

ABSTRAK

**PERAN MINAT BELI DALAM MEMEDIASI AFFILIATE MARKETING,
HEDONIC MOTIVATION, DAN E-TRUST TERHADAP
KEPUTUSAN PEMBELIAN**

(Studi Pada Pengguna Aplikasi TikTok Di Daerah Istimewa Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) peran minat beli dalam memediasi *affiliate marketing* terhadap keputusan pembelian, (2) peran minat beli dalam memediasi *hedonic motivation* terhadap keputusan pembelian, dan (3) peran minat beli dalam memediasi *e-trust* terhadap keputusan pembelian. Sampel yang digunakan pada penelitian ini adalah masyarakat yang pernah membeli produk di aplikasi TikTok melalui tautan afiliasi. Teknik pengambilan sampel menggunakan *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang merupakan pengguna TikTok di D.I. Yogyakarta. Teknik analisis data dilakukan menggunakan metode *Partial Least Square - Structural Equation Modeling* (PLS-SEM) melalui software SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) minat beli tidak memediasi *affiliate marketing* terhadap keputusan pembelian, (2) minat beli memediasi *hedonic motivation* terhadap keputusan pembelian, dan (3) minat beli memediasi *e-trust* terhadap keputusan pembelian.

Kata kunci: *affiliate marketing, hedonic motivation, e-trust, minat beli, keputusan pembelian*

ABSTRACT

**THE MEDIATING ROLE OF PURCHASE INTENTION IN THE
RELATIONSHIP BETWEEN AFFILIATE MARKETING,
HEDONIC MOTIVATION, AND E-TRUST
ON PURCHASE DECISION**
(Study Of TikTok Users in the Special Region of Yogyakarta)

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This study aims to determine: (1) the role of purchase intention in mediating the relationship between affiliate marketing and purchase decision, (2) the role of purchase intention in mediating the relationship between hedonic motivation and purchase decision, and (3) the role of purchase intention in mediating the relationship between e-trust and purchase decision. The sample in this study consists of individuals who have purchased products on the TikTok application through affiliate links. The sampling technique used is non-probability sampling. This research employs a quantitative approach with a survey method involving 100 respondents who are TikTok users residing in the Special Region of Yogyakarta. Data analysis was carried out using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software. The results of the study show that: (1) purchase intention does not mediate the relationship between affiliate marketing and purchase decision, (2) purchase intention mediates the relationship between hedonic motivation and purchase decision, and (3) purchase intention mediates the relationship between e-trust and purchase decision.

Keywords: affiliate marketing, hedonic motivation, e-trust, purchase intention, purchase decision