

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kepercayaan Konsumen, *Affiliate Marketing*, dan Kualitas Produk terhadap Keputusan Pembelian produk *skincare* Azarine di platform TikTok pada masyarakat Kota Medan. Latar belakang penelitian ini didasari oleh dominasi Azarine di pasar tabir surya *e-commerce* Indonesia serta pesatnya perkembangan ekosistem bisnis di TikTok.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan sampel sebanyak 100 responden yang berdomisili di Kota Medan. Teknik pengambilan sampel menggunakan *accidental sampling* dengan kriteria pengguna Azarine berusia 17–35 tahun. Data primer dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) melalui perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa secara parsial, *Affiliate Marketing* ( $p=0,001$ ) dan Kualitas Produk ( $p=0,000$ ) berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Sebaliknya, Kepercayaan Konsumen ( $p=0,594$ ) tidak memiliki pengaruh signifikan terhadap keputusan pembelian secara parsial, yang diduga karena karakteristik pengguna TikTok yang cenderung impulsif. Secara simultan, ketiga variabel independen berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai  $F_{\text{hitung}} 228,17 > F_{\text{tabel}} 2,70$ . Nilai *R-Square* sebesar 0,877 menunjukkan bahwa variabel-variabel tersebut mampu menjelaskan 87,7% variasi keputusan pembelian. Azarine disarankan untuk terus mengoptimalkan strategi *affiliate* dan menjaga kualitas produk sebagai faktor pendorong utama penjualan.

**Kata Kunci:** Kepercayaan Konsumen, *Affiliate Marketing*, Kualitas Produk, Keputusan Pembelian, Azarine, TikTok.

## **ABSTRACT**

*This study aims to analyze the influence of Consumer Trust, Affiliate Marketing, and Product Quality on Purchasing Decisions for Azarine skincare products on the TikTok platform among residents of Medan City. The background of this research is based on Azarine's dominance in the Indonesian e-commerce sunscreen market as well as the rapid development of the business ecosystem on TikTok.*

*The research method employed a quantitative approach with a sample of 100 respondents domiciled in Medan City. The sampling technique used was accidental sampling, with criteria being Azarine users aged 17–35 years. Primary data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the SmartPLS 4 software.*

*The results indicate that partially, Affiliate Marketing ( $p = 0.001$ ) and Product Quality ( $p = 0.000$ ) have a positive and significant effect on Purchasing Decisions. In contrast, Consumer Trust ( $p = 0.594$ ) does not have a significant partial effect on purchasing decisions, which is presumed to be due to the impulsive characteristics of TikTok users. Simultaneously, the three independent variables have a significant effect on Purchasing Decisions, with an  $F$ -value of  $228.17 > F$ -table of  $2.70$ . The  $R$ -square value of  $0.877$  indicates that these variables are able to explain  $87.7\%$  of the variation in purchasing decisions. Azarine is advised to continue optimizing its affiliate strategy and maintaining product quality as the main drivers of sales.*

**Keywords:** *Consumer Trust, Affiliate Marketing, Product Quality, Purchasing Decision, Azarine, TikTok.*