

**PENGARUH *INFLUENCER MARKETING*, *AFFILIATE MARKETING*  
DAN *ONLINE CUSTOMER REVIEW* (OCR) PADA MEDIA SOSIAL  
TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION*  
GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan menganalisis pengaruh *Influencer Marketing*, *Affiliate Marketing*, Dan *Online Customer Review* (OCR) pada media sosial Tiktok terhadap Keputusan Pembelian produk *fashion* Generasi Z di Daerah Istimewa Yogyakarta. Latar belakang penelitian ini adalah masih sering terjadi konsumen yang merasa kecewa akibat ketidaksesuaian produk yang diterima, sehingga menimbulkan keraguan atas efektivitas strategi tersebut dalam mempengaruhi keputusan pembelian. Metode penelitian yang digunakan adalah kuantitatif dengan jumlah responden 99 responden yang memenuhi kriteria tertentu, yaitu responden berdomisili di Daerah Istimewa Yogyakarta yang berusia 17 – 28 tahun. Data dikumpulkan dengan penyebaran kuesioner secara *online* melalui *google form* kemudian dilakukan analisis menggunakan SPSS versi 26, mencakup uji Instrumen yakni validitas dan reliabilitas. Uji asumsi klasik terdiri dari uji normalis, multikolinieritas, heteroskedastisitas dan linearitas. Serta uji hipotesis meliputi uji regresi linear berganda, uji t, uji F, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima. *Influencer Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttabel yakni  $2.401 > 1.985$  dan nilai sig  $0.018 < 0.05$ , *Affiliate Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttabel yakni  $2.717 > 1.985$  dan nilai sig  $0.008 < 0.05$ , dan *Online Customer Review* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttabel yakni  $2.786 > 1.985$  dan nilai sig  $0.006 < 0.05$ . *Influencer Marketing*, *Affiliate Marketing*, Dan *Online Customer Review* (OCR) secara simultan atau bersama – sama berpengaruh positif dan signifikan dengan nilai thitung > ftabel yakni  $16.155 > 3,094$  dan nilai signifikansi  $0,000 < 0,05$ .

**Kata Kunci:** *Influencer Marketing*, *Affiliate Marketing*, *Online Customer Review*, *Keputusan Pembelian*



***THE INFLUENCE OF INFLUENCER MARKETING, AFFILIATE MARKETING, AND ONLINE CUSTOMER REVIEW (OCR) ON TIKTOK SOCIAL MEDIA ON THE PURCHASE DECISION OF GENERATION Z FASHION PRODUCTS IN THE SPECIAL REGION OF YOGYAKARTA***

***Fitriani Faridhotun Khasanah***

***Abstract***

*This study aims to analyze the influence of Influencer Marketing, Affiliate Marketing, and Online Customer Reviews (OCR) on TikTok social media on the purchasing decisions of Generation Z fashion products in the Special Region of Yogyakarta. The background of this research highlights the frequent consumer dissatisfaction stemming from discrepancies between the products received and consumer expectations. This issue raises concerns about the effectiveness of current marketing strategies in influencing purchasing decisions. The research employed a quantitative method, involving 99 respondents who met specific criteria: they reside in the Special Region of Yogyakarta and are between 17 and 28 years old. Data were collected through online questionnaires distributed via Google Forms and analyzed using SPSS version 26. This analysis included instrument tests for validity and reliability. Classical assumption tests were conducted, which comprised normality, multicollinearity, heteroscedasticity, and linearity tests. Hypothesis testing involved multiple linear regression, t-tests, F-tests, and the coefficient of determination ( $R^2$ ). The results indicate that all hypotheses were accepted. Influencer marketing has a positive and significant effect on purchasing decisions, with a t-value of 2.401 (greater than 1.985) and a significance value of 0.018 (less than 0.05). Affiliate Marketing also positively and significantly affects purchasing decisions, with a t-value of 2.717 ( $p < 0.008$ ) and a significance value of 0.008 ( $p < 0.05$ ). Online customer reviews have a positive and significant influence on purchasing decisions, with a t-value of 2.786  $> 1.985$  and a significance value of 0.006  $< 0.05$ . Simultaneously, Influencer Marketing, Affiliate Marketing, and online customer reviews collectively have a positive and significant effect, with an F-value of 16.155  $> 3.094$  and a significance value of 0.000  $< 0.05$ .*

***Keywords:*** *Influencer Marketing, Affiliate Marketing, Online Customer Review, Purchase Decision.*

