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MARKETING | RESEARCH ARTICLE

The Influence of TikTok Affiliate Digital Marketing Strategy on Generation Z Purchase Intentions in Jakarta, Indonesia

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Abstract: This study aims to examine the influence of TikTok affiliate digital marketing strategies on the purchase intentions of Generation Z in Jakarta. To examine purchase intentions through TikTok affiliate marketing among Generation Z in Jakarta, variables such as perceived usefulness, trust, promotion, consumer feedback, and social impact were utilized. A quantitative method was employed by distributing questionnaires, and the data were examined using multiple linear regression analysis. The results indicate that social impact and consumer feedback have a positive and significant influence on purchase intentions. The implications of this research suggest that to enhance the purchase intentions of Generation Z in Jakarta, businesses and affiliate partners need to focus on consumer feedback or positive reviews from previous customers. Furthermore, Generation Z tends to place greater trust in recommendations from close connections such as friends, family, and relatives. To boost the purchase intentions of Generation Z in Jakarta, affiliate partners can create content highlighting positive customer reviews or businesses can collaborate with micro-influencers to build closer connections with the target audience.

Keywords: TikTok Affiliate, Digital Marketing, Purchase Intention, Social Impact, Consumer's Feedback.

JEL Classification Code: M31, M37, D91, L86, O33

1. INTRODUCTION

The development of digital technology and business growth has intensified competition in the market, requiring businesses to implement various marketing strategies to stay ahead of their competitors. Additionally, companies must be able to deliver clear and distinct marketing communication to attract customers' purchase intentions, setting them apart from competitors. To maintain or enhance market positioning, the right marketing strategy must be implemented. Currently, digital marketing strategies are widely used as tools to attract customers through social media platforms, which help drive purchasing intentions for the marketed products (Ariantony & Ina Oktaviana Matusin, 2023).

According to a survey by Katadata (2023), 97% of companies in Indonesia use social media for marketing. There are many social media platforms available for marketing purposes, such as Instagram, TikTok, Facebook, and X. Data from Business of Apps (2024) shows that TikTok was the most downloaded social media app in Indonesia in 2023, with 67.4 million downloads. Additionally, data from Hootsuite and We Are Social (2023) reveals that as of October 2023, there were 106.52 million TikTok users in Indonesia. TikTok allows users to create short videos with various special effects, and users can now shop directly through TikTok Shop (Purwaamijaya et al., 2022). TikTok's success lies in its ability to entertain and capture the attention of its audience with creative and dynamic content. The platform offers several marketing features, including TikTok affiliate marketing, which allows influencers and affiliates to promote products to their audiences in



a more personal and direct manner. In this model, influencers or affiliate partners promote products through the content they create on TikTok, earning commissions based on sales generated from their affiliate links. In this context, digital marketing strategies through TikTok affiliates have significant potential to influence consumer behavior, particularly among Generation Z (Ardhana et al., 2023).

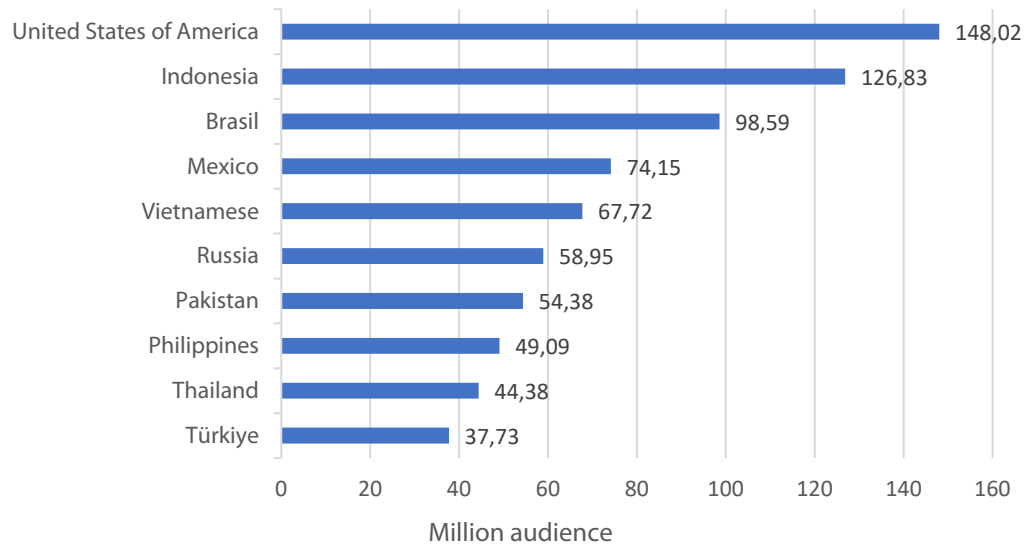


Figure 1. The Largest Number of Audiences Reaching TikTok Ads in 2024

Source: We Are Social, 2024

Based on the data presented in Table 1, it is evident that Shopee outperforms other affiliate programs in various affiliate marketing criteria. TikTok ranks second across all criteria, followed by Tokopedia in third place and Lazada in fourth. Although TikTok affiliates are not yet in the top position, the platform holds great potential among Generation Z as an alternative digital marketing strategy. With the right approach, TikTok can strengthen its position through a creative and personalized strategy that is better suited to the target market, particularly Generation Z in Jakarta.

Table 1. Affiliate Program Trends in the World of E-commerce

Affiliate Marketing Criteria	Social Media And E-Commerce
Affiliate program with the highest number of transaction values	Shopee 59 % Tiktok 27% Tokopedia 11% Lazada 2%
The most memorable affiliate programs	Shopee 69 % Tiktok 16% Tokopedia 12% Lazada 2%
Frequently used affiliate programs.	Shopee 70% Tiktok 16% Tokopedia 12% Lazada 2%
Affiliate program with the most profitable commissions	Shopee 70% Tiktok 16% Tokopedia 12% Lazada 2%
Affiliate program with the most complete product selection for each category	Shopee 66% Tiktok 18% Tokopedia 14% Lazada 2%

Affiliate Marketing Criteria	Social Media And E-Commerce
Affiliate program that offers the cheapest product prices	Shopee 66% Tiktok 19% Tokopedia 13% Lazada 2%
Affiliate program with the most free shipping promotions	Shopee 66% Tiktok 19% Tokopedia 13% Lazada 2%
Affiliate program with the biggest <i>discount/cashback</i>	Shopee 66% Tiktok 18% Tokopedia 13% Lazada 2%

Source: Snapcart, 2023

Purchasing behavior among Generation Z shows that they are more likely to be influenced by authentic and relevant digital content than by traditional advertising. This makes them highly connected to social media and often leads them to seek product recommendations from influencers they follow online (Suliman et al., 2022). According to a Jakpat survey (2023), 24% of Generation Z respondents, born between 1997 and 2012, use TikTok to search for information, followed by YouTube at 23% and Instagram at 22%. Currently, many TikTok users share information and product reviews through short videos. The hashtag feature makes it easier for users to search for videos related to specific topics. This is one of the reasons why TikTok affiliate marketing is an effective digital strategy for reaching this segment, especially in digitally connected Jakarta.

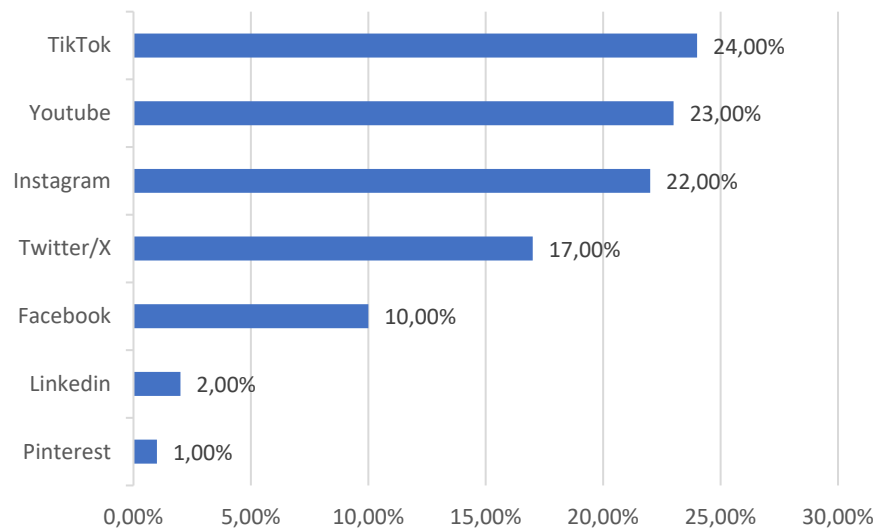


Figure 2. Gen Z Uses Social Media as a Primary Source of Information

Source: Jakpat, 2023

The graph below shows that e-commerce is the preferred shopping medium for Generation Z, with a percentage of 66.09%. This is followed by supermarkets at 13.25%, minimarkets at 10.60%, and social media at 4.01%, which shows a lower trend. However, social media is still used as a shopping medium by some members of Generation Z. This highlights the potential of TikTok affiliate marketing as a strategy to combine e-commerce and social media, offering a more interactive shopping experience for Generation Z in Jakarta.

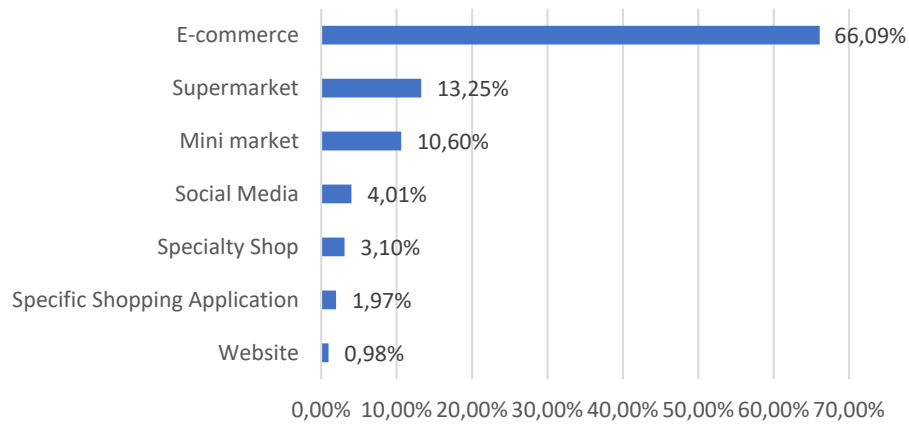


Figure 3. Where Does Gen Z Like To Shop?

Source: JEO Kompas.com, 2022

The graph below indicates that price is the primary factor Generation Z considers when shopping online, with 56% of respondents prioritizing it. This suggests that digital marketing strategies through TikTok affiliates should emphasize competitive pricing and appealing promotions. Additionally, high-quality content that showcases product quality is also effective in capturing Generation Z's attention and interest in the products being offered.

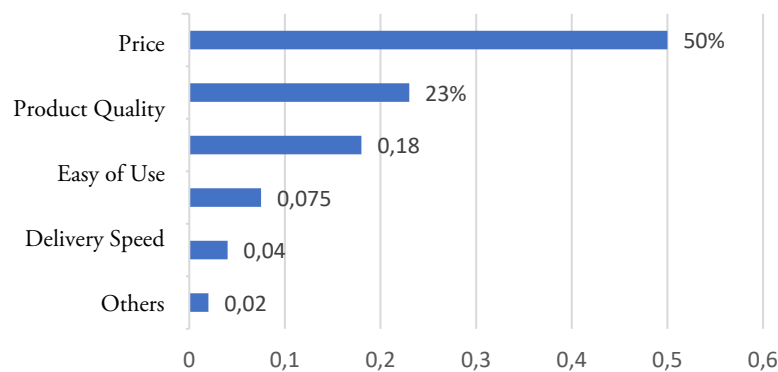


Figure 4. The Main Thing that Gen Z Pays Attention to When Shopping Online

Source: Data Goodstats 2024

The phenomenon depicted in the images above highlights the growth and competition of TikTok affiliates with other e-commerce platforms. With the increasing number of TikTok users and features that support business activities, TikTok affiliates have emerged as a digital marketing strategy that captures significant attention, particularly among younger audiences like Generation Z. According to research by Romadlon et al. (2020), digital marketing has a positive and significant effect on purchase intention. Similarly, research by Arieantony and Ina Oktaviana Matusin (2023) confirms that digital marketing positively and significantly influences purchase intentions. Given this trend, it is crucial to investigate how digital marketing strategies through TikTok affiliates influence the purchasing intentions of Generation Z in Jakarta. This research aims to examine how variables such as perceived usefulness, trust, promotion, consumer feedback, and social impact drive the purchasing intentions of Generation Z in Jakarta. The findings of this study can provide insights into opportunities for business actors utilizing TikTok affiliates as part of their marketing strategies. Furthermore, it can benefit affiliate partners who earn commissions through the TikTok affiliate program. By implementing strategies relevant to the TikTok affiliate program, businesses can increase sales and profits while optimizing commission-based earnings.

2. LITERATURE REVIEW

2.1. Digital Marketing

Digital marketing can be defined as the utilization of the Internet and other interactive technologies to facilitate dialogue and interaction between businesses and consumers (Pandey et al., 2024). Furthermore, digital marketing encompasses the use of the internet and digital technologies to communicate and achieve marketing objectives while incorporating traditional communication elements (Wijiastuti & Hamzah, 2023). In this context, research conducted by Indiani (2024) identified six key indicators for evaluating digital marketing, as follows:

1. Accessibility: The ability of marketers to provide information about the properties being sold through media that consumers commonly use.
2. Communication Ability: The ability of marketers to respond to all consumer inquiries through available communication channels.
3. Entertainment: The ability of marketers to create engaging and entertaining content.
4. Credibility: The level of trust consumers have in a property agent when a product is offered.
5. Informative: The ability of marketers to deliver complete and detailed information about the properties being sold.
6. Visibility: Efforts to optimize websites to achieve top rankings in search engine results.

Digital marketing takes various forms and can be implemented through channels such as social media, mobile marketing, affiliate marketing, search engine optimization, and other platforms (Otopah et al., 2024). The primary objectives of digital marketing are to provide information, foster engagement, persuade consumers, drive brand purchases, facilitate profitable transactions, and build lasting relationships (Purba & Wangke, 2024). Additionally, digital marketing offers a variety of approaches to promoting products or services online (Tamin & Veri, 2024). While there are no significant differences between traditional and digital marketing in an industrial context, digital marketing employs more innovative methods to communicate and deliver information to customers (Nuseir et al., 2023).

2.2. Affiliate Marketing

Affiliate marketing is a digital marketing strategy used by product owners, where commissions are given to individuals who successfully promote products to others (Sutandi et al., 2024). In practice, affiliate marketing involves three main entities: merchants, affiliates, and customers. Merchants provide products or services, affiliates promote them through various channels such as blogs, social media, or email marketing, and customers participate by making purchases or taking desired actions (Candara, 2024). Dung and An (2024) identified a strong relationship between affiliate marketing on TikTok and purchase intention. Content created by influencers or content creators plays a crucial role in shaping positive perceptions of products, building trust through credible recommendations, and leveraging social feedback to enhance product appeal. This process fosters an environment that encourages audiences to consider making purchases by combining elements of product information, social influence, and influencer credibility, thereby increasing purchase intent. This strategy continues to evolve with the integration of AI and Web3 technologies, enabling personalization, enhanced security through blockchain, and automated payments using smart contracts. These advancements contribute to greater efficiency and transparency in the affiliate marketing process (Malenko & Shabala, 2024). Additionally, affiliate marketing is a process in which products or services are promoted and sold using a profit-sharing system. Most affiliate programs are offered by businesses in the e-commerce sector (Fitria et al., 2024). Overall, affiliate marketing involves promoting products from other individuals or companies in exchange for a commission earned when a purchase is made through a referral. The system works by directing visitors to the website using a special link provided by the merchant. The more people who review a product, the higher the likelihood of increasing sales,

making this strategy popular among wholesalers due to its efficiency in reducing advertising costs and its significant impact on sales volume (Firmansyah et al., 2024).

2.3. Purchase Intention

Purchase intention refers to consumer behavior that includes intentions, considerations, and recommendations to purchase products based on experiences, usage, and desires. Marketers often use this concept to estimate sales and market share (Juliana, 2023). Purchase intention can be defined as the likelihood that a buyer will purchase the advertised product, with this probability increasing as the intention to purchase strengthens. Additionally, purchase intention serves as a measure of an individual's tendency to make a purchase, where a stronger purchase intention correlates with higher purchase intensity (Macheka et al., 2024). Additionally, purchase intention is a concept frequently used to predict customer behavior and is one of the key outcomes of customer experience (Guan et al., 2024). Several factors influence purchase intention, including consumer attitudes toward products or services, social influence from friends and colleagues, and cultural norms (Aziz et al., 2024). Purchase intention can also be defined as a consumer's willingness to buy a product or service under certain conditions, arising as a result of the consumer decision-making process (Arindaputri & Santoso, 2023). To analyze purchase intentions through TikTok affiliate marketing among Generation Z in Jakarta, several variables are considered: perceived usefulness, trust, promotion, consumer feedback, and social impact.

2.4. Relationship Between Perceived Usefulness and Purchase Intention

The relationship between perceived usefulness and purchase intention has been highlighted in various studies. According to research by Irvania et al. (2022), perceived usefulness positively influences purchase intention. Similarly, Dung and An (2024) also found that perceived usefulness has a positive impact on purchase intention, with test results indicating that perceived usefulness has the strongest influence on purchase intention. However, contrasting findings were reported by Damayanti (2019), who stated that perceived usefulness negatively influences purchase intention. These differences in results could be attributed to variations in timing and the segmentation of questionnaire distribution. Therefore, the perceived usefulness variable will be re-tested to determine its influence on purchase intention.

H1: Perceived Usefulness (X1) has a positive correlation with purchase intention in the context of TikTok affiliate marketing among Generation Z in Jakarta.

2.5. Relationship Between Trust and Purchase Intention

In general, trust is a crucial factor influencing consumer purchase intentions, as it creates a sense of security and confidence for consumers when making decisions to purchase a product or service. Irvania et al. (2022) explained in their research that trust positively affects purchase intention. Similarly, Dung and An (2024) also identified a positive relationship between trust and purchase intention in their study. This highlights the significant role trust plays in shaping purchase intentions, particularly in online transactions. Therefore, this research aims to further explore and strengthen the trust variable in relation to purchase intentions.

H2: Trust (X2) positively correlates with purchase intention in the context of TikTok affiliate marketing among Generation Z in Jakarta.

2.6. The Relationship Between Promotions and Purchase Intentions

Promotion is an activity aimed at influencing consumer behavior, with the objective of informing them about the products being offered. Research by Wati and Indiani (2022) indicates that promotions have a positive effect on purchase intentions. Furthermore, a study by Novilia et al.

(2024) highlights that flash sale programs, as a component of promotional strategies, positively influence purchase intentions. This is because such programs offer products of equivalent quality at more affordable prices, despite limited time and availability. Therefore, this research aims to further explore and strengthen the promotion variable in relation to purchase intention.

H3: Promotion (X3) positively correlates with purchase intention in the context of TikTok affiliate marketing among Generation Z in Jakarta.

2.7. Relationship Between Consumer Feedback and Purchase Intention

Consumer feedback refers to information provided by customers about their experiences after using a product or service. Feedback is essential for potential consumers as it offers insight into the quality of the product. According to research by Dung and An (2024), feedback positively influences purchase intention. Therefore, this study aims to further explore and strengthen the consumer feedback variable in relation to purchase intention.

H4: Consumer Feedback (X4) positively correlates with purchase intention in the context of TikTok affiliate marketing among Generation Z in Jakarta.

2.8. Relationship Between Social Impact and Purchase Intention

Social impacts refer to changes resulting from new actions or specific activities in people's lives. The influence of social impact on purchase intention reflects the effect of the surrounding environment when individuals consider buying a product or service, such as advice from friends, family, or relatives. According to research by Dung and An (2024), social impact is not significantly related to purchase intention. Therefore, this study will re-examine the social impact variable in relation to purchase intention.

H5: Social Impact (X5) has a positive correlation with purchase intention through TikTok affiliate marketing among Generation Z in Jakarta.

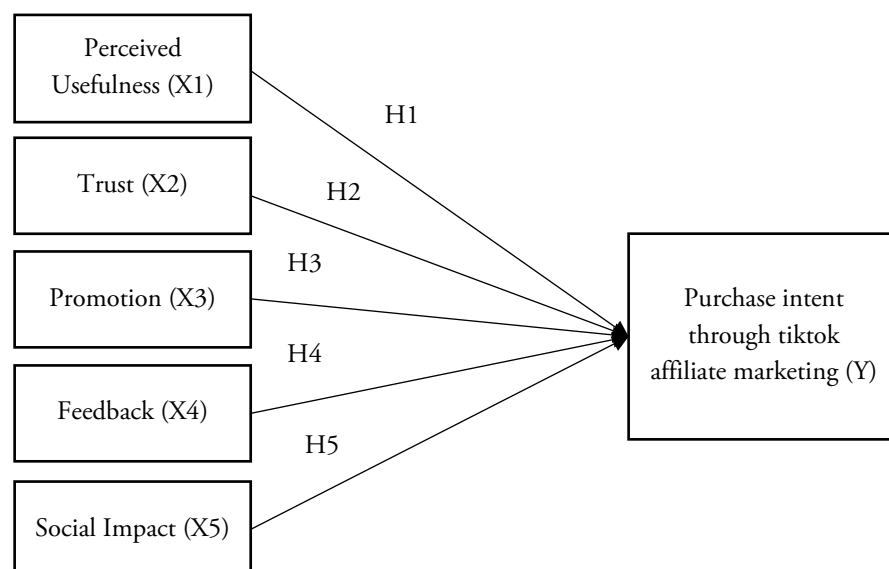


Figure 5. Conceptual Framework
(Source: Dung & An, 2024)

3. RESEARCH METHOD

3.1. Instrument Design

This research employed a quantitative method using a questionnaire survey via Google Forms to collect primary data from respondents. The method aimed to identify the relationship between TikTok affiliate digital marketing strategies and the purchase intentions of Generation Z in Jakarta. The sampling technique used was non-probability sampling with a purposive sampling method, where respondents were selected based on specific criteria, namely TikTok users who had knowledge of affiliate marketing programs on the platform (Kertriasih, 2023). The respondents of this research consisted of Generation Z individuals who actively use TikTok and are exposed to marketing strategies through affiliate marketing. The sample size was determined based on the recommendation of Hair et al. (2017), which suggests multiplying the number of indicators (21) by 5, resulting in a minimum sample size of 105 respondents. A total of 132 responses were collected after distributing the questionnaires. For data analysis, this research utilized both descriptive and inferential methods. Descriptive analysis was employed to describe the characteristics of the respondents, while validity and reliability tests, t-tests, and multiple linear regression tests were conducted to test hypotheses regarding the significance of the influence of perceived usefulness, trust, promotion, consumer feedback, social impact, and TikTok affiliate marketing on purchase intentions. This analysis was carried out with the assistance of Statistical Package for the Social Sciences (SPSS) software.

Table 2. Interpretation Variables in Research Methods

Variables	Code	Indicator	Reference Source
Perceived Usefulness (X1)	PK1	I buy products that have a good reputation for quality.	(Dung & An, 2024)
	PK2	I buy products that meet my and my family's needs.	
	PK3	I choose to buy branded products.	
	PK4	I choose to buy the products I need.	
	PK5	I choose to buy products that have good customer service.	
Trust (X2)	KP1	I chose to buy the product because I trust the brand.	
	KP2	I chose to buy the product because I believe in TikToker's evaluation.	
	KP3	The warranty and after-sales support from the seller influenced my trust in the product.	
Promotion (X3)	SP1	I choose to buy products when there is a discount.	
	SP2	I choose to buy products when there are additional prizes.	
	SP3	I choose to buy products when there are special promotions: golden time, buy 1 get 1 free, exclusive offers.	
	SP4	I choose to buy products when promotions are time limited.	
Consumer Feedback (X4)	UB1	My purchasing decision making process is easier when the Affiliate Video has a lot of likes and interactions.	
	UB2	My purchasing decision process is easier when the Affiliate Video has positive reviews from previous customers.	
	UB3	My purchasing decision-making process is easier when Affiliate Video content contains positive reviews from previous customers.	
Social Impact (X5)	DS1	My purchasing decisions on TikTok are influenced by my friends' opinions.	
	DS2	My purchasing decisions on TikTok are influenced by the opinions of my relatives.	

Variables	Code	Indicator	Reference Source
	DS3	I usually buy products suggested by my TikTok friends.	
Purchase intent through TikTok affiliate marketing (Y)	NB1	Buying through TikTok Affiliates is a good decision.	
	NB2	I will continue to shop through TikTok Affiliates.	
	NB3	I will recommend friends and relatives to buy through TikTok Affiliate.	

4. RESULTS AND DISCUSSION

4.1. Description of Respondent Characteristics

This study involved 132 respondents. Based on their age, the majority of respondents were aged 17–25 years, accounting for 71.2%. Regarding occupation, most respondents were students, comprising 56.1%. In terms of monthly expenditure, the highest percentage, 31.1%, fell within the range of IDR 1,001,000 to IDR 3,000,000. Additionally, online shopping was the most preferred shopping method, with 87.9% of respondents choosing this option.

Table 3. Description of Respondent Characteristics

No	Variables	Category	Frequency	Percentage
1	Age	< 17 years	2	1,5%
		17-25 years	94	71,2%
		> 25 years	36	27,3%
2	Work	Students	74	56,1%
		Private Sector Employee	47	35,6%
		Lecturer/Teacher	2	1,5%
		Housewife	1	0,8%
		Freelance	6	4,5%
3	Expenses per month	Entrepreneur	2	1,5%
		< Rp 100.000	3	2,3%
		Rp 101.000 – Rp 500.000	15	11,4%
		Rp 501.000 – Rp 1.000.000	24	18,2%
		Rp 1.001.000 – Rp 3.000.000	41	31,1%
4	Preferred Shopping Method	Rp 3.001.000 – Rp 5.000.000	29	22%
		> Rp 5.000.000	20	15,2%
		Shop Directly at the Store	16	12,1%
		Online Shopping	116	87,9%

Source: Processed Primary Data (2024)

4.2. Validity Test

In the validity test table below, the results indicate that all variable indicators for perceived usefulness (X1), promotion (X2), trust (X3), consumer feedback (X4), social impact (X5), and purchase intention through TikTok affiliate marketing (Y) are valid. This is evidenced by the calculated r-value being greater than the table r-value, with a result of 0.1697. Therefore, it can be concluded that all variable questions are valid, and this research can proceed to the next testing phase.

Table 4. Validity Test Results

Variables	Code	R-Calculated	R-Table	Information
Perception of usefulness (X1)	PK1	0,495	0,1697	Valid
	PK2	0,510	0,1697	Valid
	PK3	0,346	0,1697	Valid
	PK4	0,463	0,1697	Valid
	PK 5	0,494	0,1697	Valid
Trust (X2)	KP1	0,583	0,1697	Valid
	KP2	0,642	0,1697	Valid

Variables	Code	R-Calculated	R-Table	Information
	KP3	0,658	0,1697	Valid
Promotion (X3)	SP1	0,509	0,1697	Valid
	SP2	0,486	0,1697	Valid
	SP3	0,560	0,1697	Valid
	SP4	0,426	0,1697	Valid
	Consumer feedback (X4)	UB1	0,721	0,1697
UB2		0,686	0,1697	Valid
UB3		0,700	0,1697	Valid
Social impact (X5)	DS1	0,512	0,1697	Valid
	DS2	0,560	0,1697	Valid
	DS3	0,670	0,1697	Valid
Purchase intent through TikTok affiliate marketing (Y)	NB1	0,677	0,1697	Valid
	NB2	0,685	0,1697	Valid
	NB3	0,718	0,1697	Valid

Source: Primary Data Processed in 2024

4.3. Reliability Test

In the reliability test results table 5, it is shown that the variables—perceived usefulness (X1), trust (X2), promotion (X3), consumer feedback (X4), social impact (X5), and purchase intention through TikTok affiliate marketing (Y)—obtained a Cronbach's alpha value greater than 0.6. Therefore, it can be concluded that all variables in this study are reliable and can be used as research instruments.

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Results	Information
Perception of usefulness (X1)	0,798	r between 0.600-0.800	Reliable
Trust (X2)	0,757	r between 0.600-0.800	Reliable
Promotion (X3)	0,812	r between 0.600-0.800	Reliable
Consumer feedback (X4)	0,885	r between 0.600-0.800	Reliable
Social impact (X5)	0,833	r between 0.600-0.800	Reliable
Purchase intent through TikTok affiliate marketing (Y)	0,874	r between 0.600-0.800	Reliable

Source: Primary Data Processed in 2024

4.4. Descriptive Test

In the descriptive test results, the perceived usefulness variable (X1) had the highest score from indicator label 1, which states, "I buy products that have a good reputation in terms of quality," with a value of 4.63 and a standard deviation of 0.812. This indicates that respondents generally have a positive perception of products with a good reputation for quality. Additionally, the results show that respondents' perceptions of this indicator do not vary significantly, suggesting that respondents were fairly consistent in their answers and shared similar views regarding this indicator. For the trust variable (X2), the highest value was obtained from indicator label 1, which states, "I choose to buy the product because I trust the brand," with a score of 4.35 and a standard deviation of 0.89. This indicates that respondents tend to purchase products because they trust the brand. Additionally, most respondents share a similar view of this indicator, as reflected in the relatively low variation in responses. For the promotion variable (X3), the highest value was obtained from indicator label 1, which states, "I choose to buy the product when there is a discount," with a score of 4.15 and a standard deviation of 0.955. This indicates that respondents tend to agree that they prefer to buy products when discounts are available. The standard deviation also shows that the majority of respondents share a similar agreement with this indicator. For the consumer feedback variable (X4), the highest value was obtained from indicator label 3, which states, "My purchasing decision-making process is easier when video content from TikTok affiliates contains positive reviews from previous

customers," with a score of 4.18 and a standard deviation of 0.900. This indicates that the perception of video content from TikTok affiliates featuring positive reviews from previous customers is quite favorable, facilitating the purchasing decision process. The majority of respondents agreed with this statement, and the standard deviation results suggest that respondents share a similar view regarding this indicator.

The social impact variable (X5) shows results that tend to be neutral, with scores of 3.10 and 3.15, and a relatively high standard deviation of >1.118, indicating differences in perceptions regarding social impact among respondents. However, the highest value with a smaller standard deviation for this variable was obtained from label 2, which states, "My purchasing decisions on TikTok are influenced by the opinions of my family/relatives," with a score of 3.15 and a standard deviation of 1.194. This suggests that respondents' purchasing decisions tend to be influenced by the opinions of their family or relatives, and some other respondents share a similar view of this statement. For the purchase intention variable through TikTok affiliate marketing (Y), the highest value was obtained from indicator label 3, which states, "I will recommend friends and relatives to buy through TikTok Affiliates," with a score of 3.49 and a standard deviation of 1.066. This indicates that respondents generally agree that they would recommend friends and relatives to purchase through TikTok affiliates. However, there are differences in perception, as the standard deviation for this indicator is relatively high compared to other indicators.

Table 6. Descriptive Test Results

Variables	Indicators	Mean	Standard Deviation
X1= Perception of usefulness	I buy products that have a good reputation for quality.	4,63	0,812
	I buy products that meet my and my family's needs.	4,40	0,863
	I choose to buy branded products.	3,68	1,11
	I choose to buy the products I need.	4,50	0,842
	I choose to buy products that have good customer service.	4,46	0,859
	Mean Variable Perceived Usefulness		4,33
X2= Trust	I chose to buy the product because I trust the brand.	4,35	0,892
	I chose to buy the product because I believed in the TikTok Affiliate testimonials	3,53	1,09
	The seller's warranty and service support influence my trust in the product.	4,18	0,933
	Mean Variable Trust	4,02	
X3= Promotion	I choose to buy products when there is a discount.	4,15	0,955
	I choose to buy products when there are additional prizes.	3,68	1,078
	I choose to buy products when there are special promotions such as flash sales, buy 1 get 1 free, or exclusive offers.	4,03	0,999
	I choose to buy products when promotions are time limited.	3,32	1,207
	Mean Variable Promotion	3,79	
X4= Consumer feedback	My purchasing decision making process is easier when Videos from TikTok Affiliates have lots of likes and interactions.	3,87	1,094
	My purchasing decision process is easier when Videos from TikTok Affiliates have positive reviews from previous customers.	4,09	0,979
	My purchasing decision making process is easier when Video content from TikTok Affiliates contains positive reviews from previous customers.	4,18	0,900
	Mean Variable Consumer Feedback	4,04	
X5= Social impact	My purchasing decisions on TikTok are influenced by my friends' opinions.	3,15	1,250
	My purchasing decisions on TikTok are influenced by the opinions of my family/relatives.	3,15	1,194
	I usually buy products suggested by Affiliates on my TikTok.	3,10	1,180
	Mean Variable Social Impact	3,13	
	Buying through TikTok Affiliates is a good decision.	3,46	0,920

Variables	Indicators	Mean	Standard Deviation
Y= Purchase intent through TikTok affiliate marketing	I will continue to shop through TikTok Affiliates.	3,32	1,044
	I will recommend friends and relatives to buy through TikTok Affiliate.	3,49	1,066
	Mean Variable Purchase Intent Through TikTok Affiliate Marketing	3,42	

Source: Primary Data Processed in 2024

4.5. Multiple Linear Regression Test

Multiple linear regression analysis is used to determine the extent to which the independent variables influence the dependent variable. Based on the test results in Table 7, the equation for the multiple linear regression model is as follows:

$$Y = 0,365 -0,012(X1)+0,134(X2)+0,059(X3)+0,295(X4)+0,432(X5)$$

A constant value of 0.365 indicates that when the variables perceived usefulness (X1), trust (X2), promotion (X3), consumer feedback (X4), and social impact (X5) are equal to zero, the purchase intention through TikTok affiliate marketing (Y) will be 0.365. The coefficient of -0.012 means that every increase in the perceived usefulness variable (X1) will reduce the purchase intention through TikTok affiliate marketing (Y) by 0.012. A coefficient of 0.134 indicates that every increase in the trust variable (X2) will increase the purchase intention through TikTok affiliate marketing (Y) by 0.134. A coefficient of 0.059 signifies that every increase in the promotion variable (X3) will increase the purchase intention through TikTok affiliate marketing (Y) by 0.059. A coefficient of 0.295 suggests that every increase in the consumer feedback variable (X4) will increase the purchase intention through TikTok affiliate marketing (Y) by 0.295. Lastly, a coefficient of 0.432 means that every increase in the social impact variable (X5) will increase the purchase intention through TikTok affiliate marketing (Y) by 0.432.

Table 7. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0,365	1,036	
Perceived Usefulness (X1)	-0,012	0,060	-0,014
Trust (X2)	0,134	0,100	0,119
Promotion (X3)	0,059	0,050	0,075
Consumer Feedback (X4)	0,295	0,078	0,292
Social Impact (X5)	0,432	0,055	0,500

Source: Primary Data Processed in 2024

Based on the test results in Table 8, the R Square value for the purchase intention variable through TikTok affiliate marketing is 0.645. This indicates that 64.5% of the purchase intention is influenced by the variables perceived usefulness, trust, promotion, consumer feedback, and social impact. Meanwhile, the remaining 35.5% is influenced by other variables not included in this study.

Table 8. Multiple Linear Regression Test Results

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0,803 ^a	0,645	0,631	1,64963
Predictors: Social Impact (X5), Perceived Usefulness (X1), Trust (X2), Promotion (X3), Consumer Feedback (X4)				
Dependent: Purchase Intent Through TikTok affiliate marketing (Y)				

Source: Primary Data Processed in 2024



4.6. Hypothesis Testing

a. The Influence of Perceived Usefulness on Purchase Intentions Through Tik Tok Affiliate Marketing

Based on the results of the hypothesis test in Table 8, it can be observed that perceived usefulness does not have a significant influence on purchase intention through Tik Tok affiliate marketing. This is evident from the t-value of -0.193 and a significance value (Sig) of 0.848, which is above the standard significance level of 0.05. Therefore, the hypothesis stating that perceived usefulness influences purchase intention through Tik Tok affiliate marketing is rejected.

b. The Effect of Trust on Purchase Intention Through Tik Tok Affiliate Marketing

Based on the results of the hypothesis test in Table 8, it can be observed that trust does not have a significant influence on purchase intention through Tik Tok affiliate marketing. This is indicated by a t-value of 1.346 and a significance value (Sig) of 0.181, which is above the standard significance level of 0.05. Therefore, the hypothesis stating that trust influences purchase intention through Tik Tok affiliate marketing is rejected.

c. The Effect of Promotion on Purchase Intention Through Tik Tok Affiliate Marketing

Based on the results of the hypothesis test in Table 8, it can be observed that promotions do not have a significant influence on purchase intention through Tik Tok affiliate marketing. This is indicated by a t-value of 1.185 and a significance value (Sig) of 0.238, which is higher than the general significance threshold of 0.05. Therefore, the hypothesis stating that promotions influence purchase intention through Tik Tok affiliate marketing is rejected.

d. The Effect of Consumer Feedback on Purchase Intention Through Tik Tok Affiliate Marketing

Based on the results of the hypothesis test in Table 8, it can be observed that consumer feedback has a significant influence on purchase intention through Tik Tok affiliate marketing. This is demonstrated by a t-value of 3.756 and a significance value (Sig) of 0.000, which is below the general significance threshold of 0.05. Therefore, the hypothesis stating that consumer feedback influences purchase intention through Tik Tok affiliate marketing is accepted.

e. The Influence of Social Impact on Purchase Intention Through Tik Tok Affiliate Marketing

Based on the results of the hypothesis test in Table 9, it is evident that social impact has a significant influence on purchase intention through Tik Tok affiliate marketing. This is demonstrated by a t-value of 7.794 and a significance value (Sig) of 0.000, which is smaller than the general significance threshold of 0.05. Therefore, the hypothesis stating that social impact influences purchase intention through Tik Tok affiliate marketing is accepted.

Table 9. Hypothesis Test Results

Regression Model	T	Sig	Information
Perception of Usefulness on Purchase Intentions Through Tik Tok Affiliate Marketing	-0,193	0,848	Rejected
Trust in Purchase Intentions Through Tik Tok Affiliate Marketing	1,346	0,181	Rejected
Promotion of Purchase Intentions Through Tik Tok Affiliate Marketing	1,185	0,238	Rejected
Consumer Feedback on Purchase Intentions Through Tik Tok Affiliate Marketing	3,765	0,000	Accepted
Social Impact on Purchase Intentions Through Tik Tok Affiliate Marketing	7,794	0,000	Accepted

Source: Primary Data Processed in 2024

4.7. Discussion

The results of this research indicate that each variable has a different level of influence on the purchase intention variable through Tik Tok affiliate marketing. The findings reveal that consumer



feedback and social impact have a significant influence on purchase intention, whereas other variables, such as perceived usefulness, trust, and promotion, do not show a significant effect.

Social impact is the variable with the greatest influence on purchase intention, as evidenced by the highest regression coefficient ($\beta = 0.432$; $t = 7.794$; $\rho = 0.000$). This indicates that recommendations from friends, family, and relatives play a crucial role in shaping the purchase intentions of Generation Z in Jakarta through TikTok affiliates. These results contradict the findings of Dung & An (2024), who concluded that social impact does not significantly affect purchase intention through TikTok affiliates. This discrepancy may arise due to differences in the demographics of TikTok user respondents. Jakarta, as a city with high digital connectivity, fosters a lifestyle for Generation Z that is highly social and digitally connected. They tend to seek validation from their closest social circles before making purchase decisions. Growing up with social media, Generation Z's decisions are often influenced by digital "word-of-mouth" from their immediate social environment, including friends, family, and even micro-influencers. Recommendations from trusted acquaintances provide stronger assurance compared to direct promotional messages.

Consumer feedback ranks second in significance, with a notable influence ($\beta = 0.295$; $t = 3.765$; $\rho = 0.000$). Respondents tend to find it easier to make purchasing decisions when TikTok affiliate video content includes positive reviews from previous customers. This suggests that customer reviews are highly important and can significantly influence purchase intention. These findings align with the research of Dung & An (2024), which also highlighted that consumer feedback is a significant factor and positively impacts purchase intention through TikTok affiliate marketing. Generation Z responds more to authentic content and real experiences shared by other consumers than to direct brand promotions. Positive reviews act as a form of social validation, providing a sense of security and reducing the risk of disappointment for potential buyers. TikTok's short video format, with its "comment" and "like" features, allows users to assess product quality based on audience interactions. Generation Z views the number of "comments" and "likes" as trust indicators for the product.

The perception of usefulness shows a negative coefficient ($\beta = -0.012$; $t = -0.193$; $\rho = 0.848$), indicating that an increase in perceived usefulness does not significantly contribute to purchase intention. These results are consistent with previous research by Damayanti (2019), which found that perceived usefulness does not have a significant effect on purchase intention. However, these findings contradict those of Dung & An (2024) and Irvania et al. (2022), who reported that perceived usefulness has a positive and significant influence on purchase intention. Although perceived usefulness is often considered important, its negative outcome in this study might be due to TikTok being perceived more as an entertainment platform than a transaction-focused one like Shopee or Tokopedia. Therefore, perceived usefulness does not become a primary factor for users when determining purchase intention. Generation Z tends to be more influenced by emotional and social aspects than by the platform's functional benefits. Jakarta's fast-paced lifestyle also drives Generation Z to focus more on enjoyable and engaging experiences, where shopping is part of a social experience rather than merely a functional activity.

The trust variable also yielded non-significant results ($\beta = 0.134$; $t = 1.346$; $\rho = 0.181$). Although trust is generally considered an essential factor, this research suggests that it is not strong enough to influence the purchase intention of Generation Z in Jakarta through TikTok affiliate marketing. For Generation Z, trust in brands or affiliates might already be seen as a fundamental factor, so it does not directly affect purchase intention in this study. Moreover, not all TikTok affiliate content explicitly discloses the commercial relationship between influencers and promoted products. This lack of transparency might make consumers skeptical of the integrity of such promotions. Respondents seem to rely more on recommendations from close acquaintances and positive reviews from previous customers to shape their purchase intentions. These findings contradict earlier studies by Dung & An (2024) and Irvania et al. (2022), which indicated that trust has a positive and significant impact on purchase intention.

Promotional variables, such as discounts and exclusive offers, did not show a significant effect in this study ($\beta = 0.059$; $t = 1.185$; $\rho = 0.238$). While promotions are often considered attractive, respondents in this research appear to be more influenced by social factors and consumer feedback. Promotions are perceived as less relevant if not accompanied by social validation or supporting

consumer reviews. This is influenced by their perception of social validation and interactive experiences. Additionally, Generation Z, who often encounter promotions across various social media platforms, may experience saturation effects. As a result, they tend to be skeptical of repetitive promotions, making such efforts less significant in shaping purchase intention. These findings contradict the conclusions of Wati & Indiani (2022) and Novilia et al. (2024), who reported that promotions have a positive impact on purchase intention.

5. CONCLUSION

This research demonstrates that social impact and consumer feedback significantly influence purchase intentions through TikTok affiliate marketing among Generation Z in Jakarta. Social impact emerges as the dominant variable affecting purchase intentions, highlighting the importance of recommendations from friends, family, and relatives. Generation Z's purchase intentions are strongly driven by recommendations from trusted individuals within their social circle. Consumer feedback also has a positive and significant effect on purchase intentions. Positive reviews from previous customers simplify the decision-making process, making it easier for potential buyers to make purchases. In contrast, the variables of perceived usefulness, trust, and promotion do not show a significant influence on purchase intentions through TikTok affiliate marketing among Generation Z in Jakarta. For business practitioners and affiliate partners, these findings can be utilized to optimize TikTok affiliate marketing strategies by focusing on increasing positive customer reviews and promoting content based on social recommendations. For academics, this research provides valuable insights into the behavior of Generation Z on social media, offering a basis for developing more effective digital marketing models. Lastly, for the general public, particularly Generation Z, this study underscores the importance of providing feedback or reviews on products to encourage purchase intentions and assist other buyers in making informed purchasing decisions.

The recommendations that the authors suggest for developing marketing strategies through TikTok affiliates include increasing credibility and positive reviews. Business actors and affiliate partners should encourage content that authentically showcases customer reviews and provide incentives for detailed testimonials. Additionally, the focus should be on social and personal content by enhancing content relevant to local and social communities, such as collaborating with micro-influencers who are closely aligned with the target market. For academic recommendations, future research could explore variables influencing purchase intentions on other platforms, such as Shopee or Tokopedia, to observe differences in the effectiveness of digital marketing strategies through affiliates. Adding new variables that may affect purchase intentions could make the research model more comprehensive. Researchers could also consider regional differences by collecting respondents from other areas to determine whether the results of the study would be consistent in different regions. This approach could reveal demographic differences in factors influencing purchase intentions. Lastly, incorporating qualitative methods alongside quantitative methods (such as distributing questionnaires) is recommended. For instance, conducting interviews with TikTok affiliates and consumers could provide deeper insights into the dynamics of marketing on this platform.

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