

THE INFLUENCE OF AFFILIATE MARKETING AND PRODUCT QUALITY ON PURCHASE INTEREST IN GENERATION Z TIKTOK USERS IN MEDAN



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Abstract

In Medan, Generation Z TikTok users are the target audience for this study, which seeks to determine the relationship between Affiliate Marketing and Product Quality. Here, the entire population is represented using quota sampling. The distribution of the Google Form questionnaire was used in collecting data for this study. On a Likert scale from 1 to 5, users of the TikTok Shop app responded, and the results were used to make statements about Affiliate Marketing, Product Quality, and Purchase Interest of Generation Z. Study of 100 people in Medan who rated themselves to be part of the “generation” the TikTok Shop app is done. The results of this study indicate that the influence of Affiliate Marketing on the customer’s tendency to buy increases significantly. The product Quality Variable has no positive or statistically significant effect on consumer interest in making purchases among TikTok application users in Medan who are members of Generation Z.

Keywords: Affiliate Marketing, Product Quality, Purchase Interest, Generation Z

INTRODUCTION

Businesses had less freedom to maneuver after previous pandemics, so they needed to find strategies to spark customer interest in their goods and encourage online purchases. To describe the potential of future consumer purchases, marketers must understand the consumer's purchase intent. Between the ages of 11 and 26, Generation Z, the younger generation, was born between 1995 and 2010. Generation Z customers tend to be digitally savvy people who value accuracy, timeliness, and speed. The fact that more and more people every year have access to the internet and take advantage of social media is highly appreciated by marketers. According to Phone Arena, 47% of Tiktok app users make purchases as a result of the videos they watch on the app. Moreover, according to reports, 67% of Tiktok users have been persuaded to make purchases they would not have previously considered (Fajrin & Nextren.com, 2021).

Some of the elements that might affect sales include affiliate marketing, customer excitement to buy, and the quality of a product. One strategy for spreading advertising quickly and widely on the internet is affiliate marketing. P. and GA Kotler et al. (2019) claim that affiliate marketing is the development of internet-based word-of-mouth advertising in the form of a system to deliver highly persuasive or chain advertising messages from one client to another. Social media has a large audience, is inexpensive, and has a large impact on viral marketing. The likelihood of a message going viral increases when it stands out to readers because it is more likely to be shared with others (Sari, 2019).

When two or more parties collaborate to promote each other's goods or services in exchange for a commission, the practice is known as affiliate marketing. Affiliates who successfully generate customer interest to drive traffic to the website or application until the transaction is completed will be financially compensated for their work. Anshari and Mahani concur with the findings of Batu, Situngkir, Krisnawati, and Halim (2019).

Aiming to help businesses sell their wares to TikTok users, TikTok Shop is a social e-commerce platform. Over time, app users will be able to enjoy a simplified experience in purchasing items with multiple parameters. In particular, the TikTok Store may facilitate merchants' use of seller centers and the services and features of the TikTok Store. In addition, business owners can choose what information and product listings are made available to TikTok users by uploading and managing relevant data. TikTok Shop has a

system to accept orders, process payments from customers, and fulfill purchases, as well as monitor and control the delivery process. In addition, the TikTok Shop competes with other advertising tools, such as affiliate features and utilizing shop-like features and functions (Algonz, 2022).

TikTok is a popular video-sharing app featuring short videos (up to three minutes) that include a variety of user-generated content set to music. This app is used for both personal and professional expression. Young people born between 1995 and 2010 make up the majority of Tiktok users. All forms of social media use algorithms, but the functionality of the Tiktok platform is managed by Artificial Intelligence (AI) technology, and this technology uses a more democratic algorithm that promotes user-generated content. Users can generate content on the Tiktok app that promotes the TikTok Affiliate program by discussing program benefits, evaluating products, and sharing referral links to merchants participating in the program (Firamadhina, F. I. R., & Krisnani, 2020).

According to Kotler and Keller (2012), product quality is defined as the ability of a product to provide results or performance that satisfy or exceed consumer expectations. The standards set by consumers for the quality of goods, services, people, processes, or even the environment itself, are constantly increasing. In simple terms, quality is the degree to which a company meets or exceeds the needs of its target market.

According to research conducted by Nuha (2019) at the online shop Febi UIN Walisongo, the two most important factors influencing customer decisions to make purchases during flash sales are product quality and price. The tendency of consumers to make purchases can be influenced by several factors, including price, product quality, and word of mouth, as evidenced by a number of studies.

REVIEW OF LITERATURE

Affiliate Marketing

Batu, Situngkir, Krisnawati, and Halim (2019) define “affiliate marketing” as “an activity in which two or more organizations, companies, or websites work together to promote each other’s products or services in exchange for monetary compensation”. Affiliate marketing is based on the idea that customers will follow the flow chart set by the affiliate to get to the sales page of the affiliate’s chosen destination (Stokes, 2013).

Advertising is done on the web, which has the potential to reach a wide audience very quickly. Susilowati (2019) state Helmet Found on Skrob The goal of viral marketing is to get individuals to spread the word about a product or service through their personal network of friends and family who may be interested in buying the digital version. Based on Skrobo's work (Muliajaya, I. M., Sujana, I. N., & Indrayani, 2019). Finding out what elements, such as customer recommendations, newsletters, linking strategies, communities, free offers, sweepstakes, potential customer lists, chat rooms, reference lists, product text, affiliate programs and search engines, can enhance viral marketing.

In terms of viral marketing, the following factors from Kaplan and Haenlein (in Purba, 2016) can be criteria: 1) Media and individuals; 2) Message or call; 3) Environment.

Product Quality

According to Tjiptono (Windarti, T., & Ibrahim, 2017), quality is a dynamic state where the value of products and services meet or exceed consumer expectations. Quality refers to "all aspects of product offerings that produce excellence and are reflected in the product itself" (Tjiptono in Daga, 2019). The following factors according to Tjiptono (Afnina, & Hastuti, 2018) can be used as a measure of product quality: 1) Final Result (outcome); 2) Additional Functions (Functions); 3) Trust (Veracity); 4) Compliance with specifications (meets requirements); 5) Immortality (Endurance); 6) Functionality; 7) Aesthetically Appealing; 8) The perceived quality or how good something is.

Purchase Interest

Purchase interest comes from the inner expression of the consumer which indicates a plan in buying a product with a certain brand. Kotler & Keller (in Bakti, Hairudin, & Alie, 2020) stated that consumer buying interest is a consumer action related to the emergence of ambition in making a choice, using and consuming so as to expect ownership of a product offered. Ferdinand (in Supriyatna, Rachmawan, & Zakaria, 2021) suggests that there are four criteria that are used as indicators of buying interest according to, namely: 1) Consumers' propensity to make purchases or engage in other behavior directly related to purchases is a measure of their transactional interest; 2) When people have a positive experience with a product, they are more likely to tell others about the product; 3) "Preferential interest" refers to individual behavior characterized by a strong desire for the product. Something can happen to the product he likes, forcing him to choose an

alternative; 4) Curiosity-Based Inquiry This kind of interest characterizes the actions of someone who is very curious about the product they are interested in and who is actively seeking evidence to support claims about the product's benefits.

Generation Z

Those born between 1995 and 2010 are Generation Z. Intelligent, technologically savvy, artistic, and analytical, Generation Z matures quickly (Christiani & Ikasari, 2020). Making a short film that specifically discusses the advantages of a product is an effective way to attract the attention of Generation Z (Wijoyo et al., 2020).

RESEARCH METHOD

As the dependent variable, consumer enthusiasm for a product is correlated here with two other independent variables, product quality and the amount of affiliate marketing attention it receives. There were 393,266 people (BPS Medan) who belonged to Generation Z and were included in this study. Quota sampling is used to collect data from 100 Generation Z members who are regular users of the TikTok application. Both a dependent and an independent variable are present in this analysis. Affiliate Marketing (X1) and Product Quality (X2) are the independent variables, and Consumer Purchase Interest (Y) is the dependent variable.

In this study SPSS version 24 and multiple linear regression analysis were used for primary data analysis, and the results of the validity and reliability tests were positive. The second step is to examine the validity of commonly held beliefs. The third is the half statement (t). Fifth, conduct a simultaneous test (F) and test the regression model with the following conditions:

$$AM = \alpha + \beta_1 KP + \beta_2 MBK + \epsilon$$

AM = Affiliate Marketing

KP = Product Quality

MBK = Consumer Purchase Interest

The Google Form questionnaire distribution was used for data collection in this study. The statement was compiled using a Likert scale survey of users of the TikTok Shop app targeting members of Generation Z about their opinions on Affiliate Marketing, Product Quality and Purchase Interest. One hundred Medan residents in the demographics

of TikTok Store users who are leaning towards millennials and Gen Z were surveyed through this survey.

RESULTS AND DISCUSSION

Validity Test

Table 2
Affiliate Marketing Variable Validity Test Results, Product Quality and Purchase Interest

Variabel	Item	R hitung	R tabel	Hasil uji
Affiliate Marketing	X1.1	0,422	0,195	Valid
	X1.2	0,219	0,195	Valid
	X1.3	0,198	0,195	Valid
	X1.4	0,227	0,195	Valid
	X1.5	0,437	0,195	Valid
	X1.6	0,342	0,195	Valid
Kualitas Produk	X2.1	0,257	0,195	Valid
	X2.2	0,254	0,195	Valid
	X2.3	0,347	0,195	Valid
	X2.4	0,234	0,195	Valid
Minat Beli	Y.1	0,393	0,195	Valid
	Y.2	0,480	0,195	Valid
	Y.3	0,429	0,195	Valid
	Y.4	0,456	0,195	Valid
	Y.5	0,353	0,195	Valid
	Y.6	0,362	0,195	Valid
	Y.7	0,505	0,195	Valid
	Y.8	0,357	0,195	Valid
	Y.9	0,431	0,195	Valid

Source: Processed Data (2023)

Analyzing the reliability of responses to surveys about Affiliate Marketing (X1), Product Quality (X2), and Consumer Purchase Interest (Y) yields some interesting findings. Therefore, the three survey variables can be taken for granted. This ensures that the questions posed by respondents are valid and can be used to measure the variables of interest.

Reliability Test

Table 3
Variable Overall Reliability Test Results

Variable	Cronbach's Alpha	Reliability Limit	Information
Affiliate Marketing (X1)	0.698	0.600	Reliable
Product Quality (X2)	0.680	0.600	Reliable
Purchase Interest	0.845	0.600	Reliable

Source: Processed Data (2023)

The results of the reliability analysis show that the three variables (Affiliate Marketing (X1), Product Quality (X2), and Purchase Interest (Y)) have a Cronbach’s alpha value greater than 0.60. Therefore, it is safe to conclude that the data collected in this study from the questionnaires are reliable.

Classic Assumption Test

Normality, heteroscedasticity and multicollinearity were tested in the conventional way in this work.

Normality Test

The normality assumption of the regression model is met when the P. Plot graph approaches the diagonal line, as seen in the previous example.

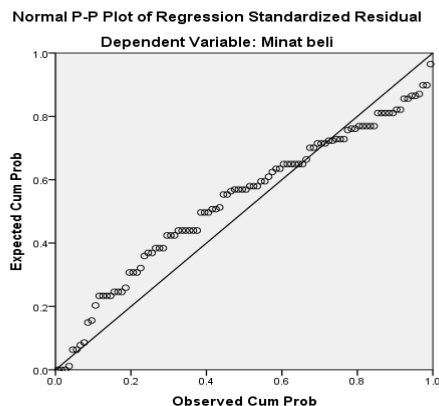


Figure 1
Normality Test Results
 Source: Processed Data (2023)

Heteroscedasticity Test

Table 4
Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.686	3.748		.183	.855
	Affiliate marketing	-.019	.119	-.016	-.157	.875
	Kualitas produk	.059	.147	.042	.399	.691

a. Dependent Variable: RES2

Source: Processed Data (2023)

From the heterosex test table, it is known that the Affiliate Marketing variable has a significance level of $0.875\% > 0.5$ and the Product Quality variable has a significance level of $0.691\% > 0.05$. This study shows that heteroscedasticity does not occur.

Multicollinearity Test

Table 5
Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	18.773	5.171		3.631	.000		
Affiliate marketing	.658	.164	.381	4.024	.000	.941	1.063
Kualitas produk	.267	.203	.125	1.319	.190	.941	1.063

Dependent Variable: Minat beli

Source: Processed Data (2023)

All variables have a tolerance value greater than 0.10, and VIF less than 10, as shown in the multicollinearity test results table above. For clarification, $VIF = 1.063 < 10$ and $tolerance = 0.941 > 0.10$. This study does not contain multicollinearity.

Multiple Linear Regression Analysis

Table 6
Multiple Linear Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.773	5.171		3.631	.000
	Affiliate marketing (X1)	.658	.164	.381	4.024	.000
	Kualitas produk (X2)	.267	.203	.125	1.319	.190

a. Dependent Variable: Minat beli (Y)

Source: Processed Data (2023)

The following equation can be made using the results of the linear regression carried out:

$$Y = 3.917 + 0.403 X_1 + 0.671 X_2 + \varepsilon$$

When the Affiliate Marketing variable (X1) and Product Quality variable (X2) have a constant equity coefficient, then the value of Purchase Interest (Y) is 18.773.

If the product quality value is equal to the Affiliate Marketing regression coefficient (X1) value of 0.685, then it is equal to 0.685.

If the value of Purchase Interest (X2) = 0.267 then the value of the Product Quality coefficient (X2).

T test (Partial)

Table 7
t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.773	5.171		3.631	.000
	Affiliate marketing (X1)	.658	.164	.381	4.024	.000
	Kualitas produk (X2)	.267	.203	.125	1.319	.190

a. Dependent Variable: Minat beli (Y)

Source: Processed Data (2023)

Based on the results of the t test, the significance level of the Affiliate Marketing variable (X1) is less than 0.05, with a t count of 4.024 > 1.98. We accept H1 because there is some evidence that Affiliate Marketing has an effect on Consumer Purchase Interest (variable X1).

The results of the t test can be shown by the calculated t value of 1.319 1.98 (t table) with sig 0.190 > 0.005 with a significance value greater than 0.05 for the Product Quality variable (X2). Therefore, H2 is rejected because the Product Quality variable has a weaker relationship with Purchase Interest.

Simultaneous Test (F)

Table 8
F test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	76.032	2	38.016	10.895	.000 ^b
	Residual	338.478	97	3.489		
	Total	414.510	99			

a. Dependent Variable: Minat beli

b. Predictors: (Constant), Kualitas produk, Affiliate marketing

Source: Processed Data (2023)

As can be observed from the table above, which describes the simultaneous test, the calculated F value is higher than the F table, or $F_{\text{calculated}} > F_{\text{table}}$. If the effect of X1 and X2 together on Y is statistically significant ($p.0005$), then we accept H3 and conclude that Affiliate Marketing and Product Quality together or simultaneously have a large influence on Consumer Purchase Interest.

The Influence of Affiliate Marketing on Consumer Purchase Interest

Data analysis supports H1 with a regression coefficient of 0.685 which indicates that the significance level is less than 0.05. These results indicate that Affiliate Marketing does have an effect on Purchase Interest, and that the effect is positive and consequential. The more influence Affiliate Marketing has on consumers' desire to make a purchase, the better. Consistent with findings (Muliajaya, I. M., Sujana, I. N., & Indrayani, 2019), this study shows that Affiliate Marketing has a major influence on consumer decision making. The results of this study are consistent with research (Kaloka, 2016) who found that viral marketing greatly increased customer intent to make a purchase.

The findings of this study indicate that the application of viral marketing through social media is very attractive to members of generation Z because of their high interest in products that are timely, up-to-date, or viral and are widely discussed among the general public. public and online social networks. their focus.

The Influence of Product Quality on Consumer Purchase Interest

Statistical analysis shows that the significance level of 0.001 is lower than the threshold of 0.05, supporting H2. These findings indicate that product quality has a sizable

and beneficial effect on Consumer Purchase Interest ($R = 0.267$), but only to a certain extent. Generation Z consumers are influenced by Product Quality which is defined as the advantages offered by a product in meeting their needs in a way that can satisfy the wants and needs of their target market. This is due to the fact that Gen Z consumers can find additional product information quickly and easily through social media, including the video comment areas of Tiktok, where users share their own experiences with products based on their own purchases and usage. and make decisions based on how well the advertised quality compares to the actual quality of the item.

The results of this study are consistent with previous research by Nuha (2019), which also found that the quality of a product significantly affects the likelihood of customers making purchases through the Lazada application.

The Influence of Affiliate Marketing and Product Quality on Consumer Purchase Interest

Based on the results of the F test, the significance threshold was 0.000 0.05 and the Fcount value was $10.895 > F_{table} 2.699$. Therefore, variable Product Quality of Affiliate Marketing has a direct and substantial impact on consumer enthusiasm to make purchases. The findings of this study are in line with Prisnawati's research from 2021 which found that Affiliate Marketing and Product Quality impact Purchase Interest simultaneously. In addition, according to the study by (Muliajaya, I. M., Sujana, I. N., & Indrayani, 2019), Pricing and Affiliate Marketing both have a major impact on consumer choices to buy.

CONCLUSION

The following conclusions can be drawn with respect to the research findings: a) Factors Affiliate Marketing and Product Quality both have a big influence on Consumer Purchase Interest in making purchases; b) The Affiliate Marketing variable has a positive and significant effect on Consumer Purchase Interest simultaneously; c) The Product Quality Variable only has a marginally beneficial effect on The Purchase Intention of Generation Z TikTok application users in Medan. Therefore, our research shows that among TikTok Generation Z Medan users, Affiliate Marketing has a greater impact on Purchase Interest than Product Quality.

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