

ABSTRAK

Pengaruh Affiliate Marketing dan Live Streaming TikTok Shop terhadap Keputusan Pembelian Konsumen (Studi Kasus Gen Z di Kota Kediri)

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Perkembangan teknologi digital yang pesat telah mendorong pelaku usaha untuk memanfaatkan media sosial sebagai sarana pemasaran, salah satunya melalui TikTok Shop Strategi affiliate marketing dan live streaming banyak digunakan karena dinilai mampu memengaruhi perilaku belanja Generasi Z. Penelitian ini bertujuan mengkaji pengaruh kedua strategi tersebut terhadap keputusan pembelian Gen Z di Kota Kediri dengan pendekatan kuantitatif melalui survei terhadap 100 responden pengguna aktif TikTok Shop. Analisis dilakukan dengan uji validitas, reliabilitas, asumsi klasik, dan regresi linier berganda. Hasilnya menunjukkan bahwa live streaming secara parsial berpengaruh signifikan terhadap keputusan pembelian, sedangkan affiliate marketing tidak. Namun, secara simultan, keduanya memiliki pengaruh signifikan. Temuan ini menunjukkan bahwa promosi interaktif seperti live streaming lebih efektif dibanding konten afiliasi pasif. Penelitian ini memberikan kontribusi praktis bagi pelaku usaha dan menawarkan kebaruan melalui penggabungan dua strategi digital dalam konteks Gen Z di daerah yang belum banyak diteliti.

Kata kunci : Affiliate Marketing, Live Streaming, Keputusan Pembelian, Tiktok Shop, Generasi Z.

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The rapid development of digital technology has encouraged business actors to utilize social media as a marketing tool, one of which is through TikTok Shop. Affiliate marketing and live streaming strategies are widely used because they are considered capable of influencing Generation Z shopping behavior. This study aims to examine the influence of these two strategies on Gen Z purchasing decisions in Kediri City with a quantitative approach through a survey of 100 respondents who are active TikTok Shop users. The analysis was carried out using validity, reliability, classical assumptions, and multiple linear regression tests. The results show that live streaming partially has a significant effect on purchasing decisions, while affiliate marketing does not. However, simultaneously, both have a significant effect. These findings indicate that interactive promotions such as live streaming are more effective than passive affiliate content. This study provides a practical contribution to business actors and offers novelty through the combination of two digital strategies in the context of Gen Z in areas that have not been widely studied.

Keywords : Affiliate Marketing, Live Streaming, Purchase Decision, TikTok Shop, Generation Z.