

## THE INFLUENCE OF AFFILIATE MARKETING, LIVE STREAMING, ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING, AND PRICE DISCOUNT ON PURCHASE DECISIONS

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### *Abstract*

*The purpose of this study is to examine the influence of Affiliate Marketing, Live Streaming, Online Customer Review, Online Customer Rating, and Price Discount on purchase decisions of Pond's Age Miracle Day Cream on TikTok Shop. The research focuses on consumers of Pond's Age Miracle Day Cream who use TikTok Shop in Madiun. This study employs a quantitative approach with a sample size of 384 respondents. The sampling technique used was purposive sampling, with data collected through questionnaires distributed via Google Form. Data analysis was conducted using SPSS 25. The results show that: (1) Affiliate Marketing has no positive and insignificant effect on purchase decisions; (2) Live Streaming has a positive and significant effect on purchase decisions; (3) Online Customer Review has a positive and significant effect on purchase decisions; (4) Online Customer Rating has a positive and significant effect on purchase decisions; and (5) Price Discount has a positive and significant effect on purchase decisions.*

**Keywords:** *Affiliate Marketing, Live Streaming, Online Customer Review, Online Customer Rating, Price Discount, Purchase Decision*

### **A. INTRODUCTION**

The rapid development of digital technology has significantly transformed consumer behavior, particularly in online shopping through TikTok Shop. TikTok has evolved from being merely a social media platform for entertainment into a social commerce channel equipped with features such as affiliate marketing, live streaming, online customer reviews, online customer ratings, and promotional strategies like price discounts. Pond's Age Miracle Day Cream, as an anti-aging skincare product, faces intense competition from local brands such as Scarlett, Wardah, and Whitelab. Therefore, it is crucial to identify which digital

marketing factors influence consumers' purchase decisions of Pond's products on TikTok Shop.

Based on the background above, the research problems are formulated as follows: 1) Does affiliate marketing affect purchase decisions of Pond's Age Miracle Day Cream on TikTok Shop in Madiun?; 2) Does live streaming affect purchase decisions of the product?; 3) Do online customer reviews affect purchase decisions?; 4) Do online customer ratings affect purchase decisions?; 5) Does price discount affect purchase decisions?; 6) Do all the variables simultaneously affect purchase decisions?.

The objectives of this study are: 1) To examine the influence of affiliate marketing on purchase decisions; 2) To examine the influence of live streaming on purchase decisions; 3) To examine the influence of online customer reviews on purchase decisions; 4) To examine the influence of online customer ratings on purchase decisions; 5) To examine the influence of price discounts on purchase decisions; 6) To examine the simultaneous influence of all variables on purchase decisions.

Research Contributions Theoretical Contribution: To enrich academic literature on the role of digital marketing strategies in shaping consumer behavior, particularly in the context of social commerce such as TikTok Shop. Practical Contribution : For business practitioners: to provide insights for developing effective marketing strategies, For consumers: to raise awareness of digital marketing elements that influence their purchasing decisions, For future researchers: to serve as a refe .

This study refers to the Theory of Planned Behavior (TPB) proposed by Ajzen (1985), which explains that behavior is influenced by intention, attitudes, subjective norms, and perceived behavioral control. This theory is relevant to understanding consumer purchasing decisions in digital platforms. Previous studies have also shown that live streaming, online reviews and ratings, as well as price discounts, can significantly increase purchase intentions, while the effect of affiliate marketing remains inconsistent. rence for further studies in digital marketing and e-commerce.

Based on the theoretical framework and previous research, the hypotheses are formulated as follows:

H1: Affiliate marketing has an effect on purchase decisions.

H2: Live streaming has an effect on purchase decisions.

H3: Online customer reviews have an effect on purchase decisions.

H4: Online customer ratings have an effect on purchase decisions.

H5: Price discounts have an effect on purchase decisions.

H6: All variables simultaneously affect purchase decisions.

## B. METHOD

This study employed a quantitative research design with an associative approach. The purpose was to examine the influence of affiliate marketing, live streaming, online customer reviews, online customer ratings, and price discounts on purchase decisions of Pond's Age Miracle Day Cream on TikTok Shop. The population of this study consisted of consumers who had purchased Pond's Age Miracle Day Cream through TikTok Shop in Madiun. Using the Slovin formula with an error tolerance of 5%, a total of 384 respondents were selected as the sample.

Purposive sampling technique was applied with the following criteria: a) Have purchased Pond's Age Miracle Day Cream product at least once; b) Aged between 17 – 50 years old; c) Reside in Madiun; d) Use TikTok Shop. Research Instrument data were collected using an online questionnaire distributed through Google Forms. The questionnaire was developed based on indicators of each variable, measured using a 5-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5).

The collected data were analyzed using SPSS version 25. The analysis procedure included: i) Instrument Testing: Validity and reliability tests using Pearson Product Moment correlation and Cronbach's Alpha; ii) Classical Assumption Testing: Normality, multicollinearity, and heteroscedasticity tests; iii) Multiple Linear Regression Analysis: To test the influence of independent variables on the dependent variable; iv) Hypothesis Testing: Partial test (t-test) and simultaneous test (F-test); v) Coefficient of Determination (R<sup>2</sup>): To measure the explanatory power of independent variables on purchase decisions.

## C. RESULTS AND DISCUSSIONS

### Instrument Testing

Validity Test: All questionnaire items had Pearson correlation values greater than 0.30 and significance values less than 0.05. Therefore, the instrument items were declared valid.

Reliability Test: All variables obtained Cronbach's Alpha values above 0.70, indicating that the instruments were reliable.

**Table 1. Results of the Validity Test of the Digital Marketing Variable (X1)**

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
		R hitung > R tabel			
1.	X1.1	0,927	0,113	0,000	Valid
2.	X1.2	0,893	0,113	0,000	Valid
3.	X1.3	0,910	0,113	0,000	Valid

**Table 2. Results of the Validity Test of the Live Streaming Variable (X2)**

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
		R hitung > R tabel			
1.	X2.1	0,900	0,113	0,000	Valid
2.	X2.2	0,898	0,113	0,000	Valid
3.	X2.3	0,870	0,113	0,000	Valid
4.	X2.4	0,875	0,113	0,000	Valid

**Table 3. Results of the Validity Test of the Customer Review Variable (X3)**

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
		R hitung > R tabel			
1.	X3.1	0,924	0,113	0,000	Valid
2.	X3.2	0,900	0,113	0,000	Valid
3.	X3.3	0,925	0,113	0,000	Valid

**Table 4. Results of the Validity Test of the Online Customer Rating Variable (X4)**

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
		R hitung > R tabel			
1.	X4.1	0,899	0,113	0,000	Valid
2.	X4.2	0,873	0,113	0,000	Valid
3.	X4.3	0,855	0,113	0,000	Valid
4.	X4.4	0,897	0,113	0,000	Valid

**Table 5. Results of the Validity Test of the Price Discount Variable (X5)**

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
		R hitung > R tabel			
1.	X5.1	0,713	0,113	0,000	Valid
2.	X5.2	0,718	0,113	0,000	Valid
3.	X5.3	0,673	0,113	0,000	Valid
4.	X5.4	0,694	0,113	0,000	Valid
5.	X5.5	0,744	0,113	0,000	Valid

**Table 6 Reliability Test Results**

No	Variabel	Nilai Cronbach Alpha	Angka Kritis	Keterangan
1.	<i>Affiliate Marketing</i>	0,897	0,70	Reliabilitas
2.	<i>Live Streaming</i>	0,901	0,70	Reliabilitas
3.	<i>Online Customer Review</i>	0,904	0,70	Reliabilitas
4.	<i>Online Customer Rating</i>	0,903	0,70	Reliabilitas
5.	<i>Price Discount</i>	0,750	0,70	Reliabilitas
6.	Keputusan Pembelian	0,916	0,70	Reliabilitas

Based on the reliability test, the results indicate that all variables in this study, namely Affiliate Marketing (X1), Live Streaming (X2), Online Customer Review (X3), Online Customer Rating (X4), Price Discount (X5), and Purchase Decision (Y), obtained Cronbach's Alpha values greater than 0.70, placing them in the reliable category. These findings confirm that the research results have a high level of reliability and are consistent with reality.

### Classical Assumption Testing

Normality Test: The Kolmogorov-Smirnov test showed significance  $> 0.05$ , indicating that the residuals were normally distributed.

Multicollinearity Test: VIF values were below 10 and tolerance values were above 0.10, which means there was no multicollinearity.

Heteroscedasticity Test: Scatterplot and Glejser test results indicated no heteroscedasticity problem.

## Multiple Linear Regression Analysis

The regression analysis showed a positive relationship between the independent variables (affiliate marketing, live streaming, online customer reviews, online customer ratings, and price discounts) and the dependent variable (purchase decision).

## Hypothesis Testing

### Partial Test (t-test):

Affiliate marketing (X1) significantly influenced purchase decisions. Price discount (X5) significantly influenced purchase decisions. Live streaming (X2), online customer reviews (X3), and online customer ratings (X4) did not show significant partial effects.

**Table 7 Reliability Test Results**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,445	,689		-3,550	,000		
	Affiliate Marketing	,044	,032	,033	1,372	,171	,432	2,315
	Live streaming	,084	,023	,079	3,616	,000	,537	1,861
	Online Customer Review	,974	,037	,758	26,315	,000	,306	3,268
	Online Customer Rating	,104	,028	,099	3,686	,000	,355	2,815
	Price Discount	,148	,035	,076	4,205	,000	,784	1,275

a. Dependent Variable: Keputusan Pembelian

### Simultaneous Test (F-test):

The F-test result showed a significance value of  $0.000 < 0.05$ , indicating that all independent variables simultaneously affected purchase decisions

**Table 8 Reliability Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6084,603	5	1216,921	711,176	,000 <sup>b</sup>
	Residual	646,811	378	1,711		
	Total	6731,414	383			

a. Dependent Variable: Keputusan Pembelian  
b. Predictors: (Constant), Price Discount , Live streaming , Affiliate Marketing , Online Customer Rating, Online Customer Review

## Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) value was approximately 0.53, meaning that 53% of purchase decision variability could be explained by the independent variables studied, while the remaining 47% was influenced by other factors not included in the model.

## D. CONCLUSION

Based on the results of the study on The Influence of Affiliate Marketing, Live Streaming, Online Customer Review, Online Customer Rating, and Price Discount on Purchase Decisions of Pond's Age Miracle Day Cream Products on TikTok Shop (A Survey of Pond's Age Miracle Day Cream Consumers on TikTok Shop in Madiun), the following conclusions can be drawn: i) Affiliate Marketing has no positive and insignificant effect on purchase decisions; ii) Live Streaming has a positive and significant effect on purchase decisions; iii) Online Customer Review has a positive and significant effect on purchase decisions; iv) Online Customer Rating has a positive and significant effect on purchase decisions; v) Price Discount has a positive and significant effect on purchase decisions.

## E. SUGGESTIONS

The suggestions section contains the researcher's suggestions for subsequent scientific research that will be carried out with the same and different variables and objects. Based on the findings and conclusions of this study, the following suggestions are proposed:

**For Business Practitioner,** Companies and marketers should strengthen the use of affiliate marketing and price discount strategies, as both have been proven to significantly influence purchase decisions. Collaborations with credible affiliates and well-targeted discount programs can enhance consumer trust and encourage purchases.

**For Consumers,** Consumers are advised to remain critical and selective in responding to digital marketing strategies, particularly with affiliate promotions and discount offers, by comparing product quality and prices before making purchase decisions.

**For Future Researchers,** This research was limited to five independent variables; therefore, further studies could include other relevant variables such as brand image, trust, product

quality, or social media engagement. Expanding the research objects and using larger or more diverse populations may also provide broader insights.

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