

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *affiliate marketing*, *online customer review* dan kualitas produk terhadap keputusan pembelian pada *e-commerce* tiktok-tokopedia (studi pada gen z di kota jambi yang menggunakan aplikasi tiktok). Populasi dalam penelitian ini adalah gen z yang berada di kota jambi yang menggunakan aplikasi tiktok, jumlah sampel dihitung berdasarkan rumus *chocran* yakni sebanyak 97 responden. Pengumpulan sampel dilakukan berdasarkan dengan menyebarkan kuesioner dengan teknik *Simple random sampling*. Metode analisis data menggunakan metode deskriptif dan metode kuantitatif. Keseluruhan analisis dihitung menggunakan program SPSS versi 26. Hasil dari penelitian menunjukkan, bahwa *affiliate marketing*, *online customer review* dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada *e-commerce* tiktok-tokopedia. *affiliate marketing* tidak berpengaruh terhadap keputusan pembelian pada *e-commerce* tiktok-tokopedia. *online customer review* dan kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian pada *e-commerce* tiktok-tokopedia.

Kata Kunci : *Affiliate Marketing*, *Online Customer Review*, Kualitas Produk dan Keputusan Pembelian, Tiktok-Tokopedia, Gen Z

ABSTRACT

This study aims to determine the effect of affiliate marketing, online customer reviews and product quality on purchasing decisions on e-commerce tiktok-tokopedia (a study on gen z in jambi city who use the tiktok application). The population in this study was gen z in jambi city who used the tiktok application, the number of samples was calculated based on the chocran formula, namely 97 respondents. Sample collection was carried out based on distributing questionnaires with the Simple random sampling technique. The data analysis method used descriptive methods and quantitative methods. The entire analysis was calculated using the SPSS version 26 program. The results of the study indicate that affiliate marketing, online customer reviews and product quality simultaneously have a positive and significant effect on purchasing decisions on e-commerce tiktok-tokopedia. affiliate marketing does not affect purchasing decisions on e-commerce tiktok-tokopedia. online customer reviews and product quality partially have a positive and significant effect on purchasing decisions on e-commerce tiktok-tokopedia.

Keywords: *Affiliate Marketing, Online Customer Review, Product Quality and Purchasing Decisions, Tiktok-Tokopedia, Gen Z*