

***THE INFLUENCE OF ONLINE CUSTOMER REVIEW,
AFFILIATE MARKETING ON PURCHASE DECISIONS AT
TIKTOK SHOP***

***(Studies on Students of the Faculty of Economics, Unisda
Lamongan)***

ABSTRACT

The purpose of this study was to determine the effect of online customer reviews, affiliate marketing on purchasing decisions at the tiktok shop for students of the Faculty of Economics, Unisda Lamongan. The population in this study amounted to 1,243 students, with a total sample of 93 respondents. The sampling technique used is purposive sampling technique, the analytical method used for this research is validity test, reliability test, classical assumption test, multiple linear regression test, t test, f test, coefficient of determination test. The results of this study indicate that the online customer review variable t_count $3.593 > 1.987$ partially has a positive effect on purchasing decisions, the affiliate marketing variable t_count $4.871 > 1.987$ partially has a positive effect on purchasing decisions, and the influence of online customer reviews, affiliate marketing on purchasing decisions is strong and has an effect simultaneously which shows $F_count > F_table$ or $36.1 > 2.71$, and the R Square value is 0.446 or 44.6%.

Keywords: Online Customer Reviews, Affiliate Marketing and Purchasing Decisions

**PENGARUH *ONLINE CUSTOMER REVIEW*, *AFFILIATE MARKETING* TERHADAP KEPUTUSAN PEMBELIAN DI
TIKTOK SHOP**

(Studi Pada Mahasiswa Fakultas Ekonomi Unisda Lamongan)

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui *pengaruh online customer review, affiliate marketing* terhadap keputusan pembelian di tiktok shop pada Mahasiswa Fakultas Ekonomi Unisda Lamongan. Populasi dalam penelitian ini berjumlah 1,243 mahasiswa, dengan jumlah sampel 93 responden. Teknik pengambilan sampel yang digunakan yaitu dengan teknik *Sampling Purposive*, metode analisis yang digunakan untuk penelitian ini adalah uji validitas, uji realibilitas, uji asumsi klasik, uji regresi linier berganda, uji t, uji f, uji koefisien determinasi. Hasil penelitian ini menunjukkan bahwa variabel *online customer review* $t_{hitung} 3,593 > 1,987$ secara parsial berpengaruh positif terhadap keputusan pembelian, variabel *affiliate marketing* $t_{hitung} 4,871 > 1,987$ secara parsial berpengaruh positif terhadap keputusan pembelian, serta *pengaruh online customer review, affiliate marketing* terhadap keputusan pembelian adalah kuat dan berpengaruh secara simultan yang menunjukkan $F_{hitung} > F_{tabel}$ atau $36,1 > 2,71$, dan nilai *R Square* sebesar 0,446 atau 44,6%.

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