

PENGARUH *CONTENT CREATOR AFFILIATE*, *CUSTOMER ENGAGEMENT*, DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI TIKTOK SHOP BY TOKOPEDIA

Latifah Hidayatulaini

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *content creator affiliate*, *customer engagement*, dan kepercayaan konsumen terhadap keputusan pembelian di TikTok Shop By Tokopedia. Responden dalam penelitian ini merupakan pengguna aktif TikTok yang telah melakukan pembelian melalui tautan afiliasi, dengan total sebanyak 184 responden. Metode penelitian yang digunakan adalah metode kuantitatif, dengan teknik pengambilan sampel nonprobability sampling. Uji yang digunakan dalam penelitian ini adalah uji instrumen (uji validitas dan uji realibilitas), uji asumsi klasik, (uji normalitas, linearitas, uji heterosdastisitas), uji regresi berganda, uji hipotesis (uji T, uji F). Perangkat lunak yang digunakan untuk analisis adalah SPSS versi 29. Hasil penelitian dari uji t menunjukkan bahwa *content creator affilaite*, *customer engagement*, dan kepercayaan konsumen masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji F menunjukkan bahwa *content creator affilaite*, *customer engagement*, dan kepercayaan konsumen secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Content Creator Affiliate, Customer Engagement, Kepercayaan Konsumen, Keputusan Pembelian.*

08/13/20


THE INFLUENCE OF CONTENT CREATOR AFFILIATE, CUSTOMER ENGAGEMENT, AND CONSUMER TRUST ON PURCHASE DECISIONS IN TIKTOK SHOP

Latifah Hidayatulaini

Abstrack

This study aimed to analyze the influence of content creator affiliates, customer engagement, and consumer trust on purchase decisions on TikTok Shop by Tokopedia. The respondents in this study were 184 active TikTok Shop By Tokopedia users who had made purchases through affiliate links. The research method employed is a quantitative approach, utilizing a non-probability sampling technique. The tests used in this study include instrument tests (validity tests and reliability tests), classical assumption tests (normality tests, linearity tests, and heteroscedasticity tests), multiple regression tests, and hypothesis tests (T-tests and F-tests). The software used for the analysis was SPSS version 29. The results of the t-test showed that affiliate content creators, customer engagement, and consumer trust each had a positive and significant influence on purchasing decisions. The results of the F test indicate that affiliate content creators, customer engagement, and consumer trust simultaneously have a positive and significant influence on purchasing decisions.

Keywords: *Content Creator Affiliate, Customer Engagement, Consumer Trust, Purchase Decision.*