



## The Influence of Affiliate Marketing, Content Marketing, and Product Uniqueness on Purchase Decisions in Fashion TikTok Shops in the Digital Era

Aprilia Galih Raka Siwi <sup>1\*</sup>, Kussudyarsana <sup>2</sup>

<sup>1,2</sup> Faculty of Economics and Business, Muhammadiyah University of Surakarta

\* E-mail Korespondensi: b100210496@student.ums.ac.id

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### ABSTRACT

*This scholarly investigation aimed to explore the effects of affiliate marketing, content marketing, and product distinctiveness on the purchasing behaviors of TikTok Shop users in the fashion sector. A quantitative research design was utilized, incorporating a carefully crafted questionnaire that was administered to a cohort of 160 individuals who met specified inclusion criteria. The acquired data were analyzed through multiple linear regression methodologies to determine both the separate and combined impacts of the three independent variables. The results demonstrated that all three variables had a positive and statistically significant impact on purchasing decisions, with product distinctiveness showing the most substantial effect. The regression analysis indicated that 55.5% of the variance in purchasing decisions could be explained by these variables. Despite its meaningful contributions, the study is limited by its small sample size, regional constraints, and the exclusion of other potentially significant factors, such as pricing strategies, brand loyalty, and perceived consumer value. This research contributes to the existing literature by integrating the three marketing variables within the context of short-form video-driven e-commerce and provides practical insights for marketers seeking to enhance consumer engagement and boost sales performance on TikTok Shop.*

**Key word:** *Affiliate Marketing, Content Marketing, Product Uniqueness, Purchase Decision, TikTok Shop*

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### INTRODUCTION

In the current digital milieu, rapid technological advancements have significantly transformed the operational and competitive frameworks of enterprises. The emergence of digital

platforms has not only refined business operations but has also intensified market competition, compelling organizations to adopt innovative marketing strategies. A notable approach that has gained prominence is affiliate marketing, a performance-based model where individuals, referred to as affiliates, promote products via customized links and earn commissions on the sales generated (Ash Shiddiqy & Arifiona Faradila, 2024; Maulana, 2023). As articulated by Trisnawati & Nugraha (2024), companies are increasingly leveraging this strategy to expand their reach and influence consumer purchasing behaviors, particularly through social media platforms like TikTok. TikTok Shop has emerged as a significant platform for businesses and entrepreneurs to market various products, including clothing, food items, and cosmetics, alongside services. TikTok is posited to function as an effective channel for marketing endeavors (Dewa & Safitri, 2021).

Affiliate marketing thrives within digital ecosystems that promote user-generated content and peer influence. On platforms such as TikTok, affiliates serve not only as brand proponents but also as content creators, shaping consumer perceptions and encouraging purchasing decisions. The effectiveness of affiliate marketing in influencing consumer behavior has been validated by research such as that conducted by Simanjuntak et al. (2024), which indicates that affiliate marketing has a substantial impact on the buying choices of Gen Z consumers on TikTok Shops. Conversely, alternative studies, like those by Fadila et al. (2024), yield contrasting results, highlighting the necessity for further inquiry into the contextual factors that might mediate or moderate this relationship.

In conjunction with affiliate strategies, content marketing plays a vital role in the digital ecosystem by providing value-driven, engaging content meticulously crafted for distinct target audiences. Content marketing not only aims to inform but also cultivates an emotional connection with consumers, thereby fostering trust and enhancing brand loyalty (Mahardini et al., 2024; Pratiwi et al., 2023). It transforms traditional advertisements into immersive experiences that considerably influence purchasing behaviors, particularly among digital natives who interact with concise video content on platforms like TikTok. Empirical studies conducted by Bs et al. (2023) and Nurivananda & Fitriyah (2023) affirm that content marketing positively and significantly impacts purchase decisions, especially within the fashion sector.

Moreover, the distinctiveness of products emerges as a crucial factor influencing consumer purchasing behavior. Unique characteristics such as design, innovation, quality, and

branding enable fashion products to stand out in a crowded market, thus providing firms with a competitive advantage (Permana et al., 2019; Seturi & Urotadze, 2017). Distinctive fashion offerings not only attract consumer attention but also enhance brand differentiation and promote consumer loyalty. Investigations by Poli et al. (2015) and Hastuti et al. (2023) support this premise, revealing a significant positive relationship between product uniqueness and purchase intention, particularly within online fashion retail contexts such as TikTok Shops.

In light of the burgeoning popularity of TikTok Shop as a digital marketplace and its consequential impact on consumer behavior, this study seeks to investigate the synergistic effects of affiliate marketing, content marketing, and product uniqueness on purchasing decisions within the fashion sector. While prior research has scrutinized these variables in isolation, there exists a paucity of studies examining them within a cohesive model in the context of short-form video e-commerce platforms. By addressing this lacuna, the present investigation aspires to make both theoretical and practical contributions to the corpus of digital marketing literature while offering actionable insights for fashion entrepreneurs and marketers.

The anticipated outcomes of this study are poised to yield substantial contributions to academic knowledge and managerial practices alike. From a theoretical standpoint, the research endeavors to augment the existing body of literature on digital marketing and consumer behavior. Practically, it aims to furnish valuable recommendations for fashion brands and digital marketers on optimizing their promotional strategies on TikTok Shop to enhance customer engagement and stimulate sales.

## **RESEARCH METHOD**

This study employs a quantitative research design using primary data obtained through an online questionnaire. The target population includes TikTok users in Boyolali who are interested in purchasing fashion products via TikTok Shop. The sampling technique used is purposive sampling, selecting respondents who have a TikTok Shop account and experience in online fashion purchases.

The research data were collected using a structured Google Form questionnaire, consisting of demographic questions and indicators for each variable measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The variables include affiliate marketing, content marketing, product uniqueness (independent variables), and purchase

decision (dependent variable), with indicators adapted from relevant literature.

The collected data were analyzed using multiple linear regression analysis to determine the influence of the independent variables on purchase decisions. Statistical tests included validity and reliability tests, classical assumption tests (normality, multicollinearity via VIF, and heteroskedasticity), and hypothesis testing using t-tests and F-tests. The coefficient of determination ( $R^2$ ) was also used to assess the model's explanatory power. variables.

## **RESULTS**

This section elucidates the demographic characteristics of the participants involved in the study, emphasizing variables such as gender, age, and occupation. The individuals participating in this research are constituents of the general population in Boyolali who actively use TikTok and demonstrate an inclination towards procuring fashion items through the TikTok e-commerce platform. Among the 170 responses collected, 160 were considered valid and appropriate for analysis utilizing SPSS version 25. Regarding gender distribution, 53 respondents (33.125%) identified as male, whereas 107 respondents (66.875%) identified as female. This indicates a significant predominance of female users within the sample group concerning their enthusiasm for fashion and their interactions with TikTok Shop for purchasing purposes.

Concerning age demographics, the majority of respondents were situated within the 17 to 25-year age range, comprising 112 individuals or 70% of the sample. Respondents aged 26 to 30 represented 19 individuals (11.875%), those in the 30 to 35 age range amounted to 12 individuals (7.5%), and individuals aged 35 to 45 totaled 17 (10.625%). In terms of professional status, 78 respondents (48.75%) were categorized as students or university attendees, 59 respondents (36.875%) were entrepreneurs, and 23 respondents (14.375%) were homemakers. These findings underscore that young individuals, particularly students, represent the most substantial demographic of consumers interested in acquiring fashion products through TikTok Shop within the Boyolali region.

## Instrument Feasibility Analysis

### Validity Test

#### Validity of the Affiliate Marketing Variable ( $X_1$ )

**Table 1 Validity of the Affiliate Marketing Variable**

| Variable                      | $R_{count}$ | $R_{table}$ | Description |
|-------------------------------|-------------|-------------|-------------|
| Affiliate Marketing ( $X_1$ ) |             |             |             |
| X1.1                          | 0,746       | 0,155       | Valid       |
| X1.2                          | 0,800       | 0,155       | Valid       |
| X1.3                          | 0,728       | 0,155       | Valid       |

Based on the validity evaluation delineated in the prior table, each element pertaining to variable  $X_1$ , recognized as affiliate marketing, is considered valid. This determination is derived from the finding that the computed correlation coefficient  $R_{count}$  surpasses the critical threshold  $R_{table}$ , which is set at 0.155.

#### Validity of the Content Marketing Variable ( $X_2$ )

**Table 2 Validity of the Content Marketing Variable**

| Variable                    | $R_{count}$ | $R_{table}$ | Description |
|-----------------------------|-------------|-------------|-------------|
| Content Marketing ( $X_2$ ) |             |             |             |
| X2.1                        | 0,596       | 0,155       | Valid       |
| X2.2                        | 0,683       | 0,155       | Valid       |
| X2.3                        | 0,839       | 0,155       | Valid       |
| X2.4                        | 0,817       | 0,155       | Valid       |
| X2.5                        | 0,731       | 0,155       | Valid       |

Based on the findings from the validity evaluation displayed in the previously mentioned table, it is apparent that every item associated with variable  $X_2$ , which signifies content marketing, is regarded as valid. This inference is derived from the observation that the calculated correlation coefficient,  $R_{count}$ , surpasses the critical threshold,  $R_{table}$ , which is established at 0.155.

#### Validity of Product Uniqueness Variable ( $X_3$ )

**Table 3 Validity of Product Uniqueness Variable**

| Variable                     | $R_{count}$ | $R_{table}$ | Description |
|------------------------------|-------------|-------------|-------------|
| Product Uniqueness ( $X_3$ ) |             |             |             |
| X3.1                         | 0,703       | 0,155       | Valid       |
| X3.2                         | 0,811       | 0,155       | Valid       |
| X3.3                         | 0,695       | 0,155       | Valid       |
| X3.4                         | 0,794       | 0,155       | Valid       |

Based on the findings derived from the validity evaluation delineated in the preceding table, it can be inferred that all items related to variable X3, recognized as product uniqueness, are considered valid. This conclusion is substantiated by the observation that the calculated correlation coefficient ( $r_{\text{count}}$ ) surpasses the critical threshold ( $r_{\text{table}}$ ), which is 0.155.

### Validity of Purchase Decision Variable (Y)

**Table 4 Validity of Purchase Decision Variable**

| Variable              | $R_{\text{count}}$ | $R_{\text{table}}$ | Description |
|-----------------------|--------------------|--------------------|-------------|
| Purchase Decision (Y) |                    |                    |             |
| Y1                    | 0,856              | 0,155              | Valid       |
| Y2                    | 0,693              | 0,155              | Valid       |
| Y3                    | 0,813              | 0,155              | Valid       |

With respect to the results obtained from the validity evaluation delineated in the prior table, it is apparent that every question related to variable Y, designated as the purchasing decision, demonstrates validity. This inference is based on the analysis that the calculated correlation coefficient ( $r_{\text{count}}$ ) exceeds the threshold value ( $r_{\text{table}}$ ), which is determined to be 0.155.

**Table 5 Reliability of X1**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .630                   | 3          |

According to the reliability assessment, a variable is deemed reliable when the Cronbach's Alpha coefficient exceeds 0.6; consequently, the findings suggest that all the items are indeed reliable.

**Table 6 Reliability of X2**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .788                   | 5          |

According to the preceding table, it is evident that the outcomes from the reliability test analysis for the content marketing variable (X2) yielded a satisfactory reliability coefficient, as indicated by a Cronbach's Alpha of 0.788. A variable is deemed reliable when the Cronbach's Alpha exceeds 0.6; therefore, these findings suggest that all items are considered reliable.

**Table 7 Reliability of X3**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .743                   | 4          |

According to the preceding table, it is evident that the outcomes of the reliability assessment for the product uniqueness variable (X3) yielded a satisfactory reliability coefficient, denoted by a Cronbach's Alpha score of 0.743. A variable is deemed reliable when the Cronbach's Alpha value exceeds 0.6; consequently, these findings suggest that all inquiries are indeed reliable.

**Table 8 Reliability of Y**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .698                   | 3          |

According to the aforementioned table, it is evident that the outcomes of the reliability assessment for the purchase decision variable (Y) yielded a satisfactory reliability coefficient, as indicated by a Cronbach's Alpha value of 0.698. A variable is deemed reliable when the Cronbach's Alpha exceeds 0.6; consequently, the results suggest that all the inquiries are indeed reliable.

## Classical Assumption Test Results

### Normality Test

**Table 9 Normality Test Results**

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 160                     |
| Normal Parameters <sup>a,b</sup>   | Mean           | .0000000                |
|                                    | Std. Deviation | 1.10965760              |
| Most Extreme Differences           | Absolute       | .062                    |
|                                    | Positive       | .062                    |
|                                    | Negative       | -.045                   |
| Test Statistic                     |                | .062                    |
| Asymp. Sig. (2-tailed)             |                | .200 <sup>c,d</sup>     |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

In Table 9 above, it is evident that the findings of the normality assessment indicate an Asymp Sig. (2-tailed) value of 0.200, which exceeds the threshold of 0.05. Consequently, it



can be concluded that the data in this analysis follows a normal distribution.

### Multicollinearity Test

**Table 10 Multicollinearity Test Coefficients<sup>a</sup>**

| Model               | Tolerance | VIF   |
|---------------------|-----------|-------|
| Affiliate Marketing | .758      | 1.319 |
| Content Marketing   | .417      | 2.398 |
| Product Uniqueness  | .417      | 2.399 |

In reference to the previously mentioned Table 10, the Tolerance for affiliate marketing (X1) is documented at 0.758, the Tolerance coefficient for content marketing (X2) is recorded at 0.417, while the Tolerance coefficient for product uniqueness (X3) is also positioned at 0.417. All these values surpass the critical threshold of 0.10. Simultaneously, the Variance Inflation Factor (VIF) values for each independent variable are as follows: affiliate marketing (X1) is reported at 1.319, content marketing (X2) is noted at 2.398, and product uniqueness (X3) is at 2.399. Each of these values remains beneath the significant threshold of 10.00. Therefore, it can be concluded that there is a lack of multicollinearity issues among the independent variables within the regression model.

### Heteroscedasticity Test

**Table 11 Heteroscedasticity Test Results**

| Coefficients <sup>a</sup> |                             |            |                           |        |      |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)              | 1.949                       | .476       |                           | 4.091  | .000 |
| Affiliate Marketing       | .027                        | .039       | .061                      | .691   | .491 |
| Content Marketing         | -.027                       | .027       | -.119                     | -.996  | .321 |
| Keunikan Produk           | -.054                       | .032       | -.201                     | -1.684 | .094 |

a. Dependent Variable: ABS\_RES

In light of the findings derived from the heteroscedasticity assessment conducted through the Glejser test, as illustrated in the preceding table, one can observe that the significance levels corresponding to each variable are as follows: affiliate marketing (X1) at 0.491, content marketing (X2) at 0.321, and product uniqueness (X3) at 0.094. These values exceed the threshold of 0.05. Consequently, it can be inferred that this analysis suggests the absence of heteroscedasticity within the regression framework.



**Table 12 t-test**

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 2.707                       | .782       |                           | 3.463 | .001 |
| Affiliate Marketing       | .238                        | .064       | .229                      | 3.734 | .000 |
| Content Marketing         | .128                        | .044       | .238                      | 2.876 | .005 |
| Keunikan Produk           | .260                        | .053       | .406                      | 4.915 | .000 |

According to Table 12, the equation for multiple linear regression can be articulated as follows:  $Y = 2.707 + 0.238X_1 + 0.128X_2 + 0.260X_3 + \epsilon$ . The constant term of 2.707 signifies that when the variables of affiliate marketing ( $X_1$ ), content marketing ( $X_2$ ), and product uniqueness ( $X_3$ ) are all held at zero, the resultant purchase decision ( $Y$ ) is 2.707. The coefficient associated with affiliate marketing is 0.238, indicating that a unitary increment in affiliate marketing results in a 0.238 escalation in the purchase decision. This affirmative correlation illustrates that enhancements in affiliate marketing are likely to correspond with increased purchase decisions. In a similar vein, the coefficient for content marketing is 0.128, suggesting that each unit increase in content marketing yields a 0.128 rise in purchase decisions, thereby indicating a constructive influence between content marketing and the purchase decision. Additionally, the coefficient for product uniqueness stands at 0.260, implying that a one-unit enhancement in product uniqueness precipitates an increase of 0.260 in the purchase decision. This favorable coefficient indicates that heightened product uniqueness engenders an elevation in purchase decisions. Collectively, these findings affirm that affiliate marketing, content marketing, and product uniqueness each exerts a beneficial influence on consumers' purchase decisions.

### Coefficient of Determination ( $R^2$ )

**Table 13  $R^2$**

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | .745 <sup>a</sup> | .555     | .547              | 1.12028                    | 1.539         |

Based on Table 13, the coefficient of determination ( $R^2$ ) value can be seen in the  $R^2$  column, which is 0.555. This value indicates that the influence of the variables affiliate marketing, content marketing, and product uniqueness on the purchase decision variable is 0.555 (55.5%), while the remaining 44.5% is influenced by other variables outside the research

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model.

## Hypothesis Testing

### F Test

**Table 14 Simultaneous Test**

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 244.617        | 3   | 81.539      | 64.970 | .000 <sup>b</sup> |
|                    | Residual   | 195.783        | 156 | 1.255       |        |                   |
|                    | Total      | 440.400        | 159 |             |        |                   |

Based on Table 14 above, with degrees of freedom  $df_1 = 2$  and  $df_2 = 157$ , the table value (F table) is 3.054. From the simultaneous test or F test, the calculated F value (F count) is 64.970, which is greater than the F table value of 3.054, with a significance level of  $0.000 < \alpha$  0.05. Based on the hypothesis testing, this means that  $H_0$  is rejected and  $H_1$  is accepted, indicating that overall the independent variables affiliate marketing, content marketing, and product uniqueness have a significant effect on the purchase decision as the dependent variable.

### T Test

**Table 15 T Test Analysis Results**

| Coefficients <sup>a</sup> |                     |                             |            |                           |       |      |
|---------------------------|---------------------|-----------------------------|------------|---------------------------|-------|------|
|                           |                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
| Model                     |                     | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)          | 2.707                       | .782       |                           | 3.463 | .001 |
|                           | Affiliate Marketing | .238                        | .064       | .229                      | 3.734 | .000 |
|                           | Content Marketing   | .128                        | .044       | .238                      | 2.876 | .005 |
|                           | Product Uniqueness  | .260                        | .053       | .406                      | 4.915 | .000 |

## Results of Testing the Effect of Affiliate Marketing on Purchase Decision

Based on the aforementioned table, the computed t-value ( $t_{hitung}$ ) is 3.734 while the t-value from the table ( $t_{tabel}$ ) is 1.975. Consequently, it can be inferred that  $t_{hitung}$  exceeds  $t_{tabel}$ , and the resulting significance value is 0.000, which is less than 0.05. In accordance with the hypothesis, this indicates the acceptance of  $H_1$  and the rejection of  $H_0$ . Therefore, the variable of affiliate marketing exerts a partial positive and significant influence on the decision to purchase.

### Results of Evaluating the Impact of Content Marketing on Purchase Decision

According to the data presented in the table, the calculated t-value is 2.876 and the corresponding table t-value is 1.975. Thus, it can be deduced that  $t_{hitung}$  surpasses  $t_{tabel}$ , with the significance value obtained being 0.005, which is less than 0.05. In terms of the hypothesis, this suggests the acceptance of  $H_2$  and the rejection of  $H_0$ . Hence, the content marketing variable has a partial positive and significant impact on the decision to purchase.

### Results of Assessing the Influence of Product Uniqueness on Purchase Decision

Referring to the table above, the calculated t-value is 4.915, while the table t-value stands at 1.975. Therefore, it can be concluded that  $t_{hitung}$  is greater than  $t_{tabel}$ , and the significance value computed is 0.000, which is below 0.05. According to the hypothesis, this leads to the acceptance of  $H_3$  and the rejection of  $H_0$ . Consequently, the variable of product uniqueness has a partial positive and significant effect on the decision to purchase.

## Discussion

### The Effect of Affiliate Marketing on Purchase Decision

The results derived from the t-test reveal that the variable pertaining to affiliate marketing exhibits a t-value of 3.734, accompanied by a significance level of 0.000 ( $< 0.05$ ). This finding indicates that affiliate marketing has a positive and statistically significant effect on consumer purchasing behavior within the TikTok Shop for fashion products. The regression coefficient of 0.238 signifies that each improvement in the effectiveness of affiliate marketing is associated with a 0.238 unit increase in purchasing behavior. This claim is supported by the research conducted by Simanjuntak et al. (2024), which illustrates that affiliate marketing has a substantial partial influence on purchasing behavior. Furthermore, affiliate marketing similarly produces a positive and significant effect on the purchasing decisions regarding Skintific products through Shopee Affiliate, as emphasized by (Ash Shiddiqy & Arifiona Faradila, 2024).

### The Effect of Content Marketing on Purchase Decision

Content marketing constitutes a systematic approach utilized by organizations to create and distribute relevant and valuable content, aiming to attract attention, acquire, and actively engage specified audiences through clear and accessible material (Rizki & Kussudyarsana, 2023). Moreover, content marketing exhibits a significant effect on consumer purchasing behavior, as demonstrated by a t-value of 2.876 and a significance level of 0.005. The

coefficient value of 0.128 indicates that improvements in content marketing quality will enhance purchase decisions, although its effect is not as substantial as that of affiliate marketing or product uniqueness. This claim is supported by the research of Mahardini et al. (2023), which verifies that content marketing has a positive and significant impact on the purchasing choices of TikTok application users. Furthermore, as highlighted by Bs et al. (2023), content marketing also yields a beneficial and significant influence on consumer purchasing behaviors on both Instagram and TikTok.

### **The Effect of Product Uniqueness on Purchase Decision**

The construct of product distinctiveness manifests the most pronounced effect within this framework, as indicated by a regression coefficient of 0.260, a t-value of 4.915, and a significance level of 0.000. This suggests that elements of product distinctiveness, encompassing design, style, features, and branding, play an essential role in shaping consumer purchasing decisions. Product distinctiveness has the potential to enhance consumer purchasing behavior and provide added value in a competitive marketplace. This assertion is corroborated by the findings of Lestari & Widjanarko (2023), who argue that product distinctiveness has a positive and significant influence on consumer purchasing behaviors. Furthermore, a study by Septiarso (2010) yielded comparable findings, illustrating that product distinctiveness affects both perceived product quality and pricing, which in turn influence purchasing decisions.

### **CONCLUSION**

This study, which investigates a group of 160 users from TikTok Shop, concludes that affiliate marketing, content marketing, and product uniqueness each have a beneficial and statistically significant effect on consumer purchasing decisions. Affiliate marketing influences consumer behavior through endorsements by reputable content creators. When content marketing is crafted to be both captivating and informative, it stimulates greater consumer interest in fashion products. Significantly, product uniqueness, which includes innovative design and distinctive features, demonstrates the strongest impact. Collectively, these three elements account for 55.5% of the variability in consumer purchasing behaviors.

This analysis is limited by its small sample size and its focus on a specific demographic of fashion-centric TikTok users, which may restrict the applicability of the findings to the

broader population. The data collection method was conducted online, which could lead to biases in interpretation. Additionally, the study was confined to three variables, while other factors such as pricing, brand loyalty, perceived value, or electronic word-of-mouth (e-WOM) could also play a crucial role in influencing purchasing behaviors. Future research is encouraged to include further variables and consider adopting a mixed-methods approach to achieve a more holistic understanding of consumer motivation and behavior.

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