


**PENGARUH *AFFILIATE MARKETING*, *BRAND TRUST*, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN DI *E-COMMERCE* TOKOPEDIA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *affiliate marketing*, *brand trust*, dan *online customer review* terhadap keputusan pembelian di *e-commerce* Tokopedia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 106 responden. Pengumpulan data primer berasal dari jawaban para responden dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan yaitu pengujian asumsi klasik, regresi linear berganda, dan pengujian hipotesis dengan menggunakan program SPSS. Hasil penelitian ini menunjukkan bahwa secara simultan *affiliate marketing*, *brand trust*, dan *online customer review* berpengaruh signifikan terhadap keputusan pembelian di *e-commerce* Tokopedia. Secara parsial, *affiliate marketing* dan *brand trust* berpengaruh signifikan terhadap keputusan pembelian di *e-commerce* Tokopedia. Sedangkan *online customer review* berpengaruh tidak signifikan terhadap keputusan pembelian di *e-commerce* Tokopedia.

**Kata Kunci:** *Affiliate Marketing*, *Brand Trust*, *Online Customer Review*, dan *Keputusan Pembelian*

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**THE INFLUENCE OF AFFILIATE MARKETING, BRAND TRUST,  
AND ONLINE CUSTOMER REVIEWS ON PURCHASING  
DECISIONS IN TOKOPEDIA E-COMMERCE**

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***Abstract***

*This study is aimed to analyze the influence of affiliate marketing, brand trust, and online customer reviews on consumer purchasing decisions in Tokopedia e-commerce. This research applied purposive sampling method by using 106 respondents. Collecting data primary used respondents answers through questionnaires that have been tested for validity and reliability. The data analysis techniques used were classical assumption testing, multiple linear regression, and hypothesis testing using the SPSS program. The results of this research show that simultaneously affiliate marketing, brand trust, and online customer reviews significantly influence on purchasing decisions in Tokopedia e-commerce. Partially, affiliate marketing and brand trust significantly influence purchasing decisions in Tokopedia e-commerce. However, online customer reviews do not significantly influence purchasing decisions in Tokopedia e-commerce.*

***Keywords:*** *Affiliate Marketing, Brand Trust, Online Customer Reviews, and Purchase Decision*