000	
Keputusan Pembelian (Y)	Y1.1	0,000	Valid
	Y1.2	0,000	
	Y1.3	0,000	
	Y1.4	0,000	
	Y1.5	0,000	

Source: SPSS Data Processing Results, 2025

Based on the validity test conducted and outlined in Table 1, it can be seen that all items from each variable have a sig. (2-tailed) value of 0.000, which is less than 0.05. Therefore, the above data can be said to be valid.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Result
<i>Affiliate Marketing</i> TikTok (X1)	0.850	0.600	Reliabel
<i>Online Customer Review</i> (X2)	0.896	0.600	Reliabel
Keputusan Pembelian (Y)	0.779	0.600	Reliabel

Source: SPSS Data Processing Results, 2025

Based on the reliability test results outlined in Table 2, it can be seen that the Cornbach's alpha value for each variable is > 0.6 . Therefore, it can be concluded that the three measurement instruments are reliable and worthy of further analysis.

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		61
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.95818227
Most Extreme Differences	Absolute	.099
	Positive	.071
	Negative	-.099
Kolmogorov-Smirnov Z		.773
Asymp. Sig. (2-tailed)		.589

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS Data Processing Results, 2025

Based on Table 3, it can be seen that the Asymp. Sig. (2-tailed) value is $0.589 > 0.05$. Therefore, the data used in this study can be stated to be normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF	Result
<i>Affiliate Marketing</i> TikTok (X1)	0.586	1,706	no symptoms of multicollinearity
<i>Online Customer Review</i> (X2)	0.586	1,706	no symptoms of multicollinearity

Source: SPSS Data Processing Results, 2025

Based on table 4, it can be seen that the VIF value of all variables is $1.706 < 10$. The Tolerance value of the variables is $0.586 > 0.10$. So it can be concluded that there are no symptoms of multicollinearity in this study.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variabel	Sig.	Result
<i>Affiliate Marketing</i> TikTok (X1)	0.132	no symptoms of heteroscedasticity
<i>Online Customer Review</i> (X2)	0.093	no symptoms of heteroscedasticity

Source: SPSS Data Processing Results, 2025

Based on Table 5, it can be seen that the sig. value of both independent variables is > 0.05 . Therefore, it can be concluded that there are no symptoms of heteroscedasticity in this study.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	2.598	1.654		1.571
	Affiliate Marketing TikTok	.390	.091	.431	4.274
	Online Customer Review	.434	.095	.461	4.569

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing Results, 2025

Based on the information in Table 6, the regression equation is as follows:

$$Y = 2.598 + 0.390X_1 + 0.434X_2 + e$$

From the multiple regression equation above, the following can be explained:

1. The constant value of 2.598 indicates that the independent variables (TikTok Affiliate Marketing and Online Customer Reviews) remain unchanged (constant), so the dependent variable (Purchase Decision) is 2.598.
2. The coefficient for the TikTok Affiliate Marketing variable (X_1) is 0.390, indicating a positive relationship. This means that assuming the other variables remain unchanged, every 1-unit increase in the TikTok Affiliate Marketing variable will result in a 0.390-unit increase in the Purchase Decision variable, assuming the other variables remain unchanged.
3. The coefficient for the Online Customer Reviews variable (X_2) is 0.434, indicating a positive relationship. This means that assuming other variables do not change, every 1 unit increase in the Online Customer Review variable will result in an increase of 0.434 units in the Purchase Decision variable, assuming other variables do not change.

T Test

Table 7. T Test Results

Variable	Sig.	T statistic	Result
<i>Affiliate Marketing</i> TikTok (X_1)	0.000	4,274	Influential
<i>Online Customer Review</i> (X_2)	0.000	4,569	Influential

Source: SPSS Data Processing Results, 2025

Based on the table above, it can be seen that the TikTok Affiliate Marketing variable (X1) has a sig. value of $0.000 < 0.05$ and a statistic T of $4.274 > 2.002$ (T table). So it can be said that Ha1 is accepted, which means that TikTok Affiliate Marketing partially influences Purchasing Decisions. And the Online Customer Review variable (X2) has a sig. value of $0.000 < 0.05$ and a statistic T of $4.569 > 2.002$. So it can be said that Ha2 is accepted, which means that Online Customer Reviews partially influence Purchasing Decisions.

F Test

Table 8. F Test Results

Variable	Sig.	F statistic	Result
<i>Affiliate Marketing</i> TikTok (X1) dan <i>Online Customer Review</i> (X2)	0.000	54,829	Terdapat Pengaruh

Source: SPSS Data Processing Results, 2025

From the table above, it can be seen that the TikTok Affiliate Marketing (X1) and Online Customer Review (X2) variables have a significant value of 0.000 and the statistic F value is $54.829 > 3.16$. Therefore, it can be stated that Ha3 is accepted, which means that TikTok Affiliate Marketing and Online Customer Review simultaneously influence Purchasing Decisions.

Determinant Coefficient Test

Table 9. Determinant Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.642	1.992

a. Predictors: (Constant), Online Customer Review, Affiliate Marketing TikTok

Source: SPSS Data Processing Results, 2025

The table above shows that the coefficient of determination, shown in the R-square column, is 0.654, or 65.4%. This indicates that TikTok Affiliate Marketing and Online Customer Reviews partially and simultaneously influence purchasing decisions by 65.4%, while the remaining 34.6% is influenced by other variables not included in this study.

DISCUSSION

The Influence of TikTok Affiliate Marketing on Purchasing Decisions Through the TikTok Shop E-Commerce

Based on the results of the Partial Test (T-Test), the TikTok Affiliate Marketing variable obtained a significant value of $0.000 < 0.05$ and a statistic T of $4.274 > 2.002$ (T-table). Therefore, H_{a1} is accepted and H_{o1} is rejected, meaning that TikTok Affiliate Marketing (X1) has a partial positive and significant effect on Purchasing Decisions (Y) through the TikTok Shop E-Commerce. In terms of its index, the TikTok Affiliate Marketing variable has an average index of 3.90, which falls into the "high" category. This indicates that each item in variable X1, or TikTok Affiliate Marketing, received a positive response from respondents.

This study shows that TikTok Affiliate Marketing partially influences purchasing decisions through the TikTok Shop e-commerce platform. This finding aligns with a study by Maulida & Siregar (2023) entitled "The Influence of Affiliate Marketing and Online Customer Reviews on Scarlett Whitening Product Purchase Decisions (Survey of Scarlett Whitening Instagram Followers)." The results of this study indicate that Affiliate Marketing (X1) partially has a positive and significant effect on purchasing decisions (Y).

The Influence of Online Customer Reviews on Purchasing Decisions Through the TikTok Shop E-Commerce Platform

Based on the results of the Partial Test (T-Test), the Online Customer Review variable (X2) obtained a significant value of $0.000 < 0.05$ and a statistic T of $4.569 > 2.002$. Therefore, H_{a2} is accepted and H_{o2} is rejected, meaning that Online Customer Reviews (X2) have a partial positive and significant influence on Purchasing Decisions (Y) through the TikTok Shop E-Commerce Platform. In terms of its index, the online customer review variable has an average index of 4.30, which falls into the "very high" category, indicating that respondents have a very positive response to online customer reviews (X2).

This study shows that online customer reviews partially influence purchasing decisions through the TikTok Shop e-commerce platform. This finding

aligns with a study by Shinta et al. (2024) entitled "The Influence of Affiliate Marketing and Online Customer Reviews on TikTok Shop Purchasing Decisions." The results of this study indicate that online customer reviews on TikTok have a positive and significant influence on purchasing decisions in Surabaya, particularly among Generation Z.

The Influence of TikTok Affiliate Marketing and Online Customer Reviews on Purchasing Decisions Through the TikTok Shop E-Commerce Platform

Based on the results of the Simultaneous Test (F-Test), the TikTok Affiliate Marketing (X1) and Online Customer Reviews (X2) variables obtained a significant value of $0.000 < 0.05$ and a statistic F of $54.829 > 3.16$. Therefore, H_{a3} can be accepted and H_{o3} rejected, meaning that TikTok Affiliate Marketing (X1) and Online Customer Reviews (X2) simultaneously have a positive and significant influence on Purchasing Decisions (Y) through the TikTok Shop E-Commerce Platform.

This study reveals that TikTok Affiliate Marketing and Online Customer Reviews simultaneously influence purchasing decisions through the TikTok Shop e-commerce platform. This finding aligns with Fitria et al.'s (2024) study, "Exploration of the Role of Tiktok Content: Influencer Strategy, Affiliate Marketing, and Online Customer Reviews in Influencing Generation Z Purchasing Decisions at Shopee." b. The analysis showed a positive and significant relationship between influencers and purchase decisions ($r=0.593$), affiliate marketing and purchase decisions ($r=0.561$), and online customer reviews and purchase decisions ($r=0.420$).

CONCLUSIONS AND RECOMMENDATIONS

Based on the research conducted, the conclusions of this study are as follows:

1. Based on the results of the Partial Test, the TikTok Affiliate Marketing variable obtained a significant value of $0.000 < 0.05$ and a calculated T of $4.274 > 2.002$ (T table). This means that TikTok Affiliate Marketing has a

partial positive and significant effect on Purchase Decisions through the TikTok Shop e-commerce platform.

2. Based on the results of the Partial Test, the Online Customer Review variable obtained a significant value of $0.000 < 0.05$ and a calculated T of $4.569 > 2.002$. This means that Online Customer Reviews have a partial positive and significant effect on Purchase Decisions through the TikTok Shop e-commerce platform.
3. Based on the results of the Simultaneous Test (F Test), the TikTok Affiliate Marketing variable and Online Customer Review obtained significant values. $0.000 < 0.05$ and F count $54.829 > 3.16$. This means that TikTok Affiliate Marketing and Online Customer Reviews simultaneously have a positive and significant effect on Purchasing Decisions Through TikTok Shop E-Commerce.

Given the limitations of this study, the researchers offer several recommendations:

1. Based on the research findings, if sellers want to increase consumer purchasing decisions through TikTok Shop, they must have a strategy to attract potential customers. One strategy that can be used is collaborating with affiliates to promote products by creating creative video content to attract more consumers. Furthermore, responding to customer reviews must be professional, especially negative reviews.
2. Further research is expected to add other independent variables deemed relevant to developments in the marketing world. Further research is expected to utilize more modern statistical tools to produce more accurate statistical results.

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