

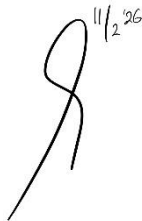
PENGARUH *AFFILIATE MARKETING*, *LIVE STREAMING* DAN *FLASH SALE* TERHADAP KEPUTUSAN PEMBELIAN DENGAN *PERCEIVED VALUE* SEBAGAI VARIABEL MEDIASI

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Abstrak

Perkembangan *social commerce* mendorong perusahaan untuk mengadopsi strategi pemasaran digital yang lebih interaktif dan persuasif, khususnya melalui platform TikTokShop. Penelitian ini bertujuan untuk menganalisis pengaruh *affiliate marketing*, *live streaming*, dan *flash sale* terhadap keputusan pembelian dengan *perceived value* sebagai variabel mediasi pada produk Glad2Glow di Daerah Istimewa Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 165 responden. Pengumpulan data primer dilakukan dengan metode penyebaran kuesioner secara daring kepada responden Generasi Z yang pernah melakukan pembelian produk Glad2Glow di TikTokShop. Data dianalisis menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS) 4.0. Hasil penelitian menunjukkan bahwa *affiliate marketing* dan *live streaming* berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, sedangkan *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, ketiga variabel tersebut juga berpengaruh positif terhadap *perceived value*. *Perceived value* terbukti berpengaruh signifikan terhadap keputusan pembelian serta mampu memediasi pengaruh *affiliate marketing*, *live streaming*, dan *flash sale* terhadap keputusan pembelian. Temuan ini menunjukkan bahwa *perceived value* berperan penting sebagai mekanisme psikologis yang menjembatani pemasaran digital dengan respons konsumen. Penelitian ini diharapkan dapat memberikan kontribusi teoretis dalam pengembangan literatur pemasaran digital serta implikasi praktis bagi pelaku usaha dalam merancang strategi pemasaran yang efektif di platform *social commerce*.

Kata Kunci: *Affiliate Marketing*, *Live Streaming*, *Flash Sale*, *Perceived Value*, *Keputusan Pembelian*, *Tiktokshop*.



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***THE EFFECT OF AFFILIATE MARKETING, LIVE STREAMING AND
FLASH SALES ON PURCHASE DECISIONS WITH PERCEIVED VALUE
AS A MEDIATING VARIABLE***

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Abstract

The development of social commerce encourages companies to adopt more interactive and persuasive digital marketing strategies, particularly through the TikTokShop platform. This study aims to analyze the effects of affiliate marketing, live streaming, and flash sales on purchase decisions, with perceived value as a mediating variable for Glad2Glow products in the Special Region of Yogyakarta. The sampling method in this study was purposive sampling, involving 165 respondents. Primary data were collected through the online distribution of questionnaires to Generation Z respondents who had previously purchased Glad2Glow products via TikTokShop. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) version 4.0. The results indicate that affiliate marketing and live streaming have a negative, insignificant effect on purchase decisions, whereas flash sales have a positive, significant effect. In addition, all three variables have a positive effect on perceived value. Perceived value is proven to have a significant effect on purchase decisions and can mediate the effects of affiliate marketing, live streaming, and flash sales on purchase decisions. These findings indicate that perceived value plays an important role as a psychological mechanism that bridges digital marketing and consumer responses. This study is expected to make theoretical contributions to the development of the digital marketing literature and to offer practical implications for business practitioners in designing effective marketing strategies for social commerce platforms.

Keywords: *Affiliate Marketing, Live Streaming, Flash Sale, Perceived Value, Purchase Decision, TikTokshop.*