

ABSTRAK

**PENGARUH AFFILIATE MARKETING DAN LIVE STREAMING
TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION
DI TIKTOK SHOP
(Studi Pada Generasi Z di Daerah Istimewa Yogyakarta)**

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2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan affiliate marketing dan live streaming terhadap keputusan pembelian produk fashion di TikTok Shop, (2) pengaruh secara parsial affiliate marketing terhadap keputusan pembelian produk fashion di TikTok Shop, (3) pengaruh secara parsial live streaming terhadap keputusan pembelian produk fashion di TikTok Shop. Penelitian ini menggunakan teknik pengambilan sampel dengan metode non probability sampling, data yang diperoleh dengan menyebarkan kuesioner kepada 100 responden. Penelitian yang dilakukan menggunakan teknik analisis deskriptif, uji asumsi klasik, analisis linier berganda dan uji hipotesis. Alat analisis yang digunakan adalah program SPSS Statistic 25. Hasil yang diperoleh dalam penelitian menunjukkan bahwa: (1) affiliate marketing dan live streaming secara simultan berpengaruh terhadap keputusan pembelian produk fashion di TikTok Shop, (2) affiliate marketing secara parsial berpengaruh keputusan pembelian produk fashion di TikTok Shop, (3) live streaming secara parsial berpengaruh keputusan pembelian produk fashion di TikTok Shop.

Kata kunci: *Affiliate Marketing, Live Streaming, Keputusan Pembelian*

ABSTRACT

**INFLUENCE OF AFFILIATE MARKETING AND LIVE STREAMING
ON PURCHASE DECISIONS FOR FASHION PRODUCTS
AT TIKTOK SHOP
(Study on Generation Z in the Special Region of Yogyakarta)**

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This study aims to determine: (1) the simultaneous influence of affiliate marketing and live streaming on purchasing decisions for fashion products at TikTok Shop, (2) the partial influence of affiliate marketing on purchasing decisions for fashion products at TikTok Shop, (3) the partial influence of live streaming on purchasing decisions for fashion products at TikTok Shop. This study uses a sampling technique with a non probability sampling method, the data obtained by distributing questionnaires to 100 respondents. The research used descriptive analysis techniques, classical assumption tests, multiple linear analysis and hypothesis testing. The analytical tool used is the SPSS Statistic 25 program. The results obtained in the study show that: (1) affiliate marketing and live streaming simultaneously affect the decision to purchase fashion products at TikTok Shop, (2) affiliate marketing partially affects the decision to purchase fashion products at TikTok Shop, (3) live streaming partially affects the decision to purchase fashion products at TikTok Shop.

Keywords: Affiliate Marketing, Live Streaming, Purchasing Decisions