

ABSTRAK

Hemas Anfasa Setya Mustangin, 2025. Pengaruh *Affiliate Marketing*, *Live Streaming*, *Online Customer Review*, *Online Customer Rating* Dan *Price Discount* Terhadap Keputusan Pembelian Produk *Ponds Age Miracle Day Cream* Pada Tiktok Shop (Survey Konsumen Produk *Ponds Age Miracle Day Cream* Pada Pengguna Tiktok Shop Di Madiun). Tugas Akhir. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian ini untuk membuktikan pengaruh pengaruh *Affiliate Marketing*, *Live Streaming*, *Online Customer Review*, *Online Customer Rating* Dan *Price Discount* terhadap keputusan pembelian produk *Ponds Age Miracle Day Cream* pada Tiktok Shop. Survey Konsumen Produk *Ponds Age Miracle Day Cream* Pada Pengguna Tiktok Shop Di Madiun. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 responden. Teknik pengambilan sampel menggunakan metode purposive sampling dengan penyebaran kuesioner melalui Google Form. Analisis data dilakukan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa: (1) *Affiliate Marketing* tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian ; (2) *Live Streaming* berpengaruh positif dan signifikan terhadap keputusan pembelian ; (3) *Online Customer Review* berpengaruh positif dan signifikan terhadap keputusan pembelian ; (4) *Online Customer Rating* berpengaruh positif dan signifikan terhadap keputusan pembelian ; (5) *Price Discount* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : *Affiliate Marketing*, *Live Streaming*, *Online Customer Review*, *Online Customer Rating*, *Price Discount*, Keputusan Pembelian

ABSTRACT

Hemas Anfasa Setya Mustangin, 2025. Pengaruh *Affiliate Marketing, Live Streaming, Online Customer Review, Online Customer Rating Dan Price Discount* Terhadap Keputusan Pembelian Produk *Ponds Age Miracle Day Cream* Pada Tiktok Shop (Survey Konsumen Produk *Ponds Age Miracle Day Cream* Pada Pengguna Tiktok Shop Di Madiun). Tugas Akhir. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

The Influence of Affiliate Marketing, Live Streaming, Online Customer Reviews, Online Customer Ratings, and Price Discounts towards Purchasing Decisions for Ponds Age Miracle Day Cream on TikTok Shop (Consumer Survey of Ponds Age Miracle Day Cream Among TikTok Shop Users in Madiun).

The aim of this study was to determine the influence of Affiliate Marketing, Live Streaming, Online Customer Reviews, Online Customer Ratings, and Price Discounts towards Purchasing Decisions for Ponds Age Miracle Day Cream on TikTok Shop. This study was conducted in a quantitative manner with a sample size of 384 respondents. The sampling technique used purposive sampling with questionnaires distributed via Google Form. Data analysis was performed using SPSS 25. The results show that: (1) Affiliate Marketing has no positive or significant effect towards purchasing decisions; (2) Live Streaming has a positive and significant effect towards purchasing decisions; (3) Online Customer Reviews has a positive and significant effect towards purchasing decisions; (4) Online Customer Rating has a positive and significant effect towards purchasing decisions. (5) Price discounts have a positive and significant effect towards purchasing decisions.

Keywords: Affiliate Marketing, Live Streaming, Online Customer Reviews, Online Customer Ratings, Price Discounts, Purchasing Decisions.