

**THE INFLUENCE OF AFFILIATE MARKETING, TRADEMARK TRUST,  
AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR  
FACETOLOGY TRIPLE CARE SUNSCREEN****Zahwa Nura Ailani <sup>1)</sup>, Rizal Ula Ananta Fauzi <sup>2)</sup>**<sup>1</sup>Management, Faculty of Economics and Business, Universitas PGRI Madiun  
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email: [rizalula@unipma.ac.id](mailto:rizalula@unipma.ac.id)***Abstract***

*This research seeks to examine the impact of affiliate marketing, trademark trust, and product quality on the buying choices for Facetology Triple Care Sunscreen among Generation Z in Madiun City. Sunscreen has become crucial in skincare routines, particularly for Gen Z, who are very aware of skin health and engage actively on social media. Facetology, an emerging local trademark, employs affiliate marketing tactics to broaden its marketing scope. Despite concerns about its comedogenic effects, Facetology continues to be favored by consumers, suggesting that various factors affect buying choices. This research employed a quantitative method, utilizing primary data gathered via surveys. The sampling technique employed a non-probability method utilizing a purposive sampling strategy, and 384 participants who had bought Facetology Triple Care Sunscreen were recruited. Data analysis involved executing multiple linear regression with SPSS version 25. The findings indicated that affiliate marketing, trademark trust, and product quality, both separately and together, had a positive and considerable impact on buying decisions.*

**Keywords :** *Affiliate Marketing, Trademark Trust, Product Quality, Purchasing Decisions, Generation Z, Facetology*

**A. INTRODUCTION**

Skincare is a series of activities to support skin health, especially the face, by using certain products. The face is one of the important things to maintain in appearance. Because, the face is one of the parts that becomes the center of attention. Using the right type of skincare according to your needs can make facial skin healthy (Lutfiani et al., 2024) . According to ( Fitraneti et al. 2024) *Sunscreen* or sunscreen is a product used to protect the skin from the harmful effects of sunlight, especially ultraviolet rays that can cause skin damage, premature aging, and even skin cancer . Given the high exposure to *ultraviolet* rays in Indonesia and the various health risks it causes, the

use of *sunscreen* has become an important need in people's skincare routines. The following shows *market share data for some of the most popular sunscreen trademarks* as follows:



Figure 1. Market Share of Sunscreen Sales  
Source: Instagram MarketHac (2024)

Facetology Triple Care Sunscreen is a local sunscreen product innovatively designed to meet the needs of modern society for maximum skin protection, especially for those who are active outdoors or in front of digital screens. This product was launched in February 2022 by a local Indonesian trademark, and since its launch, it has succeeded in capturing market attention with its superior formulation that combines Hybrid UV Filter technology and the active ingredient Blu Oleoactif, a natural ingredient based on plumeria flower oil that functions as an antioxidant and protects against the harmful effects of blue light. ( [www.popbela.com](http://www.popbela.com) ).

*Triple Care Sunscreen* product *Facetology* was hit by negative issues related to alleged *comedogenic properties* that went viral on social media. The results of a pre-survey conducted in the Madiun area showed that consumers still purchased *Facetology Sunscreen products* . This phenomenon reflects that consumer purchasing decisions are not solely impacted by external viral

information, but also impacted by a number of internal factors that play a significant role in shaping consumption behavior.

Decisions are also impacted by trademark trust and perceived product quality. A study by Putri & Nuraeni (2022) found that consumers with high trademark trust are less likely to be impacted by negative issues or rumors because they already have confidence in the product's benefits and quality based on previous experiences. Consumers are also increasingly critical in filtering information, so not all viral issues directly impact purchasing behavior (Huda et al., 2021).

According to Agustin (2023) *Marketing Affiliate marketing* is a process whereby products or services developed by an entity (an *e-commerce company*, an individual, or a combination of both) are sold by other active sellers for a profit share. *Triple Care Sunscreen Facetology* utilizes an *affiliate marketing strategy* by partnering with a number of *affiliates*, primarily from Gen Z who are active on social media platforms like TikTok and Instagram. These *affiliates* promote *sunscreen products. Facetology* through video content, *reviews*, and usage tutorials, and includes direct purchase links in the bio or *caption*.

Furthermore, trademark trust plays a crucial role in determining consumer purchasing decisions. This trust can be formed from several aspects, including trademark reputation, future trademark outlook, and the competency of the trademark or service offered (Wibowo et al., 2022). According to Sari & Rokhmat, 2024, trademark trust is essential in influencing consumer buying choices. As skincare products directly impact health and appearance, consumers tend to be highly selective and consider a trademark's reputation and *credibility* before making a purchase.

Research results supporting the impact of trademark trust on purchasing decisions conducted by (Khofifah et al., 2024), found that trademark trust has a significant positive effect on purchasing decisions. Sianturi et al., (2024) stated that trademark trust has a significant impact on consumer purchasing decisions. According to Sari & Rokhmat, (2024), they found that trademark trust greatly impacts buying choices.

According to Kamsiyah et al., (2024) The performance of a product will also impact consumers in making decisions in purchasing the product, as well as the reliability of a product, features, durability, suitability and appearance of the product do not escape the views of consumers which will have an impact on consumer interest in making decisions in purchasing the product, so that product quality must be considered by every company because currently there are many competitors from other companies that are getting tighter, because of course every company will compete to offer products that can be accepted and desired by the wider community who have the potential to make purchasing decisions for the present and the future (Jihan Nadia, 2024).

According to ( Sianturi et al., 2024), product quality is a key factor influencing consumer interest and purchasing decisions. As a daily skincare product, consumers place significant importance on aspects such as UV protection, a comfortable texture, safe active ingredients, and attractive packaging. When *Facetology* delivers a *sunscreen* with a lightweight, non-sticky, fast-absorbing formula that delivers visible results in maintaining healthy skin, consumers will perceive the product as high-quality ( <https://facetology.id/> ).

Based on the background that has been explained, the author is interested in studying more deeply the existence of *affiliate marketing*, trademark trust and product quality on purchasing decisions, so the author decided to take the research title "**The Influence of Affiliate Marketing , Trademark Trust and Product Quality on Purchasing Decisions *Facetology Triple Care Sunscreen* ” (Case Study of Gen Z in Madiun City)**

### ***Theory of Planned Behavior (TPB)***

As stated by Ajzen (1991), the Theory of Planned Behavior posits that an individual's actions are shaped by three key elements: attitude towards the behavior (attitude), subjective social pressures (subjective norms), and perceived control over the behavior (perceived behavioral control). These three elements create behavioral intentions, which will eventually impact the realization of behavior, like buying choices. TPB clarifies how consumer perceptions of a product,

along with social impacts and perceived limitations, can impact the intention to buy and lead to an actual purchase (Ajzen, 1991).

### **Buying decision**

Buying choices involve a process where consumers integrate all the gathered information into valuable considerations when selecting between two or more options, allowing them to make a decision on which product to choose ( Barkhoya 2024) .

### **Affiliate Marketing**

*Affiliate marketing* is a way to sell products or services through collaboration between the product owner (such as an *online store* or individual) and others who help promote the product. (Jihan Nadia, 2024) The promoter will receive a share of the profits if they successfully get others to buy through the affiliate link or code they share (Kwan, 2023) .

### **Trademark Trust**

*Trademark* trust is the ability of a trademark to fulfill the promised value so that it can be trusted or relied upon by consumers, thus playing an important role in creating and maintaining long-term relationships between the company as the trademark owner and its consumers and customers ( Hastari *et al* , 2023) .

### **Product Quality**

Product quality is defined as a product that possesses good quality and can inspire customer confidence. A product is considered high quality if its uses meet customer expectations.

### **Hypothesis Development**

Based on the theoretical study, the research hypothesis can be stated as follows:

- H1 : Affiliate Marketing impacts purchasing decisions
- H2 : Trademark Trust Impacts Purchasing Decisions
- H3 : Product quality impacts purchasing decisions

### B. METHOD

This research employs a quantitative approach, grounded in a positivistic paradigm. This approach aims to examine a population or sample using structured measurement tools. Data collection techniques were conducted using pre-designed instruments, while Statistical methods were employed for data analysis to evaluate the proposed hypotheses. This research was conducted in Madiun City, targeting Generation Z who had purchased or used *Triple Care Sunscreen products*. *Facetology*.

### Operational Definition of Variables

Research on formation indicators uses operationally defined variables. The table below provides an operational description of the research variables:

**Table 2. Operational Definitions of Research Variables**

No	Variables	Operational definition	Indicator	Scale
1.	<i>Affiliate marketing</i>	<i>Affiliate marketing</i> is a process where products or services developed by an entity (e-commerce company, individual, or a combination of both) are sold by other active sellers with a profit share . Agustin, (2023)	1. Effectiveness 2. Efficiency 3. Adaptability Susanto (2022)	Likert scale SS = 5 S = 4 N = 3 TS = 2 STS = 1
2.	Trademark Trust	Trademark trust is the trust of a trademark that is based on the assessment and trust given by customers to an item or product and in this case the producer can provide what customers expect regarding the product, based on consumer trust that the trademark is able to serve the interests of prioritized consumers. From the customer's point of view, Wadi et al., (2021)	1. Credibility 2. Trademark competition 3. Trademark goodness 4. Trademark reputation Wadi et al., (2021)	Likert scale SS = 5 S = 4 N = 3 TS = 2 STS = 1
3.	Product Quality	Product quality is one of the factors that makes people buy and consume a product. Purnama et al., (2023)	a. Performance b. Conformance to specification c. Durability d. Aesthetics ( <i>aesthetic</i> ) e. Perceived <i>quality</i> Salsabhilla, (2023)	Likert scale SS = 5 S = 4 N = 3 TS = 2 STS = 1

4.	Buying decision	The purchase decision is a step in the purchasing decision process where the consumer is sure and has completely decided to buy the product. Selvia & Deliana, (2022)	1. Introduction to the problem of needs 2. Information search 3. Evaluation of alternatives 4. Buying decision 5. Post-purchase behavior Yenni Arfah (2022)	Likert scale SS = 5 S = 4 N = 3 TS = 2 STS = 1
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### C. RESULTS AND DISCUSSIONS

This research was conducted by distributing questionnaires to 384 respondents who were consumers of *facetology products* and processed using statistical application tests using SPSS.

#### Validity Test

Validity testing aims to measure the validity of the questions in a questionnaire. A statement is declared valid if the calculated  $r$  table of validity is 0.1367. Conversely, if the calculated  $r$  table of validity is 0.1367, the statement is invalid.

#### Reliability Test

Reliability testing was conducted simultaneously on all questions or statements (Ghozali, 2018). The findings from the reliability test in this research indicated that the Cronbach's Alpha for each of the variables above was  $>0.60$ . The results of the reliability test are as follows:

Table 8. Reliability Test

No	Variables	Cronbach's Alpha Value	Standard Value	Information
1	Affiliate Marketing	0.740	0.60	Reliable
2	Brand Trust	0.721	0.60	Reliable
3	Product Quality	0.742	0.60	Reliable
4	Buying decision	0.776	0.60	Reliable

Source: Processed data, 2025.

#### Classical Assumption Test

##### Normality Test

An equation is considered to exhibit normality if the significance value from the Kolmogorov-Smirnov test exceeds 0.05 (Ghozali, 2018). For assessing normality, this study

utilized histogram analysis and normal probability plots for the data. The outcomes of the normality test in this research are as follows:

**Table 9. Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		130
Normal Parameters <sup>a</sup>	Mean	-1.2326344
	Standard Deviation	3.91806245
Most Extreme Differences	Absolute	.079
	Positive	.051
	Negative	-.079
Kolmogorov-Smirnov Z		.900
Asymp. Sig. (2-tailed)		.393

Based on the results of the normality test in this study, *the Kolmogorov-Smirnov value* reached 0.393, above  $\alpha$  0.05. This means that the data is normally distributed and the data generated in the study does not show any deviations and is suitable for testing.

### Multicollinearity Test

To determine the presence or absence of multicollinearity in this study, the tolerance and variance inflation factor (VIF) values were examined. If the tolerance value is  $<0.10$  or the VIF value is  $>10$ , multicollinearity occurs. If the tolerance value is  $>0.10$  or the VIF value is  $<10$ , multicollinearity does not occur (Ghozali, 2018). The outcomes of the multicollinearity examination are as follows:

**Table 10. Multicollinearity Test**

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	X1	.821	1,218
	X2	.739	1,353
	X3	.817	1,223

a. Dependent Variable: Y1

Source: Processed data, 2025.

The test shows that the four variables have a tolerance value of more than 0.10 and the results of the *Variance Inflation Factor* (VIF) calculation are less than 10. Seen from the calculation table above, it shows the *Variance Inflation Factor* (VIF) value that the affiliate marketing variable has a *tolerance value* of 0.821 and a VIF of 1.218. The trademark trust variable has a tolerance value of 0.739 and a VIF of 1.353. The product quality variable has a tolerance value of 0.817 and a VIF of 1.223.

### Heteroscedasticity Test

The Glejser test is conducted by analyzing the value of significance. If the significance value exceeds 0.05, then heteroscedasticity is absent, and the opposite is true. The findings of the heteroscedasticity test are as follows:

**Table 11. Heteroscedasticity Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,718	5,748		1,343	.182
	X1	-.406	.263	-.156	-1,544	.125
	X2	.283	.247	.129	1,146	.254
	X3	-.275	.283	-.115	-.972	.333

a. Dependent Variable: Unstandardized Residual

Source: Processed data, 2025.

According to the findings from the heteroscedasticity test in this study, the significance value for the product quality variable is 0.8, which is greater than 0.05. The price variable shows a significance value of 0.624, which is greater than 0.05. The promotion variable has a significance value of 0.110, which is greater than 0.05. The flavor variant variable possesses a significance value of 0.76, which is greater than 0.05. This indicates that no variables in this research exhibit heteroscedasticity.

### Multiple Linear Regression Test

This coefficient is obtained by predicting the value of the dependent variable using an equation. The two objectives of calculating the regression coefficient are to minimize the deviation between the actual and estimated values of the dependent variable and the available data (Ghozali, 2018). The results of the multiple linear regression test are as follows:

**Table 12. Multiple Linear Regression Test**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,712	2,056		8,127	.000
	X1	.200	.084	.023	2,380	.688
	X2	.176	.085	.028	2,070	.638
	X3	.194	.080	.056	2,425	.325

a. Dependent Variable: Y1

Source: Processed data, 2025.

### Hypothesis Testing

#### t-test

This research can be used to determine decisions based on the significance value. If the significance value is less than 0.05, the hypothesis is accepted, indicating a significant partial effect between the independent and dependent variables. The t-test results are as follows:

**Table 13. t-test**

Variables	t <sub>count</sub>	t <sub>table</sub>	Sig.	Information
<i>Affiliate Marketing</i>	2,380	1,966	0.688	Influential
Brand Trust	2,070	1,966	0.638	Influential
Product Quality	2,425	1,966	0.325	Influential

Source: Processed data, 2025.

Based on the partial test results above, affiliate marketing has a significance value of  $0.688 < 0.05$ . The trademark trust variable has a significance value of  $0.638 < 0.05$ . The product quality variable has a significance value of  $0.325 < 0.05$ . All variables in this study significantly impact purchasing decisions.

### Coefficient of Determination

The coefficient of determination measures how effectively an independent variable accounts for a dependent variable. The outcomes of the coefficient of determination assessment are as follows:

**Table 15. Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.712 <sup>a</sup>	0.520	0.516	2,318

Source: Processed data, 2025.

The coefficient of determination test results show that *the R-square* value is 0.520. This means that the independent variables of affiliate marketing, trademark trust, and product quality impact the dependent variable, namely purchasing decisions, by 52.0%. From this result, the remaining 48.0% is explained by variables other than those in this study.

### D. CONCLUSIONS

From the findings of the research, it can be inferred that affiliate marketing, trademark trust, and product quality impact purchasing decisions. Affiliate marketing was demonstrated in the questionnaire results, indicating that consumers felt impacted by reviews from impacts they follow. Trademark trust, as evidenced by the questionnaire results, indicated that respondents had a high level of trust in *Facetology products*, impacted by recommendations from beauty content

creators. Regarding product quality, the questionnaire results indicated that respondents were satisfied with the product's *reliability* .

#### E. SUGGESTIONS

Drawing from the aforementioned conclusions, the researchers present multiple recommendations aimed at offering guidance to pertinent stakeholders. Consumers are encouraged to critically utilize information from affiliates or reviews to ensure purchasing decisions are based not only on trends but also on skin needs. Future researchers should expand the scope of respondents and include other variables that will impact purchasing decisions .

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