

ABSTRACT

This study aims to analyze the influence of Affilliate Marketing and Hedonism on Purchase Intention at TikTok Shop, with Ratings and Reviews as mediating variables. In the context of the rapid development of digital marketing, TikTok Shop has emerged as one of the e-commerce platforms of interest to the younger generation because it offers an interactive and fun shopping experience.

This research uses quantitative methods with data collection through questionnaires distributed to active TikTok Shop users. The results showed that Affilliate Marketing has a positive effect on Purchase Intention, driven by the attractiveness of promotions carried out by affiliates. In addition, consumer Hedonism is also proven to increase Purchase Intention by emphasizing the pleasure-seeking aspect of shopping. Ratings and Reviews act as significant mediators, strengthening the relationship between Affilliate Marketing and Hedonism with Purchase Intention.

The findings confirm that emotional and social aspects, such as experiential satisfaction and trust built through Ratings and Reviews, are critical in influencing consumer purchase decisions on social media platforms. The implications of this study provide insights for marketers in designing effective promotional strategies on TikTok Shop, as well as highlighting the importance of building positive interactions through Ratings and Reviews. This research is expected to be a reference for further studies on consumer behavior in the digital era, especially on social media platforms that continue to grow.

Keywords: Affilliate Marketing, Mediation, Hedonism, Rating, Review, Purchase Intention.