

## ABSTRAK

Zahwa nura ailani. 2025 Pengaruh Marketing Affiliate, Kepercayaan Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Facetology Triple Care Sunscreen (Studi Kasus Generasi Z Di Kota Madiun). Skripsi Program Studi S1 Manajemen, Fakultas Ekonomi Dan Bisnis UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M, pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *marketing affiliate*, kepercayaan merek, dan kualitas produk terhadap keputusan pembelian produk Facetology Triple Care Sunscreen pada kalangan Generasi Z di Kota Madiun. Produk sunscreen telah menjadi kebutuhan penting dalam rutinitas perawatan kulit, terutama bagi Gen Z yang memiliki kesadaran tinggi terhadap kesehatan kulit dan aktif menggunakan media sosial. Facetology sebagai merek lokal yang tengah naik daun, memanfaatkan strategi *affiliate marketing* untuk memperluas jangkauan pemasaran. Meskipun sempat diterpa isu negatif mengenai potensi komedogenik, Facetology tetap diminati oleh konsumen, yang menunjukkan bahwa faktor-faktor lain turut memengaruhi keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui kuesioner. Teknik pengambilan sampel menggunakan metode non-probability sampling dengan pendekatan purposive sampling, dan jumlah responden sebanyak 384 orang yang pernah membeli *facetology triple care sunscreen*. Analisis data dilakukan dengan menggunakan regresi linier berganda melalui program SPSS versi 25. Hasil penelitian menunjukkan bahwa *marketing affiliate*, kepercayaan merek dan kualitas produk, secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Marketing Affiliate, Kepercayaan Merek, Kualitas Produk, Keputusan Pembelian, Generasi Z, Facetology

## **ABSTRACT**

*Zahwa nura ailani. 2025 The Influence of Affiliate Marketing, Brand Trust, and Product Quality on Facetology Triple Care Sunscreen Purchase Decisions (A Case Study of Generation Z in Madiun City). Undergraduate Thesis, Management Program, Faculty of Economics and Business, PGRI MADIUN UNIVERSITY. Advisor (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M, advisor (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.*

*This study aims to analyze the influence of affiliate marketing, brand trust, and product quality on purchasing decisions for Facetology Triple Care Sunscreen among Generation Z in Madiun City. Sunscreen products have become essential in skincare routines, especially for Gen Z, who are highly conscious of skin health and active social media users. Facetology, a rising local brand, utilizes affiliate marketing strategies to expand its marketing reach. Despite negative issues regarding its comedogenic potential, Facetology remains popular with consumers, indicating that other factors influence purchasing decisions. This study used a quantitative approach with primary data collected through questionnaires. The sampling technique used a non-probability sampling method with a purposive sampling approach, and 384 respondents who had purchased Facetology Triple Care Sunscreen were recruited. Data analysis was performed using multiple linear regression using SPSS version 25. The results showed that affiliate marketing, brand trust, and product quality, both partially and simultaneously, had a positive and significant influence on purchasing decisions.*

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