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The Influence of *Affiliate Marketing* and Product Quality on the Decision to Buy Official Floral.Id Products on Tiktokshop: *A Study* on Gen Z Who Are Followers of Tiktok Floral.Id Official in Desa Pangaur, Kecamatan Jasinga.

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Abstract

This study aims to determine the influence of *Affiliate Marketing* and Product Quality on the Purchase Decision of Official Floral.id Products on Tiktokshop (*Study* on Gen Z who are followers of Tiktok Floral.id Official in Desa Pangaur, Kecamatan Jasinga). This study uses a quantitative approach with associative research methods. A total of 96 respondents were selected using the purposive sampling technique. The results of data analysis through the t-test showed that *Affiliate Marketing* (X1) had a positive and significant influence on the Purchase Decision (Y), with a t calculation of 5.945 > a table of 1.985, and a significance value of 0.000 < 0.05. Similarly, Product Quality (X2) also had a positive and significant influence, shown by t count of 7.970 > t table 1.985, and significance 0.000 < 0.05. The simultaneous test (F test) strengthened the result, where the F count was obtained as 41.833 > F table 3.09, with a significance of 0.000 < 0.05. In other words, simultaneously *Affiliate Marketing* and Product Quality have a significant effect on Purchase Decisions. The results of this study confirm that consistent affiliate marketing and good product quality can encourage Gen Z's purchase decisions for Floral.id products on TikTok Shop. Therefore, companies are advised to strengthen cooperation with affiliates in accordance with the target market, as well as maintain and improve product quality to remain relevant to the needs of Gen Z consumers in the digital era.

Keywords: *Affiliate Marketing*, Product Quality, Purchase Decisions, Gen Z

INTRODUCTION

The world of technology and information is developing very fast today, which finally makes its users get convenience. This has led to the emergence of a phenomenon, namely a shift in lifestyle where people are more likely to use electronic devices such as gadgets in daily activities, such as shopping for necessities *online*.

The increase in internet use in Indonesia from year to year has further strengthened the role of the internet in people's lives, including in online shopping activities. Data on the number of internet users in Indonesia can be seen in Figure 1.1 below:

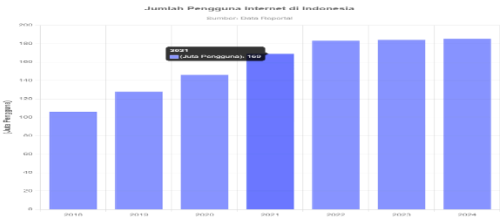


Figure 1: Internet Users in Indonesia in 2018-2024
Source : data.goodstats.id

Based on Figure 1 starting from 2018, internet users in Indonesia have experienced a significant increase. In 2018, total internet users reached 106 million people, an increase of 24.6% from the previous year. In 2019, the number of internet users increased again by 20.7%, reaching a total of 128 million people. January 2020 saw a follow-up increase of 13.7% with a total of 146 million users. In 2021, Indonesia's internet users were

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recorded at 169 million people, up 16.5% from the previous year. Between 2021 and 2022, the increase occurred again with a total of 183 million users, an increase of 7.7%.

Between 2022 and 2023, the number of Indonesian internet users increased slightly, by 0.6%, reaching a total of 184 million people. Although the increase is relatively low, the positive trend of internet use in Indonesia continues. In 2024, the last increase was recorded at 0.8%, bringing the total number of internet users to 185.3 million people. With this development, many *e-commerce* has emerged in Indonesia. One of them is the Tiktokshop marketplace. Tiktok initially only focused on entertainment through interesting videos, then Tiktokshop was launched on April 17, 2021 as an additional feature of the Tiktok application. However, during Ramadan in 2024, Tiktokshop has lost competition with *other e-commerce* such as Shopee and Tokopedia.

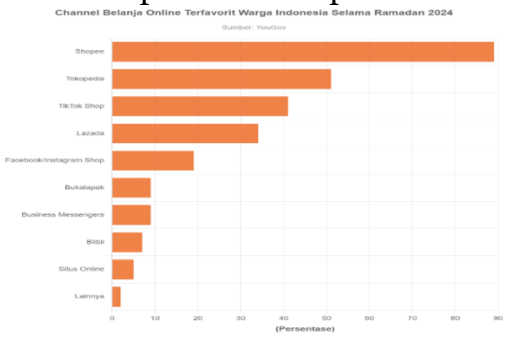


Figure 2: Favorite e-commerce Visitor Data in Indonesia In 2024

Source : data.goodstats.id

Figure 2 shows that the number of Tiktokshop visitors in 2024 occupies the third position after Tokopedia and Shopee. Shopee obtained a score of 89%, making it a far win compared to other competitors. Tokopedia sits in second place with 51%. TikTok Shop followed in third place with 41%, and Lazada in fourth place with 34%. From the data above, it can be seen that Tiktokshop is still less competitive with Shopee and Tokopedia with the number of visitors still below Shopee and Tokopedia visitors. Although Tiktokshop has not yet become the *e-commerce* with the most visitors, the trend of its users continues to increase and begins to reach various regions, including rural areas. One of the areas that is the focus of this study is Jasinga District, Bogor Regency. This sub-district consists of several villages, one of which is Pangaur Village which is the location of the research. To provide an overview of the number of population in the area, the following is presented data on the number of people in Jasinga District:

Desa *Village*	Penduduk/*Population*		
	Laki-Laki/*Male*	Perempuan/*Female*	Jumlah/*Total*
(1)	(2)	(3)	(4)
Pangradin	3.477	3.214	6.691
Kalongsawah	6.399	5.893	12.292
Sipak	6.766	6.117	12.883
Pamagersari	2.714	2.634	5.348
Jugalajaya	3.137	2.872	6.009
Curug	3.196	2.916	6.112
Tegalwangi	3.286	3.041	6.327
Koleang	3.394	3.237	6.631
Jasinga	3.073	2.978	6.051
Setu	2.953	2.797	5.750
Cikopomayak	3.779	3.516	7.295
Neglasari	1.743	1.603	3.346
Bagoang	3.808	3.671	7.479
Barengkok	5.176	4.568	9.744
Pangaur	3.065	2.848	5.913
Wirajaya	2.348	2.137	4.485
Kecamatan Jasinga	**58.314**	**54.042**	**112.356**

Figure 3: Jasinga District Population Data 2023

Source : Indonesian Central Statistics Agency

Based on figure 3, it is known that Jasinga sub-district has a fairly large population and is spread across several villages, one of which is Pangaur Village which is the location of this study. Seeing the fairly large population in Jasinga District, especially in villages such as Pangaur, shows that there is market potential that can be used by business people. Along with the development of technology and the increasing use of the internet among the

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public, this potential is increasingly open through digital platforms. The trend *of digital marketing* is one of the best promotional tools used to reach the audience in the shortest possible time. In this case, Tiktokshop built a program called Tiktok *Affiliate*.

According to (Shinta et al ., 2024:45)*Affiliate Marketing* is one type of *viral marketing* with the marketing method applied is the best way to encourage as many customers as possible to make a purchase, because effective marketing and the use of social networks promote *online purchases*. There are many brands that are actively selling on TikTok Shop, offering various types of products ranging from Beauty, home goods, culinary, sports equipment to *Fashion*. Currently, there are various kinds of *fashion products* circulating from various online stores such as Tiktokshop, one of which is from Floral.id Official. The Tiktok Floral.id Official account is known to have the majority of followers from Gen Z, here is the data:

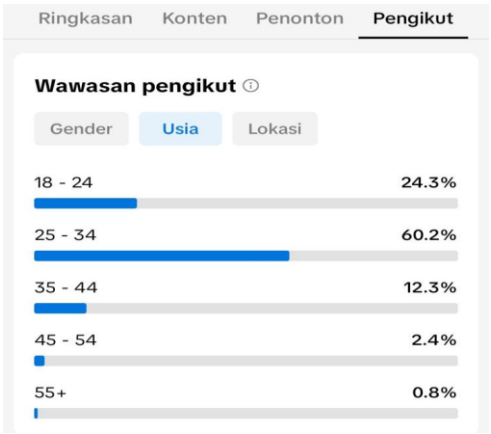


Image 1: Tiktok Floral.id Official account follower data
Source : Floral.id Official

Based on Figure 4 above, it shows that the dominant age of followers of Official Floral.id is 18-34 years old, this age is included in the age of Gen Z, because according to those born between 1995 and 2010 are Generation Z. This shows that their marketing strategy has been directed at the young age segment which currently dominates Tiktok users. However, even though it has followers from the appropriate target market, Floral.id Official sales through Tiktokshop are still declining, the following sales data can be seen in table 1: (Christiani & Ikasari , 2020:85)

Table 1: Official Floral.id Product Sales Data for 2021-2024

Year	Sales Target (Pcs)	Sales Realization (Pcs)	Remarks
2021	150.000	183.520	Achieved
2022	200.000	206.476	Achieved
2023	250.000	150.850	Not reached
2024	200.000	169.430	Not reached

Source: Floral.id Official (2024)

Based on table 1, the total sales of Floral.id Official products decreased in 2023. In 2021, product sales managed to reach the target of 183,520 pcs. In 2022, it also reached the target of 206,476 pcs. However, in 2023 sales fell to 150,850 pcs. Then, in 2024 resales will rise to 169,430 pcs, higher than the previous year.

To find out the extent of the support of the affiliate program run by Floral.id Official through the Tiktok platform, an interview was conducted with the owner of Floral.id Official. The results of the interviews are presented in the following table 1.2:

Table 2: Supporters of the Official Floral.id Affiliate Program

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Yes	Tiktok Affiliate Program Floral.id Official	Yes	No	Remarks
1	Unlocks free sample features for affiliate programs		✓	No, Due to lack of trust in the affiliate
2	Have an affiliate group and Provide an affiliate-specific video draft		✓	Not focusing on selling products through affiliates
3	Provide appropriate Commissions	✓		Provide commissions according to sales earned by affiliates
4	Reward affiliates with high sales		✓	No, because the affiliate itself promotes floral products without any coercion

Source : Interview Results of Owner Floral.id Official

Based on table 2, Floral.id Official still does not fully support affiliate programs. Many Floral.id Official affiliates have difficulty when they want to create their *affiliate* content, they only rely on Floral.id Official products that they buy themselves to promote, in order to get commissions from the sale. Floral.id Official needs to increase support for affiliate programs so that it can add purchase decisions to the product, especially providing free sample features and video drafts that can make it easier for affiliates.

To find out the consumer response to *affiliate marketing* from Official Floral.id on Tiktok, a pre-survey was also conducted on Gen Z who are followers of the account and are domiciled in Pangaur Village. The results are presented in the following table 1.3:

Table 3: Aspects of Affiliate Marketing pre-survey Tiktok

Yes	Questions	Answer		
		YES	NO	Quantity
1	**Social Media**			
	Does TikTok Floral.id Official promotional content attract you to buy the product without having to see affiliate reviews?	10	20	30
2	**Opinion Leader Involvement**			
	Do you often see affiliates promoting Floral.id Official	11	19	30

Yes	Questions	Answer		
		YES	NO	Quantity
	products on Tiktok?			
3	**Product Knowledge**	12	18	30
	Does positive reviews from other consumers in the product shelf influence you to buy Floral.id Official products without having to see the Affiliator review?			
4	**Product Information Clarity**			
	Is the information from the Floral.id Official promotion convincing enough to make you buy the product without looking at the affiliate reviews?	12	18	30
Total Average		32	88	120

Source: *Pre-Survey* Results of Gen Z who are Tiktok Floral.id Official Followers in Pangaur Village, Jasinga District 2024

Based on table 1.3, it can be seen that *Affiliate Marketing* in Floral.id as a whole has not gone fully as expected, this can be seen from the number of consumers who tend to answer "no". Based on this data, it can be seen how *the Affiliate Marketing* strategy greatly affects the purchase decision, We also know that many consumers see advertisements and promotions involving affiliates and they tend to be more interested in buying products promoted by affiliates.

Although *the affiliate marketing* strategy in Floral.id has not been running optimally, the purchase decision is also influenced by various other factors, one of which is the perception of product quality.

Some consumers floral.id mentioned that the materials used tend to be thin, stretchy, and not according to expectations. There are also those who comment on the untidy stitches and the quality that does not match the promotion. This shows that there is a mismatch between expectations and reality felt by consumers. Based on this phenomenon, researchers conducted a pre-survey of Gen Z followers of tiktok Floral.id Official who live in Pangaur Village, Jasinga District. The purpose of this pre-survey is to find out more about consumer perceptions regarding the quality aspects of Floral.id products.

Table 4: Product Quality Aspects pre-survey Floral.id Official

Yes	Questions	Answer		
		YES	NO	Quantity
1	**Form**	10	20	30
	Do floral.id shirts have			

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Yes	Questions	Answer		
		YES	NO	Quantity
	neat seams?			
2	**Product Features** Do floral.id clothes have excellent material quality?	10	20	30
3	**Performance** Are floral.id clothes comfortable to use for everyday use?	14	16	30
4	**Conformance** Does floral.id shirt design match your personal style?	8	22	30
5	***Durability*** Can floral.id clothes be used for a long time?	7	23	30
6	**Reliability** Is floral.id design easy to combine with various outfits?	14	16	30
7	**Refairability** Are floral.id clothes easy to repair in case of damage?	7	23	30
8	**Style** Do floral.id clothes fit into current fashion trends?	14	16	30
9	**Design** Does the design of floral.id shirt attract you to buy it?	12	18	30
Total		96	174	270

Source: *Pre-Survey* Results of Gen Z who are Tiktok Floral.id Official Followers in Pangaur Village, Jasinga District 2024

Based on table 4, it can be seen that the overall quality of Floral.id product is not as expected, this can be seen from the number of consumers who give a tendency to answer "no". This phenomenon can be a promotional impulse through *Affiliate Marketing* that introduces products by prioritizing product quality. The use of *Affiliate Marketing* and Quality products has the goal of improving purchasing decisions. Purchasing decisions are one part of consumer behavior, where consumer behavior is an action that is directly involved in the effort to obtain or obtain, determine desired products and services.

METHODS

This type of research is quantitative, according to quantitative research is "a research method based on the philosophy of positivism, used to research on a specific population or sample, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing the hypothesis that has been determined". While the method used in this study uses the associative method, according to "a formulation of a research problem that asks the relationship between two or more variables". The association in this study is in the form of how strong the influence of (Sugiyono , 2023:16) (Sugiyono , 2023:65) *affiliate marketing*, product quality on the purchase decision of official Floral.id products on Tiktokshop. The population and sample in this study are Gen Z consumers who are followers of TikTok Floral.id Official and are domiciled in Pangaur Village, Jasinga District**.** Since there is no exact data on the number of these populations, the population in this study is categorized as an unknown population. To determine the size of the sample size, the formula of Sugiyono (2018) is used, which is as follows: (Suryahadi et al ., 2022:131)

$$n = \frac{Z^2}{4\,(Moe)^2}$$

Description :
n : Number of samples
Z : Normal distribution rate is determined 95% = 1.96
Sleep : *Margin of error max*, i.e. the maximum tolerated error rate of 10%

$$n = \frac{1{,}96^2}{4\,(0{,}1)^2}$$
$$n = 96{,}04$$

Based on the results of the calculation, the number was obtained of 96.04 or rounded to 96. The data analysis techniques carried out include: data instrument tests (validity and reliability), classical assumption tests (normality, heteroscedasticity, multicollinearity and autocorrelation), regression tests (simple and multiple), t-test, f test, correlation test and determination test.

RESULTS AND DISCUSSION

Results

Floral.id Official is a company engaged in the fashion sector located in Jasinga, Bogor Regency since 2018. Currently, Floral.id Official sells products offline and online through various e-commerce platforms. Floral.id Offcial was first introduced through entrepreneurship coursework, in addition to college assignments as well as to earn additional pocket money while in college. But it turns out that this business does not stop in the classroom, Mrs. Resya as the Owner of the Official Floral.id business diligently continues her business and is also assisted by her lover, Mr. Dino.

Research Results

Validity Test

Validity testing is used to determine the feasibility of each statement item in this study whether it is valid or invalid with the following criteria:

1) If the value of r is calculated > 0.200 (r table), then the statement item is said to be valid
2) If the value of r is calculated < 0.200 (r table), then the statement item is said to be invalid

The significant level used in this study was α = 0.05 with a 95% confidence level.

Table 5: Validity Test Results Based on Affiliate Marketing Variables (X1)

Yes	Questionnaire	r count	r Table	Ket
1	You often see affiliates promoting Floral.id Official products on tiktok	0,414	0,200	*Valid*
2	You are more interested in Floral.id Official products promoted by affiliates on tiktok	0,707	0,200	*Valid*
3	Affiliator makes you feel influenced to buy Floral.id Official products	0,704	0,200	*Valid*
4	Floral.id Official product affiliates are able to provide confidence that Floral.id products are of good quality	0,557	0,200	*Valid*
5	Affiliator has an attractive appearance so I bought the Floral.id Official product that he uses	0,704	0,200	*Valid*
6	Affiliates provide useful information about Floral.id Official products	0,497	0,200	*Valid*
7	Floral.id Official product affiliates have good knowledge and abilities so that they can make you confident in making a purchase	0,622	0,200	*Valid*
8	Affiliates can influence the Public's view of Floral.id Official products	0,534	0,200	*Valid*
9	Floral.id Official product affiliates are very honest in advertising Floral.id Official products	0,554	0,200	*Valid*
10	The content conveyed by Affiliator regarding Floral.id Official products is easy to understand and the	0,605	0,200	*Valid*

Yes	Questionnaire	r count	r Table	Ket
	product looks attractive to buy			

Source : Data processed with SPSS 24 (2025)

Based on the results of data analysis, the *Affiliate Marketing* variable (X1) shows the r-calculated value > r-table, which is 0.200, so that all questionnaire items are declared valid and can be used as research data that will be further processed.

Table 6: Validity Test Results Based on Product Quality Variables (X2)

Yes	Questionnaire	r count	r Table	Remarks
1	Floral.id Official products attract your attention to buy them	0,574	0,200	*Valid*
2	Floral.id Official products have a nice cut	0,381	0,200	*Valid*
3	Floral.id Official products have distinctive features in their products that make you want to buy them	0,696	0,200	*Valid*
4	Floral.id Official products have a different design from other brands	0,633	0,200	*Valid*
5	Floral.id Official products are convenient to use in daily activities	0,308	0,200	*Valid*
6	Floral.id product does not wrinkle easily after washing	0,487	0,200	*Valid*
7	Floral.id Official products are of excellent quality	0,563	0,200	*Valid*
8	Floral.id Official products use clothing materials that do not irritate the skin	0,310	0,200	*Valid*
9	Floral.id product does not change color after washing	0,327	0,200	*Valid*
10	Floral.id Official products have accessories (buttons	0,515	0,200	*Valid*

Yes	Questionnaire	r count	r Table	Remarks
	and embroidery) that are firmly attached and are not easily damaged			
11	Floral.id Official products keep your look neat	0,432	0,200	*Valid*
12	Floral.id Official products are easy to combine with a variety of other products	0,509	0,200	*Valid*
13	Floral.id Official products are easy to repair in case of minor damage such as unbuttoned	0,294	0,200	*Valid*
14	Floral.id Official products have affordable repair costs	0,308	0,200	*Valid*
15	Floral.id Official products are in line with the fashion trends	0,532	0,200	*Valid*
	that are currently popular			
16	Floral.id Official products give a modern impression	0,442	0,200	*Valid*
17	The design of Floral.id Official products is attractive and makes you want to buy it	0,568	0,200	*Valid*
18	Floral.id Official products have a difficult design and are not found in other brands	0,642	0,200	*Valid*

Source : Data processed with SPSS 24 (2025)

Based on the results of the data analysis, the Product Quality variable (X2) shows the r-count value > r-table, which is 0.200, so that all questionnaire items are declared valid and can be used as research data to be further processed.

Table 7: Validity Test Results Based on Purchase Decision Variables (Y)

Yes	Questionnaire	r count	r Table	Remarks
1	You buy Floral.id Official products	0,690	0,200	*Valid*

	because they are of good quality			
2	You buy Floral.id Official products because they have an attractive design and have been used by many people	0,503	0,200	*Valid*
3	You buy Floral.id Official products because they are recommended by tiktok affiliates	0,469	0,200	*Valid*
4	You buy Floral.id Official products because the brand is already well-known in your area	0,364	0,200	*Valid*
5	nda buy Floral.id Official product because the affiliate promoting the product is very responsive	0,472	0,200	*Valid*
	when asked			
6	You buy Floral.id products because this store has a good collection of clothes	0,479	0,200	*Valid*
7	You buy an official Floral.id product because there is an advertisement from the affiliate video	0,309	0,200	*Valid*
8	You buy Floral.id Official products because of a holiday or a special event	0,518	0,200	*Valid*
9	You buy Floral.id Official products in more than one model at a time	0,582	0,200	*Valid*
10	You buy Floral.id Official products in bulk because they are affordable	0,618	0,200	*Valid*
11	You buy Floral.id Official products	0,293	0,200	*Valid*

	with an e-wallet (DANA, OVO, GOPAY) because there is cashback or promo			
12	You buy Floral.id Official products on TikTok because the payment can be COD (cash on delivery)	0,312	0,200	*Valid*

Source : Data processed with SPSS 24 (2025)

Based on the results of the data analysis, the Purchase Decision variable (Y) shows the r-calculated value > r-table, which is 0.200, so that all questionnaire items are declared valid and can be used as research data to be further processed.

Reliability Test

Affiliate Marketing *Variables*, Product Quality and Purchase Decisions

The following are the results of the overall reliability test of the variables using *the Cronbach Alpha* formula:

Table 8: Reliability Test Results

Yes	Variable	*Cronbach Alpha*	Remarks
1	*Affiliate Marketing* (X1)	0,794	≥ 0.60 (Reliable)
2	Product Quality (X2)	0,797	≥ 0.60 (Reliable)
3	Purchase Decision (Y)	0,667	≥ 0.60 (Reliable)

Source : Data processed with SPSS 24 (2025)

Based on the results of the reliability analysis in Table 8, the variables *of Affiliate Marketing*, product quality, and purchase decisions have a Cronbach Alpha value of ≥ 0.60. This shows that all variables have high reliability and reliability, so that the variables in this study can be trusted and can be used in further research.

Classic Assumption Test

Normality Test

The normality of the data needs to be tested to ensure that the regression model used has a similar distribution pattern or is close to the normal distribution. In this study, the approach used to test normality was through *the Kolmogorov-Smirnov* (KS) test. Specifically, the *Kolmogorov-Smirnov one-sample* test is used to assess whether the analyzed data follows a normal distribution or not.

The data normality test can be interpreted as follows: if the significance value of the *Kolmogorov-Smirnov test* exceeds 0.05, then the residual is considered to follow the normal distribution. Conversely, if the significance value is less than 0.05, then it can be concluded that the residual is not normally distributed. In addition to statistical testing, normality can also be analyzed visually using a normal *probability* plot graph, which is by paying attention to whether the data points are spread parallel to the diagonal line. The following are the

results of the data normality test carried out:

Table 9: Normality Test Results

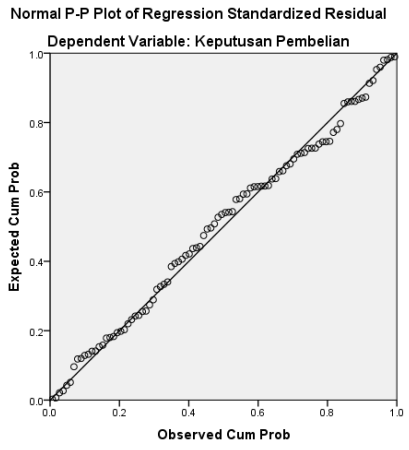
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	3.98577448
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.048
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source : Data processed with SPSS 24 (2025)

Based on Table 9 above, it is known that the value of Asymp. Sig. (2-tailed) is 0.200 > 0.05. Thus, it can be concluded that the data on the population are normally distributed, so that further analysis can be performed. In addition, the visualization through the normal *probability* plot graph can be seen in the image below:



Source : Data processed with SPSS 24 (2025)

Figure 5: P-plot Normality Test

From the results of the visualization of the Probability Plot graph, it can be seen that the distribution of data follows a diagonal line pattern and most of the points are around the line. Therefore, it can be concluded that the regression model has fulfilled the assumption of normality.

Multicollinearity Test

The Multicollinearity test aims to find out whether among the independent variables (*Affiliate Marketing* and Product Quality) have an effect. The Multicollinearity test uses *a variance factor* (*VIF*), which is an indicator to determine the correlation between independent variables. To detect the presence or absence of symptoms of multicolianarity as follows:

a. The magnitude of the Inflation Factor/VIF variable guideline for a multicollineity-free regression model is the VIF value < 10.
b. The amount of Tolerance guideline of a multicolline-free regression model is the Tolerance value < 0.10.

The test results using SPSS V 24 are as follows:

Table 10: Multicollinearity Test Results
Coefficient

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Models	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIVID
1 (Constant)	5.832	3.511		1.661	.100		
Affiliate Marketing	.307	.087	.297	3.525	.001	.797	1.254
Product Quality	.381	.064	.501	5.949	.000	.797	1.254

a. Dependent Variable: Purchase Decision
Source : Data processed with SPSS 24 (2025)

Based on Table 10, it is known that the tolerance value for the *Affiliate Marketing* and Product Quality variables is 0.797 > 0.10. In addition, the VIF value for the two variables was 1.254 < 10. Thus, it can be concluded that there is no multicollinearity in the *variables of Affiliate Marketing* and Product Quality.

Hypothesis Test

The t-test is used to find out how much influence each independent variable has on the dependent variable. With a significance level of 5% and a degree of freedom (df) of n-k, the results of this test will show whether the null hypothesis (Ho) is accepted or rejected. If the calculated t-value is greater than the t-value of the table, then Ho is subtracted, which means that there is a significant influence between the independent variable and the dependent variable. Conversely, if t is calculated to be smaller than t of the table, then Ho is accepted, which means that there is no significant influence between the variables. In a bidirectional test with α = 0.05 and df = 96 - 2 = 94, the t-value of the table was obtained of 1.985.

Test the Affiliate Marketing *Hypothesis* on Purchase Decisions

Here are the results of a partial hypothesis test that connects the *Affiliate Marketing* variable (X1) with the Purchase Decision (Y):

Table 11: Affiliate Marketing's Partial T-Test Against Purchase Decisions Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	19.226	3.149		6.105	.000
Affiliate Marketing	.541	.091	.523	5.945	.000

a. Dependent Variable: Purchase Decision

Source : Data processed with SPSS 24 (2025)

Based on Table 4.24, a calculated t value of 5.945 > table t of 1.985, with a significance level of 0.000 which is below 0.05. This shows that the null hypothesis (Ho) is rejected and the alternative hypothesis (H_a) is accepted. This means that there is a significant influence between *Affiliate Marketing* on purchase decisions on Tiktokshop Floral.id Official (*Study* on Gen Z Who Are Tiktok Floral.Id Official Followers in Pangaur Village, Jasinga District) Thus, the research hypothesis is declared accepted.

Test Product Quality Hypothesis Against Purchase Decisions

The following are the results of a partial hypothesis test that links the variable Product Quality (X2) to the Purchase Decision (Y):

Table 12: Partial Product Quality Testing Against Purchase Decisions Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	10.640	3.427		3.105	.003
Product Quality	.483	.061	.635	7.970	.000

a. Dependent Variable: Purchase Decision

Source : Data processed with SPSS 24 (2025)

Based on Table 12, a calculated t value of 7.970 > table t of 1.985, with a significance level of 0.000 which is below 0.05. This shows that the null hypothesis (Ho) is rejected and the alternative hypothesis (H_a) is accepted. This means that there is a significant influence between Product Quality on purchase decisions at Tiktokshop Floral.id Official (*a study* on Gen Z who are Tiktok Floral.Id Official Followers in Pangaur Village, Jasinga District). Thus, the research hypothesis is declared accepted.

F test (simultaneous)

The statistical test F is used to find out whether the independent variable (X) simultaneously has a significant effect on the bound variable (Y). The effect is considered significant if the value of Fcal > Ftable or if the significance value is less than 0.05. In this case, Fcal is compared with Ftabel at a significance level of 5% (α = 0.05) and a degree of freedom for denominators (n-k-1), i.e. 96-2-1 = 93. Based on this calculation, the Ftable value was obtained at 3.09. The results of the simultaneous F test for *the Affiliate Marketing* (X_1) and product quality (X_2) variables against the purchase decision variable (Y) can be presented as follows:

Table 13: Test F calculation NEW ERA

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1357.751	2	678.875	41.833	.000b

Models		Sum of Squares	df	Mean Square	F	Sig.
	Residual	1509.208	93	16.228		
	Total	2866.958	95			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Quality, Affiliate Marketing
Source : Data processed with SPSS 24 (2025)

Based on Table 13, the Fcal value of 41.833 > Ftable was obtained which was 3.09, with a significance level of 0.000 < 0.05. Therefore, Ho3 is rejected and Ha3 is accepted. This shows that simultaneously, the variables of *Affiliate Marketing* and product quality have an influence on purchase decisions on Tiktokshop Floral.id Official (*a study* on Gen Z who are followers of Tiktok Floral.Id Official in Pangaur Village, Jasinga District). Thus, the hypothesis is acceptable.

Discussion

The Influence *of Affiliate Marketing* on Purchase Decisions

Evidence of the influence of *affiliate marketing* on purchase decisions can be seen from the results of the interpretation of statistical data. The correlation value between *the affiliate marketing* variable and the purchase decision of 0.523 is classified as a moderate relationship (range 0.40 – 0.599), which means that there is a moderate relationship between the two. This means that *affiliate marketing* has a moderate influence on consumer decisions in making purchases. Furthermore, the value of the determination coefficient (R Square) of 0.273 shows that 27.3% of the variation in purchase decisions (Y) can be explained by *the affiliate marketing* variable (X1), while the remaining 72.7% is influenced by other factors not discussed in this study. In the hypothesis test, a tcal value of 5.945 > a ttable of 1.985, with a significance level of 0.000 which is below 0.005. Based on these results, the zero hypothesis (Ho) was rejected and the alternative hypothesis (H_a) was accepted, which indicated a significant influence between *affiliate marketing* and purchase decisions on Tiktokshop Floral.id Official (*a study* on Gen Z who are followers of Tiktok Floral.Id Official in Pangaur Village, Jasinga District). Thus, the first hypothesis is proven and acceptable.

Affiliate marketing has a crucial role for companies in conveying information about products to consumers. Through *affiliate marketing* that is carried out effectively, companies can have a positive influence on consumers so that they are encouraged to buy the products offered. This strategy also serves as a product attraction, designed to drive direct purchases, for example by inserting a link or a yellow cart feature on a promotional video. This not only increases the number of purchases, but also creates consumer satisfaction that can encourage repurchases. Therefore, it is important for companies to pay special attention to affiliates in order to improve consumer purchasing decisions.

This study is supported by previous research conducted by which shows that the relationship between (Cursed & Siregar , 2023:613) *affiliate marketing* variables has a significant influence on the purchase decision variable, with the calculated t value obtained being greater than the t

table which is 12,728 > 1,965. In addition, the research conducted by also confirms that (Shinta et al ., 2024:50)*affiliate marketing* and *Online Customer Review* have a positive and significant effect on purchase decisions, with the results of the determination test obtained the result that the value of the correlation coefficient (R) is 0.503 (50.3%). Therefore, these findings are in line with previous studies, which also strengthen the opinion that the existence of affiliate marketing plays a significant role in influencing purchasing decisions.

The Influence of Product Quality on Purchase Decisions

Evidence of the influence of product quality on purchase decisions can be seen from the results of statistical data interpretation. The correlation value between the product quality variable and the purchase decision of 0.635 is classified as a strong relationship (range 0.60 – 0.799), which means that there is a moderate relationship between the two. This means that product quality has a strong influence on consumer decisions in making purchases. Furthermore, the value of the determination coefficient (R Square) of 0.403 shows that 40.3% of the variation in purchase decisions (Y) can be explained by the product quality variable (X2), while the remaining 59.7% is influenced by other factors not discussed in this study. In the hypothesis test, a tcal value of 7.970 > a ttable of 1.985, with a significance level of 0.000 which is below 0.005. Based on these results, the zero hypothesis (H0) was rejected and the alternative hypothesis (H_a) was accepted, which indicated a significant influence between product quality and purchase decisions on Tiktokshop Floral.id Official (*a study* on Gen Z who are followers of Tiktok Floral.Id Official in Pangaur Village, Jasinga District). Thus, the second hypothesis is proven and acceptable.

Companies need to ensure that the products offered to consumers are of high quality to guarantee the provision of the best products. Quality products will have a positive impact on consumers and can increase their interest in making purchases. Basically, product quality is one of the key elements in carrying out business activities. Customer satisfaction and the sustainability of the company depend heavily on how good the quality of the products provided.

This research is supported by previous research conducted by those who show that product quality has a positive and significant effect on purchase decisions, with a regression value of 0.625 and a significance level of 0.000. In addition, the research conducted also confirms that product quality has a big impact on purchasing decisions, with a t-value calculated larger than the t table, which is 22,579 > 1,985. Thus, these findings are consistent with the results of previous research, reinforcing the view that product quality also plays an important role in purchasing decision-making. (Diane Fatmaningrum et al ., 2020:185) (Aisah & Serendipity , 2023:602)

The Influence *of Affiliate Marketing* and Product Quality on Purchase Decisions

Simultaneously, there is an influence of *Affiliate Marketing* and Product Quality on purchase decisions. This can be explained by the multiple linear regression equation: Y = 5.832 + 0.307X1 + 0.381X2. The constant value of 5.832 indicates that if *Affiliate Marketing* (X1) and product quality (X2) are zero or do not increase, then the purchase decision (Y) remains at 5.832. The regression coefficient for the *Affiliate Marketing* variable of 0.307

indicates that any 1% increase in *Affiliate Marketing* will lead to a 30.7% increase in purchase decisions, assuming the other variables are fixed. This positive coefficient value indicates a positive relationship between *affiliate marketing* and purchase decisions, which means that the more effective the role *of affiliate marketing*, the higher the consumer's decision to buy. Meanwhile, the regression coefficient of the product quality variable of 0.381 indicates that if the product quality increases by 1%, then the purchase decision will also increase by 38.1%, assuming the other variables do not change. This positive value indicates that there is a positive influence between product quality and purchase decisions. So, the better the quality of the products offered, the greater the consumer's decision to buy.

The correlation value between *the Affiliate Marketing* (X_1) variable and product quality (X_2) of 0.688 falls into the category of 0.60 – 0.799, which indicates a strong relationship. This means that there is a close relationship between *Affiliate Marketing* and the quality of the product together to the purchase decision. In addition, the value of the determination coefficient (R Square) of 0.474 shows that the combination of *Affiliate Marketing* and product quality contributes 47.4% to the purchase decision, while the remaining 52.6% is influenced by other factors not analyzed in this study. Based on the results of the hypothesis test, the Fcal value was 41.833 > Ftable was 3.09 with a significance level of 0.000 < 0.05. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This indicates that simultaneously there is a significant influence between *affiliate marketing* and product quality on purchase decisions on Tiktokshop Floral.id Official (*Study* on Gen Z who are Tiktok Floral.Id Official Followers in Pangaur Village, Jasinga District). Therefore, the third hypothesis is declared accepted.

Affiliate marketing plays an important role in helping companies convey product information to consumers. When executed well, this strategy can positively influence consumers and encourage them to make a purchase. In addition, affiliate marketing also serves as an attractive promotional tool, for example through the embedding of direct links or the yellow cart feature in promotional videos, which aims to trigger purchases instantly. This strategy not only contributes to increased sales, but also increases customer satisfaction, which in turn can encourage repurchases. Therefore, companies need to pay more attention to affiliates to support consumer purchase decision-making. While product quality refers to a series of attributes and characteristics that show the extent to which a product is able to meet the needs and expectations of consumers. This aspect includes elements such as reliability, durability, design, performance, features, and user satisfaction levels. Maintaining product quality is very important because it not only impacts customer satisfaction and brand perception, but also plays a big role in achieving the company's long-term success. Good quality products are the main basis for building customer loyalty and supporting sustainable business growth.

This research is supported by previous research conducted by simultaneously (Afiat & Ali, 2025:5326) *Affiliate Marketing* and product quality have a significant effect on purchase decisions, with an F value of 11,555 with a significance level of 0.000. simultaneously (Son et al ., 2025:11) *Affiliate Marketing*, *Online Customer Reviews* and product quality have a positive and significant effect on purchase decisions, with a

determination coefficient value (R) of 0.531 or 53.%.

CONCLUSION

Based on the results of research conducted at Floral.id Official, it is known that there is an Influence *of Affiliate Marketing* on the Purchase Decision of Official Floral.id Products on Tiktokshop (Study on Gen Z who are Tiktok Floral.id Official Followers in Pangaur Village, Jasinga District). This is proven by the results of a simple linear regression equation, namely Y = 19.226 + 0.541X1, the hypothesis test was obtained with a tcal value greater than the table (5.945 > 1.985) and a significance value smaller than 0.05 (0.000 < 0.05). Therefore, it can be concluded that the presence of Affiliate Marketing has a significant impact on the purchase decision of Official Floral.id on Tiktokshop. Although the results showed that the relationship between Affiliate Marketing and purchase decisions was at a moderate level, with a correlation value of 0.523, which is included in the category of moderate interpretation (0.40-0.599), there was a positive relationship between Affiliate Marketing and purchase decisions.

Based on the results of research conducted at Floral.id Official, it is known that there is an influence of Product Quality on the Purchase Decision of Official Floral.id Products on Tiktokshop (Study on Gen Z who are Tiktok Floral.id Official Followers in Pangaur Village, Jasinga District). This is proven by the results of a simple linear regression equation, namely Y = 10.640 + 0.483X2, the hypothesis test was obtained with a tcal value greater than the table (7.970 > 1.985) and a significance value smaller than 0.05 (0.000 < 0.05). Therefore, it can be concluded that Product Quality has a significant impact on the purchase decision of Floral.id Official Products on Tiktokshop. In addition, the results of the study showed that the relationship between Product Quality and purchase decisions was at a strong level, with a correlation value of 0.635, included in the category of strong interpretation (0.60-0.799) which means that there is a strong positive relationship between Product Quality and purchase decisions.

Based on the results of research conducted at Floral.id Official, it is known that there is an influence of *Affiliate Marketing* and Product Quality on the Purchase Decision of Official Floral.id Products on Tiktokshop (Study on Gen Z who are Tiktok Floral.id Official Followers in Pangaur Village, Jasinga District). This is proven through the results of multiple linear regression equations, namely Y = 5.832 + 0.307X1 + 0.381X2, simultaneous hypothesis tests were obtained with a calculation value greater than ftable (41.843 > 3.09) and a significance value smaller than 0.05 (0.000 < 0.05). Therefore, this shows that simultaneously, the variables of Affiliate Marketing and product quality have an influence on purchase decisions on Tiktokshop Floral.id Official. In addition, the results of the study show that simultaneously Affiliate Marketing and Product Quality with purchase decisions are at a strong level, with a correlation value of 0.688, included in the category of strong interpretation (0.60-0.799) which means that simultaneously there is a strong positive relationship between Affiliate Marketing and Product Quality and purchase decisions.

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