

ABSTRAK

TikTok Shop merupakan platform *social commerce* yang tumbuh pesat di Indonesia, dengan *Gross Merchandise Value* (GMV) mencapai USD 6,198 miliar pada tahun 2024 dan menjadikan Indonesia sebagai pasar terbesar kedua di dunia. Platform ini mengintegrasikan konten hiburan, interaksi sosial, dan transaksi belanja dalam satu ekosistem digital melalui fitur *affiliate marketing*, *flash sale*, *live streaming*, dan *online customer review*. Produk *fashion* mendominasi aktivitas belanja daring di Indonesia dengan persentase konsumen sebesar 70%, menjadikannya kategori produk yang paling relevan untuk dikaji dalam konteks *social commerce*. Kabupaten Jember dipilih sebagai lokasi penelitian mengingat besarnya populasi konsumen muda berbasis digital yang aktif bertransaksi di TikTok Shop. Penelitian ini bertujuan untuk menganalisis pengaruh *Affiliate Marketing* (X1), *Flash Sale* (X2), *Live Streaming* (X3), dan *Online Customer Review* (X4) terhadap Keputusan Pembelian (Y) produk *fashion* di TikTok Shop Kabupaten Jember. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 102 responden konsumen yang pernah membeli produk *fashion* di TikTok Shop, dipilih melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner berskala *Likert* lima poin dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, serta regresi linear berganda. Hasil penelitian menunjukkan bahwa *Affiliate Marketing*, *Flash Sale*, *Live Streaming*, dan *Online Customer Review* masing-masing berpengaruh positif dan signifikan terhadap Keputusan Pembelian. *Online Customer Review* merupakan variabel paling dominan dalam memengaruhi Keputusan Pembelian. Temuan ini mengindikasikan bahwa pengelolaan ulasan konsumen secara aktif, program *flash sale* yang terstruktur, *live streaming* yang interaktif, dan ekosistem *affiliate marketing* yang berkelanjutan merupakan strategi kunci dalam mendorong keputusan pembelian produk *fashion* di TikTok Shop.

Kata Kunci: *Affiliate Marketing, Flash Sale, Live Streaming, Online Customer Review, Keputusan Pembelian.*

ABSTRACT

TikTok Shop is a rapidly growing social commerce platform in Indonesia, recording a Gross Merchandise Value (GMV) of USD 6.198 billion in 2024, positioning Indonesia as the world's second-largest TikTok Shop market. The platform integrates entertainment content, social interaction, and commercial transactions within a single digital ecosystem through features such as affiliate marketing, flash sale, live streaming, and online customer review. Fashion products dominate Indonesia's online shopping landscape with a 70% consumer share, making this category the most relevant for study within the social commerce context. Jember Regency was selected as the research site given its large population of young, digitally active consumers who frequently transact on TikTok Shop. This study aims to analyze the influence of Affiliate Marketing (X1), Flash Sale (X2), Live Streaming (X3), and Online Customer Review (X4) on Purchase Decision (Y) of fashion products on TikTok Shop in Jember Regency. A quantitative approach with a survey method was employed, involving 102 respondents who had purchased fashion products on TikTok Shop, selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed through validity testing, reliability testing, classical assumption tests, and multiple linear regression analysis. The results reveal that Affiliate Marketing, Flash Sale, Live Streaming, and Online Customer Review each have a positive and significant effect on Purchase Decision. Online Customer Review is the most dominant variable influencing Purchase Decision. These findings suggest that active consumer review management, structured flash sale programs, interactive live streaming sessions, and a sustainable affiliate marketing ecosystem are key strategies for driving fashion product purchase decisions on TikTok Shop.

Keywords: *Affiliate Marketing, Flash Sale, Live Streaming, Online Customer Review, Purchase Decision.*