



Examining the Association Between Affiliate Marketing, Customer Ratings, and Product Quality and Their Impact on Consumer Purchase Decisions in TikTok Shop

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ABSTRACT

Keywords:

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This study aims to examine the effects of Affiliate Marketing, Online Customer Reviews, and Product Quality on PVN shoes' purchase decisions on the TikTok Shop application. This research uses a quantitative, associative method, with a population of students from Sumbawa University of Technology who have purchased PVN shoes. Data were collected via questionnaires distributed directly to respondents, and purposive sampling was used to select 210 respondents. Data analysis was conducted using multiple linear regression, t-test, and coefficient of determination (R^2) with the assistance of SPSS 26. The results indicate that (1) Affiliate Marketing has a significant positive effect on the purchase decision of PVN shoes, (2) Online Customer Reviews have a significant positive effect on the purchase decision of PVN shoes, and (3) Product Quality has a significant positive effect on the purchase decision of PVN shoes. These findings provide a conceptual framework for understanding the factors that influence purchase decisions.

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INTRODUCTION

The role of technology in facilitating digital transactions has rapidly expanded, providing secure and convenient payment systems that ease consumer purchasing decisions. The growth in e-commerce trust and widespread internet penetration has led to more people shopping online, as e-commerce platforms allow transactions at any time, offering greater flexibility for sellers in generating revenue. These platforms not only provide a wide array of daily products such as clothing, skincare, household items, and others but also leverage the power of short videos and interactivity to capture attention and build consumer trust (Izumi, 2024). Social media, which has become a primary channel for communication and interaction, offers businesses direct access to

their audiences in a fast and efficient manner. With available analytics and targeting features, entrepreneurs can tailor their marketing messages based on consumer preferences and behaviors. This has led to the rise of social commerce, which combines social media with e-commerce to facilitate transactions between sellers and buyers. One notable example of this growth is the popular shopping app TikTok, which has significantly expanded its presence in Indonesia.

TikTok Shop is an example of successful digital marketing through social media, showcasing TikTok's transition from a social networking and music video platform to an e-commerce giant. Founded in September 2016 by Zhang Yimin of China, TikTok has seen significant growth in user numbers and has developed various technologies to enhance user experience. Increased user activity has prompted TikTok to venture into e-commerce by launching TikTok Shop (Agustin & Fazizah, 2023). TikTok users can select from a range of shoes, including both local and international products in various colors, sizes, and styles. One such local brand, PVN, offered by PT. Jaya Sukses Internasional based in Central Jakarta, markets a premium collection of sporty sneakers aimed at young people. PVN has also clearly segmented its market, offering feminine collections for women and sneakers for men, catering to diverse consumer needs (Wati, F., 2024). The collaboration between PVN and TikTok has proven to be mutually beneficial, leveraging TikTok's vast reach and technology to introduce products to millions of consumers. Consumer purchasing decisions for PVN products are influenced by trust in the brand, as evidenced by the store's rating of 4.0, indicating confidence in the quality of PVN products (Wati, F., 2024).

TikTok's Affiliate Marketing Program allows creators to promote PVN products and earn commissions on sales. This program boosts product visibility and strengthens recommendations from creators trusted by their audiences. However, many affiliates have less influence on purchasing decisions due to a lack of credibility or relevance between their audience and PVN's target market, as well as less engaging promotions. As a result, even though many creators promote products, engagement and conversion rates remain low. Affiliate earnings are highly dependent on sales made through links, as well as manufacturer policies and market fluctuations. Shopee's Affiliate Program has emerged as the most profitable choice, with 68% of respondents stating it offers the most lucrative commissions. Shopee's program offers a fixed commission of up to 5%. In contrast, TikTok's Affiliate Program, which offers commissions ranging from 5% to 10%, is recognized by 17% of respondents as the second most profitable. Meanwhile, Tokopedia and Lazada's Affiliate Programs are ranked lower, at 12% and 2%, respectively, in terms of perceived profitability (Nurhasanah, 2024).

Customer reviews on TikTok Shop are crucial in building PVN's product reputation. According to Ramadhana (2022), reviews are a form of electronic word of mouth (e-WOM) that significantly impacts purchasing decisions. Positive reviews reflecting real experiences increase consumer trust in product quality. However, the authenticity of reviews on TikTok Shop is often questioned, as some may be influenced by seller incentives, creating confusion for consumers. While previous reviews can enhance trust, the star rating system (Shinta, 2024) helps differentiate review quality. TikTok's features and PVN's maintained product quality effectively expand market share and boost customer loyalty. High-quality PVN products attract consumers and meet market demand (Bursya, 2022). However, some customers may feel dissatisfied post-purchase due to discrepancies between expectations and actual experiences, such as issues with comfort and durability. This can reduce trust and affect future purchasing decisions. Consistently high-quality products drive repeat purchases and positive word-of-mouth recommendations (Rahmayanti, 2023). On the other hand, products that fail to meet expectations damage brand reputation. Good product quality strengthens customer trust and enhances PVN's competitiveness in the market (Taufik, 2022).

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), first introduced by Fishbein and Ajzen in 1975. TRA posits that an individual's intention to achieve a particular goal is influenced by two primary factors: subjective norms and attitudes toward the behavior (Fishbein & Ajzen, 1975). TPB, developed in 1988, added a third factor: perceived behavioral control, originating from Self-Efficacy Theory (SET). According to Ajzen (1991), the three independent variables in TPB are: attitude toward the behavior, reflecting how individuals evaluate the benefits and drawbacks of an action; social factors, known as subjective norms, referring to perceived social pressures; and perceived behavioral control, which refers to an individual's perception of the ease or difficulty in performing a behavior, influenced by their beliefs.

Consumer behavior, as defined by Kotler and Keller (2022), refers to the study of how individuals or groups make decisions regarding the selection, purchase, use, and evaluation of products and services. This theory seeks to understand the mental and emotional processes occurring within consumers, as well as the factors influencing their behavior throughout the purchase process, from problem recognition to post-purchase evaluation. Consumer behavior is significantly affected by various factors, including internal consumer factors (psychological and personal) and external factors such as social, cultural, and situational influences, all of which shape their choices. Consumer behavior theory helps marketers better understand the motivations behind consumer

decisions and design marketing strategies that effectively meet consumer needs and desires.

RESEARCH METHOD

This study employs a quantitative approach with an associative design to analyze the impact of affiliate marketing, online customer reviews, and product quality on the purchase decisions of PVN shoes on TikTok Shop. A survey was conducted using a questionnaire distributed to consumers who have purchased PVN shoes. Data analysis was performed using multiple linear regression to examine the effect of independent variables on purchasing decisions. Primary data was collected through a questionnaire that measured respondents' attitudes using a 5-point Likert scale. The sampling technique employed was purposive sampling, with the population consisting of consumers who have purchased PVN shoes within the past year and have been exposed to all three factors.

According to Kotler and Keller (2022), affiliate marketing is a performance-based marketing strategy in which companies compensate third parties (affiliates) for referring customers who take specific actions, such as purchasing products or subscribing to services. Indicators of affiliate marketing, as described by Andini (2023), include informativeness, credibility, entertainment, and personalization. Kotler and Keller (2022) define online customer reviews as opinions or assessments provided by consumers regarding products or services they have used, which are then uploaded online across various platforms, such as e-commerce sites (Amazon, Tokopedia, Lazada), product review sites, or social media. The indicators of online reviews, as identified by Putri & Wandebori (2016), include perceived usefulness, source credibility, argument quality, and review volume.

As stated by Kotler and Keller (2022), product quality can be defined as the ability of a product to meet or exceed customer expectations. Product quality encompasses not only the fulfillment of technical standards or functionality but also consumer perceptions and experiences with the product. Indicators of product quality, as defined by Tjiptono (2017), include performance, features, reliability, conformance to specifications, durability, aesthetics, perceived quality, and serviceability. Furthermore, Kotler and Keller (2022) assert that purchase decision is the outcome of a series of steps consumers take when selecting a product or service to purchase. Indicators of purchase decision, according to Kotler and Armstrong (2012), include product commitment, purchase habits, willingness to recommend the product to others, and repurchase behavior.

Data analysis in this study uses multiple linear regression to test the relationship between the dependent variable and two or more independent variables (Sekaran & Bougie, 2016). This technique aims to test hypotheses, answer research questions, and identify relationships between variables. The t-test is used to test the significance of the regression coefficients of the independent variables, while the coefficient of determination (R^2) measures the extent to which the variability in the dependent variable can be explained by the independent variables. A higher R^2 value indicates a better model fit in explaining data variability.

RESULT AND DISCUSSION

Result

The findings obtained in this study begin with a description of the characteristics of the respondents involved, followed by an in-depth discussion of the product under investigation. The sample in this study consists of students from Sumbawa University of Technology who have purchased PVN brand shoes. PT. Jaya Sukses International is the parent company behind the PVN shoe brand. PVN itself is one of the most popular shoe brands in Indonesia, offering a variety of sporty footwear designs suitable for women seeking a stylish yet casual look. This brand is renowned for its latest styles that not only prioritize appearance but also comfort. PVN shoes are recognized for their casual and relaxed characteristics, making them comfortable for everyday wear and popular among a wide range of consumers. The respondent characteristics include factors such as gender, faculty, allowance, shoe price, and shoe color. These variables provide insight into the demographic and behavioral profiles of the consumers who purchase PVN shoes, helping to better understand the factors that influence purchasing decisions within this specific group.

Classical Assumption Test

a. Normality Test

The normality test is used to determine whether the data in the sample follows a normal distribution. This test is important because many statistical analyses, such as parametric tests, assume that the data is normally distributed. The data is considered good if it shows a distribution pattern that is close to a normal distribution. If the significance value (Sig) is greater than 0.05, the conclusion is that the data follows a normal distribution. Conversely, if the significance value (Sig) is less than 0.05, the conclusion is that the data does not follow a normal distribution.

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		210
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.51981360
Most Extreme Differences	Absolute	.057
	Positive	.050
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.92^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed Primary Data, 2025

Based on the results of the normality test using SPSS version 26, as shown in Table 1, the significance value obtained is 0.092 (because the P value = 0.092 is greater than 0.05). This indicates that the data distribution does not deviate from the normal curve, which means that the data distribution meets the assumption of normality.

b. Multicollinearity Test

The multicollinearity test is used to identify a very strong linear relationship between two or more independent variables in a regression model. Multicollinearity problems can interfere with regression analysis by causing unstable and unreliable regression coefficient estimates. In this study, the Variance Inflation Factor (VIF) was used to detect multicollinearity, with the following testing criteria: if the VIF value is < 10.00 and the Tolerance is > 0.10, then multicollinearity is not found; if the VIF value is > 10.00 and the Tolerance is < 0.10, then multicollinearity is indicated.

Table 2. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	10.436	2.667		3.913	.000		
X1	.189	.026	.424	7.195	.000	.969	1.032
X2	.096	.026	.217	3.724	.000	.992	1.008
X3	.106	.018	.338	5.720	.000	.963	1.038

Source: Processed Primary Data, 2025

Based on Table 2 above, it can be observed that the VIF (Variance Inflation Factor) value for each independent variable is less than 10 ($VIF < 10$) and the tolerance value is greater than 0.1. Therefore, it can be concluded that there is no multicollinearity in the regression model for the three variables.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance (prediction error) in the regression model remained constant across the range of independent variable values. Heteroscedasticity occurs when the residual variance differs at various levels of the predictor, which can lead to inefficient regression results and biased parameter estimates. This study uses the Breusch-Pagan method to test the relationship between the regression model residuals and the independent variables to check for significant changes in residual variance. The decision from the Breusch-Pagan test is based on the criterion that if the probability value (sig) < 0.05 , there is heteroscedasticity; if the probability value (sig) > 0.05 , then no heteroscedasticity is found

Table 3. Heteroscedasticity Test Results (Glejser test)

Model		Unstandardized	Standardized	t	Sig.
		Coefficients			
1	Variabel	B	Std. Error	Beta	
	Constant)	2.032	1.723		1.179 .240
	X1	-.014	.017	-.058	-.830 .408
	X2	-.027	.017	-.113	-1.624 .106
	X3	.006	.012	.035	.503 .615

a. Dependent Variable: ABS_RES

Source: Processed Primary Data, 2025

Based on Table 3, the results of the heteroscedasticity test show that the residual values for the three variables exceed the significance level of 0.05. Therefore, it can be concluded that the regression model does not show heteroscedasticity.

Multiple Linear Regression Analysis

Multiple regression analysis is used to test the relationship between one dependent variable and two or more independent variables. The main purpose of multiple linear regression analysis is to predict the value of the dependent variable based on the independent variables and to understand the effect of each independent variable on the dependent variable.

Table 4. Multiple Linear Regression Analysis Results

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	10.436	2.667		3.913	.000
	X1	.189	.026	.424	7.195	.000
	X2	.096	.026	.217	3.724	.000
	X3	.106	.018	.338	5.720	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2025

Based on Table 4 above, the multiple linear regression equation can be determined as follows:

$$Y = 10,436 + 0.189 + 0.096 + 0.106 + e$$

The conclusion from the regression results above is as follows: The constant value (a) of 10.436 indicates that when the values of the independent variables Affiliate Marketing (X1), Online Customer Reviews (X2), and Product Quality (X3) are combined, assumed to be constant or unchanged, the Purchase Decision (Y) is 10.436. The regression coefficient value of the Affiliate Marketing (X1) variable is 0.189, which means that if the value of the Affiliate Marketing (X1) variable increases by one unit, the value of the Purchase Decision (Y) will also increase by 0.189, assuming that other variables remain the same or unchanged. The regression coefficient value for Online Customer Reviews (X2) is 0.096, which means that if the value of Online Customer Reviews (X2) increases by one unit, the value of the Purchase Decision (Y) variable will also increase by 0.096, assuming that other variables remain the same or unchanged. The regression coefficient value for Price Perception (X3) is 0.106, which means that if the value of Product Quality (X3) increases by one unit, the value of the Purchase Decision (Y) variable will also increase by 0.106, assuming other variables remain constant or unchanged.

Coefficient of Determination (Adjusted R²)

The coefficient of determination test is a statistical measure used to assess the extent to which the regression model can explain data variability. This coefficient shows the proportion of variation in the dependent variable that can be explained by the independent variables in the regression model. In the coefficient of determination test, the R² value (coefficient of determination) is calculated to evaluate this relationship. The decision criteria for the coefficient of determination test are as follows: if the R² value is close to one, it means that the independent variable has a stronger influence than the dependent variable, while

if the R² value is close to zero, the influence of the independent variable on the dependent variable is weaker.

Table 5. Results of the Coefficient of Determination (R²) Test

Model	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.554a	.680	.677

Source: Processed Primary Data, 2025

The adjusted R-Square value calculated in the table above is 0.680 or 68%. This indicates that the independent variables consisting of Affiliate Marketing (X1), Online Customer Reviews (X2), and Product Quality (X3) have a 68% influence on the Purchase Decision variable (Y). while the remaining 32% is influenced by other variables not examined in this study.

Hypothesis Testing (t-test)

Statistical tests are used to test hypotheses individually regarding the relationship between independent and dependent variables. This test allows an assessment of whether each independent variable in the regression model has a significant effect on the dependent variable, considering other variables as constants. This test provides a basis for decision making through a t-test, with the following criteria: if the t-value is > the t-table value and the sig value is < 0.05, then the independent variable is considered to have a significant effect, H₀ is rejected, and H₁ is accepted. If the t-value is < the t-table value and the sig value is > 0.05, then there is no significant effect, H₀ is accepted, and H₁ is rejected.

Table 6. Hypothesis Testing Results (t-Test)

Independent Variables	Beta	Calculated t	Sig	t-table
Financial Technology Adoption (X1)	0.130	3.647	0.000	
Digital Financial Literacy (X2)	0.118	4.100	0.000	1.984
Data Security (X3)	0.122	4.103	0.000	

Source: Processed Primary Data, 2025

Based on the results of the t-test in the table 6 above, testing between each independent variable and the dependent variable shows that: Affiliate Marketing (X1) has a t-value of 7.195 > t-table 1.972 and a significance value of 0.000 < 0.05, which indicates that H₁ is accepted or that there is an influence between the Affiliate Marketing Promo Twin variable and the Purchase Decision variable. Therefore, it can be concluded that the Special Event Affiliate Marketing variable (X1) has a positive and significant effect on the Purchase Decision variable (Y). The Online Customer Reviews variable (X2) has a t-value of 3.724 > t-table 1.972 and a significance value of 0.000 < 0.05, indicating that H₂ is accepted or that there

is an influence between the Online Customer Reviews variable and the Purchase Decision variable. Therefore, it can be concluded that the Online Customer Reviews variable (X2) has a positive and significant effect on the Purchase Decision variable (Y). Product Quality (X3) has a t-value of 5.720 > t-table 1.972 and a significance value of 0.000 < 0.05, indicating that H3 is accepted or that there is an influence between the Product Quality variable and the Purchase Decision variable. Thus, it can be concluded that the Product Quality variable (X3) has a positive and significant effect on the Purchase Decision variable (Y).

Discussion

Affiliate Marketing and Consumer Purchase Decisions on TikTok Shop

Based on the hypothesis testing results, strong empirical evidence has been found regarding the role of affiliate marketing in driving PVN shoe sales on TikTok Shop. The data analysis reveals that the Affiliate Marketing variable (X1) has a t-statistic value of 7.195, significantly higher than the critical t-value of 1.972, with a significance level of 0.000 ($p < 0.05$). Statistically, this result rejects the null hypothesis (H0) and accepts the alternative hypothesis (H1), confirming that affiliate marketing has a positive and significant impact on purchase decisions. This indicates that the more intensive and engaging the marketing activities conducted by affiliates on TikTok, the higher the likelihood that students at the University of Technology Sumbawa (UTS) will decide to purchase PVN shoes. These findings emphasize that affiliate marketing is not merely a supplementary strategy but a crucial determinant factor in the social commerce ecosystem.

This finding is consistent with the theoretical framework employed, specifically the Theory of Planned Behavior (TPB), particularly the dimension of Subjective Norms. In the context of UTS students, subjective norms manifest as the social influence derived from their digital environment. Content creators or affiliates on TikTok serve as reference figures or "digital peers" who exert positive social pressure. When a trusted or admired creator showcases a review of PVN shoes, it shapes the perception that purchasing the product is a socially desired or validated behavior. Therefore, recommendations from affiliates act as a trust bridge, reducing consumer doubts and encouraging them to imitate the purchasing behavior promoted by these figures.

The findings of this study also support and reinforce prior research cited in this study. As explained by Andini (2023), indicators of successful affiliate marketing include informativeness, credibility, entertainment, and personalization. The strong influence of these variables suggests that PVN affiliates have successfully presented content that is not only informative regarding the specifications of the shoes but also entertaining and personally

relevant to the student audience. Moreover, this underscores the effectiveness of the performance-based marketing strategy defined by Kotler and Keller (2022), where the commissions offered motivate third parties to create more persuasive promotions. The consistency of these findings with Nurhasanah's (2024) research on the profitability of affiliate programs further indicates that economic incentives for affiliates are directly proportional to their efforts in significantly influencing end-consumer purchasing decisions.

Customer Ratings and Consumer Purchase Decisions on TikTok Shop

The statistical analysis regarding the Online Customer Reviews variable (X2) yielded a calculated t-value of 3.724, which significantly exceeds the critical t-table threshold of 1.972, accompanied by a significance level of 0.000 ($p < 0.05$). These empirical results provide sufficient evidence to reject the null hypothesis and accept the alternative hypothesis, confirming that online customer reviews exert a positive and significant impact on consumer purchasing decisions. This statistical significance implies that the volume and valence of user-generated feedback are pivotal determinants for consumers when evaluating PVN shoes on the TikTok Shop platform. Consequently, a higher prevalence of positive reviews directly correlates with an increased probability of purchase, serving as a critical heuristic for quality assessment in the digital marketplace.

Interpreted through the lens of the Theory of Planned Behavior (TPB), these findings are intrinsically associated with the construct of Perceived Behavioral Control (PBC). PBC delineates an individual's perception of the ease or difficulty in performing a specific behavior, a perception that is heavily modulated by the availability of information and resources. In the context of e-commerce, access to comprehensive and authentic reviews enhances the consumer's cognitive control over the purchasing process. Positive reviews function as a mechanism to mitigate information asymmetry and reduce perceived risk. When potential buyers encounter a consensus of positive feedback, their confidence in the product's value proposition is reinforced, thereby strengthening their intention to execute the purchase behavior.

These findings also corroborate and extend the theoretical assertions presented in the earlier sections of this study. As elucidated by Ramadhana (2022), online reviews constitute a potent form of electronic word-of-mouth (e-WOM) that significantly shapes consumer preferences. The presence of favorable testimonials provides tangible social proof, validating the quality of PVN products through the shared experiences of peers. Furthermore, the utility of such feedback is enhanced by structural features of the platform; as noted by Shinta (2024), star rating systems facilitate the rapid differentiation of review quality, allowing consumers to efficiently filter for credible information. This

aligns with the indicators identified by Putri and Wandebori (2016), suggesting that the perceived usefulness and credibility of reviews are essential in converting interest into actual sales.

Product Quality and Consumer Purchase Decisions on TikTok Shop

The empirical analysis of the Product Quality variable (X3) reveals a calculated t-value of 5.720, which substantially surpasses the critical t-table value of 1.972, with a significance level of 0.000. These statistical indicators provide robust evidence to reject the null hypothesis, thereby confirming that product quality exerts a positive and statistically significant influence on consumer purchasing decisions. This result underscores that the tangible attributes of the product remain the fundamental driver of commercial success, even within a digital-first marketplace. For the demographic of university students, the intrinsic value of the footwear characterized by affordability, durability, and comfort serves as a primary criterion for evaluation. The high t-value suggests that when consumers perceive the product to be of high quality, their probability of executing a purchase transaction increases markedly, validating the premise that superior product specifications are critical for conversion.

Within the theoretical framework of the Theory of Planned Behavior (TPB), these findings are directly linked to the construct of Attitude Toward Behavior. This dimension posits that an individual's intention to perform a specific behavior is heavily influenced by their positive or negative evaluation of the behavior's expected outcomes. In this context, the students' positive perception of PVN shoes stems from their experiences and expectations regarding the product's utility. The specific attributes of PVN shoes, such as their resilience to extreme weather conditions and their ergonomic comfort, generate a favorable cognitive and affective response. As students anticipate that purchasing these shoes will result in a beneficial outcome—namely, acquiring durable and comfortable footwear suitable for their daily campus activities—their attitude toward the purchase becomes increasingly positive, thereby strengthening their intention to buy.

These findings align with and substantiate previous research discussed in the literature review. As observed by Bursya (2022), high-quality products are essential for attracting consumers and effectively meeting market demand. The ability of PVN to maintain consistent quality standards reinforces customer trust and enhances the brand's competitiveness in a crowded market, a notion supported by Taufik (2022). Furthermore, Rahmayanti (2023) emphasizes that consistent product quality is a precursor to repeat purchasing behavior and positive word-of-mouth recommendations. Conversely, any discrepancy between expected and actual quality can lead to dissatisfaction; however, the

strong statistical influence found in this study suggests that PVN has successfully managed these expectations, leveraging quality as a strategic asset to foster long-term customer loyalty and drive sales growth.

CONCLUSION

Based on the results of research on the influence of Affiliate Marketing, Online Customer Reviews, and product quality on the decision to purchase PVN shoes on the TikTok Shop application through the distribution of questionnaires directly to respondents at the University of Technology Sumbawa, the following conclusions can be drawn: Affiliate Marketing has a positive and significant effect on purchasing decisions, with a t-value of 7.195 and a significance level of 0.000. This highlights the importance of TikTok creators in shaping purchasing decisions, where recommendations from trusted individuals increase consumer interest in buying.

Online Customer Reviews also have a positive and significant effect, with a t-value of 3.724 and a significance level of 0.000. Customer reviews, especially video reviews, increase consumer trust. However, some consumers are concerned about the authenticity of reviews, so stricter verification is needed. Product Quality has a positive and significant effect, with a t-value of 5.720 and a significance level of 0.000. A positive attitude toward product quality, such as durability and comfort, increases purchase intent. However, some consumers feel that the products do not always match the promotions on TikTok Shop, indicating the need for quality standardization and more flexible return policies.

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