

Exploration of the Role of Tiktok Content: Influencer Strategy, Affiliate Marketing, and Online Customer Reviews in Influencing Generation Z Purchasing Decisions at Shopee

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Abstract. This study aims to determine the effect of the role of influencers, affiliate marketing, and online customer reviews at Shopee through TikTok content on Generation Z purchasing decisions. This research uses a quantitative approach by collecting data through an online survey of 199 respondents of the Management Study Program students class of 2020. The data were analyzed using multiple regression methods to evaluate the relationship between the independent variables of influencer roles, affiliate marketing, and online customer reviews and the dependent variable (purchasing decisions). The analysis results show that the role of influencers, affiliate marketing, and online customer reviews have a positive and significant influence on Generation Z's purchasing decisions. The findings emphasize the importance of integrating marketing strategies through influencers, affiliate marketing, and online customer reviews in influencing Generation Z's purchasing decisions. This provides guidance for businesses to utilize e-commerce platforms such as Shopee and TikTok content as an effective means of communication to reach and influence the Generation Z market. This research makes a new contribution to the understanding of how the role of influencers, affiliate marketing and online customer reviews on Shopee, particularly through TikTok content, can influence Generation Z's purchasing decisions. This research adds insight into effective marketing strategies to capture the attention and influence the consumption behavior of the younger generation in the context of e-commerce platforms.

Keywords: Affiliate Marketing, Generation Z, Influencers, Online Customer Reviews, Purchase Decision.

1 Introduction

The Shopee affiliate phenomenon in Indonesia refers to the practice of affiliate marketing conducted by individuals or third parties (affiliates) that occurs on Shopee, one of the largest e-commerce platforms in Indonesia. In practice, affiliates promote products sold on Shopee through special affiliate links. Among the various affiliate programs that exist in Indonesia, Shopee Affiliate is becoming one of the increasingly popular programs among netizens [1]. The rapid development of the internet has made the development of e-commerce or online trading a new event in the Indonesian economy. Electronic Commerce or E-commerce is a buying and selling activity through online media that utilizes the internet, which does not need to meet face-to-face between sellers and buyers but uses online media as an intermediary [2].

The phenomenon that attracts attention in this study is the role of TikTok content in influencing generation Z's purchasing decisions on one of the leading e-commerce platforms in Indonesia, Shopee. The object of this research involves three main variables, namely influencer marketing strategies, affiliate marketing, and product reviews presented in the form of TikTok content. In our research, we investigate the fascinating world of TikTok, one of the most popular social media platforms in Indonesia. [3]. Social media allows people to interact and have the freedom to create, share, and exchange information in virtual communities and networks and one of the popular social media applications is TikTok [4].

Influencer marketing has become a popular marketing strategy on TikTok, this influencer acts as a user of a product or service, so that it can provide positive review or reviews, the followers of the influencer are also interested in using the product or service offered, so as to increase the level of sales of the product or service [5].

Meanwhile, affiliate marketing can be a solution for promotion at low cost. Through affiliate marketing, products can be marketed through links embedded in social media easily, cheaply and reach many users. On the

other hand, product reviews or review on tiktok can influence purchasing decisions that will be made by potential consumers who are looking for information through online sites before deciding to buy [6].

The collaboration between these three variables, namely influencer marketing, affiliate marketing, and product reviews, can have a significant impact on Generation Z's purchasing decisions on e-commerce platforms such as Shopee. Interesting and authentic TikTok content, combined with endorsements from trusted influencers, as well as recommendations from affiliates and positive reviews from customers, can create greater interest and trust in a product or service.

This research aims to explore a gap that has not been widely researched, namely how the role of TikTok content that combines influencer marketing, affiliate marketing, and product review strategies collaboratively can influence generation Z's purchasing decisions on the Shopee e-commerce platform. By understanding the influence of this combination of marketing strategies through TikTok content, this research is expected to provide valuable insights for marketers and businesses in designing more effective marketing strategies in today's digital era.

2 Literature Review

2.1 Shopee Affiliate Program

Amazon to Instagram and Snapchat, from BuzzFeed to YouTube and Twitch, affiliate marketing programs have flooded Web 2.0, often without us even realizing it. We often come across statements like "This content is sponsored by," or we hear our favorite content creators and social and media influencers exclaim: "Swipe up to take advantage of this amazing sale in my bio!" In this case [7]. Hermawan affiliate marketing states that affiliate marketing is a process where a product or service is developed in such a way and then sold with a profit-sharing system and most affiliate programs come from businesses in ecommerce [8] Shopee Affiliate is a program that promotes the products and services offered by Shopee on various social media and provides proposals in the form of income to content creators. Here's why: social accounts. Media as a means of public relations. You can apply to become a member of the Shopee Affiliate Program either on the Shopee website or in the app. However, the first requirement is that everyone has a Shopee account [9]

Shopee has the most popular program, the Shopee affiliate program, so it can take advantage of influencer content marketing strategies [10]. Many content creators join the Shopee Affiliate program and then they promote Shopee products on TikTok in content that can be seen by TikTok users on FYP (For Your Page) [11]. Viral marketing as a form of marketing communication is used by Generation Z to seek profits through Shopee Affiliates to disseminate products [12]. Lately, shopee affiliates have received a lot of attention again after the closure of TikTok affiliates, so many have registered to become Shopee Affiliation users. Shopee affiliate is part of the shopee program that can be followed by sellers or consumers (not sellers) by spreading links obtained from sellers by promoting products as creatively as possible [13].

Profits earned through the Shopee affiliate program are calculated as a percentage of commission. New users will get a commission of 10% with a maximum limit of IDR 10,000 per transaction, and payments will be made transparently according to the referral link [14] Therefore, affiliate marketers operate based on advertising. They aim to promote the products or services that the business provides to attract consumers and earn commissions. Advertising belongs to the category of offers, as it is an attempt to promote products and services. In addition, advertising serves as a means not only for businesses but also for consumers in making choices. Despite having different perspectives, both business actors and consumers have the same interests [15].

2.2 Influencer

A social media influencer marketing (SMI) phenomenon is where brands pay trusted leaders with a dynamic voice, reach and influence in digital communities to promote their products and services [16]. Influencers are People in the company's buying center who influence purchasing decisions [17]. Influencers are people who have a large following or audience on social media and they have a strong influence on their followers, such as artists, celebrities, bloggers, YouTubers, and so on [18]. Influencers can have sizable social networks and great influence on their followers [19]. Influencer marketing works through social media influencers (SMIs) who become opinion leaders who influence potential buyers through social media content [20].

In line with the rise of influencer endorsements on social media, a growing number of academic studies have shown the positive impact of these endorsements on advertising outcomes [21]. Influencer marketing is a marketing strategy where brands collaborate with influencers to increase the influencer's impact on potential buyers and drive purchase behavior [22]. Their followers feel close to them, as they believe that they know a lot that relates to them. This closeness allows influencers to influence others [23]. Social media influencers are defined as "users who have established credibility in a particular industry, have access to a very large audience, and can persuade others to act on their recommendations" [24]. In addition, follower engagement behavior is an integral component of persuasive communication in social media influencer marketing [25].

Influencer marketing can be defined as a communication process that involves individuals in the form of exploration, identification, and endorsement of products or services. Companies are increasingly using social media influencers to promote their products or services [26]. Simply put, sponsored content in the context of influencers means that a brand or organization offers money or a free product to an influencer, and in return, the influencer endorses the brand or its products, services, etc. [27]. Social media influencers have a growing presence on social media, reshaping the traditional interaction between influencers and followers [28]. By creating content and garnering followers on social media platforms, social media influencers (SMIs) have considerable influence over the attitudes and behaviors of their online audiences [29].

Credibility is key for influencers: it leads to a favorable view of the influencer and positively influences consumers' beliefs, opinions, attitudes, and behaviors [30]. By using influencer marketing, companies aim to gain brand mentions from influencers, leading to brand awareness and increased sales [31]. When followers realize the existence of the brand, they will make a purchase decision. In this regard, digital influencers can be influential advocates in promoting the adoption of sustainable lifestyles [32].

2.3 Online Customer Review

Online product reviews have attracted a lot of attention recently, as the growing popularity of reviews is potentially important for various management activities [33]. Online customer reviews have become an indispensable element of today's digital marketplace, strongly influencing consumer behavior and purchasing decisions [34]. Online reviews contain a wealth of information about customer concerns and feelings. This analysis can explore consumer preferences and satisfaction with the product/service [35]. In the digital age, sophisticated applications of the internet and social media provide a wealth of online reviews of travel information and promote new ways to gather feedback [36]. Consumers tend to look for product reviews and recommendations on social media platforms to make informed purchasing decisions, making influencer marketing an important digital marketing strategy for businesses [37].

Online reviews and ratings are widely used for customer satisfaction assessment [38]. Online reviews are an important source of information for consumers to buy products or services online [39]. Online customer reviews have become an indispensable element of today's digital marketplace, strongly influencing consumer behavior and purchasing decisions [40]. In total, thousands of reviews have been extracted and pre-processed [41]. In particular, when a popular product has richer content and a higher review score than an unknown product, an additional filter bubble is created [42]. A customer review is a review of a product or service made by a customer who has purchased and used or had experience with, that product or service [43].

Consumer decisions have always been influenced by the opinions of others. However, the era of digital platforms brings significant changes: Where once consumers tended to consult their social circles and credible literature, they now rely on the views of other consumers they don't know personally through online reviews [44]. Reviews can be emotional and remain neutral, but positive reviews will show the strength of a product. Reviews can be considered negative when customers share unwanted experiences online [45]. From online reviews, the product attributes that consumers value can be mined, which to some extent, can be regarded as a process of consumer preference generation [46]. The study also notes that positive online reviews make brands more appealing and are viewed as reliable by customers. Consumer reviews are viewed as more reliable and less harmful than company marketing information by consumers.

2.4 Purchase Decision

The consumer's purchase decision is to buy the most preferred brand, but two factors can arise between the intention to buy and the purchase decision [17]. Consumers must encounter and consider product-oriented cues and reviews before making online purchase decisions [47]. The purchase decision is the stage in the buyer's decision-making process where consumers will buy [48]. In the purchase decision of a new brand from a multi-brand company, consumers tend to rely on what they know about the company to make an initial judgment [49]. Many factors that influence consumer purchasing decisions. These include awareness, habits, attitudes, environmental or family influences, and perceived behavioral control [50]. The consumer decision-making process involves determining consumer needs, gathering relevant information, and evaluating possible alternatives that assist in making purchasing decisions [51]. such as Instagram for Business, Facebook Business Page, and TikTok Shop which facilitate the purchase decision stage [52].

The purchase decision can be conceptualized as a series of steps that consumers go through before making an actual purchase [53]. When an online platform can increase credibility, it will drive customer attitudes and behaviors to make purchasing decisions [54]. Purchasing decisions are decisions made by consumers in buying a product after considering various information [55]. purchasing decisions are made by a group of stakeholders, often referred to as Decision-Making Units [56]. Purchasing decisions made by consumers can be influenced by their trust in information sources [57]. Cognitive Decision-making Style (CDS), which is based on cognition,

emotional appeals in advertising play an important role [58]. Consumer purchase decisions are multi-criteria decision-making (MCDM) problems [59]. Companies develop strategies to persuade them to make a purchase decision and thus achieve greater profitability of their business [60].

For example, when a consumer searches for a product by entering a keyword, the online store may recommend many similar products simultaneously, and then the consumer repeatedly compares the features of the product before they can make a final choice [61]. In other studies, purchasing decisions are influenced by brand involvement, brand image, product quality, brand loyalty, product attributes, brand awareness, and product quality [62]. Consumers are one of the factors that may influence consumer decisions in buying a product, both domestic and foreign [63]. Consumer purchasing decisions are influenced by peer groups (pressure from family and friends), fashion styles, and advertising [64]. Understanding how these different market types influence food purchasing decisions is critical to understanding the diverse range of consumer choices [65]. Today, social media platforms are often used by consumers before they make a purchase decision [31].

2.5 Generation Z

Generation Z refers to the demographic group born between the mid-to-late 1990s and early 2010s. They are sometimes also referred to as the iGeneration or Post-Millennials. This generation grew up in the digital age, often immersed in technology and social media since childhood. Generation Alpha is the next generation born in the early 2010s onwards. Children of the Millennial generation, are growing up in a world that is increasingly saturated with technology, with smartphones, tablets, and other digital devices that have been around since an early age. It is expected that Generation Alpha will be even more adept at using technology than their predecessors [66]. Individuals born after 1995 are often referred to as Generation Z (Gen-Z) or Generation Pluralists [67]. People in this age group are commonly known as "post-95s" or "post-2000s." [68]. According to generational theory, each generation has different expectations, experiences, and histories that reflect the lifestyles and attitudes of generations which in turn influence the consumption behavior of the group [69]. This group, born after 1995, is often referred to as digital natives. They are the generation born into a globally connected world (the internet) [70]. Gen Z is highly driven by technology and information [71]. Generation Z (Gen - Z) can have an indirect influence on the use of e-health systems by older generations, who find these systems difficult to use [72]. Gen Z is the largest generational group globally [73].

Generation Z is critical and well-informed due to its ability to research information while using multiple sources to find credible information and compare it to other options before making a decision [74]. Generation Z, known for its education and sophistication, is the most digitally connected generation, actively engaging with digital tools and various social communities [75]. Gen Z is a dynamic, experiential and explorative generation, so they are not afraid to change jobs to experience different positions, environments, and cultures [76]. Gen Z represents the future consumer base and decision-makers whose actions will have a significant impact on the environment [77]. On the other hand, the purchasing motivations of Generation Z are often dominated by hedonic and price-sensitive motivations but also have a high awareness of the environment compared to older generations [78]. Generation Z distinguishes itself by coming of age in the digital age [79]. Other names that refer to Generation Z are centennials, internet generation, gen-Z, post-millennials, multitasking generation, or Zoomers [80]. Gen Z's role as consumers and developers in the future means it will have a huge impact [81]. This generation is known for being innovative, pragmatic, narcissism-oriented, and averse to negativity; they tend to have a strong focus on praise and high levels of social approval [82].

Given that the different lifestyles of individuals belonging to Gen Z and Millennials may affect the relationship between immersion level experience and affective and conative performance [83]. Compared to previous generations, Generation Z usually has a more positive attitude towards Internet technology transmission and communication [84]. Today's Gen-Z has specific tendencies, such as having multiple streams of information to fulfill needs, favoring fast and high-frequency interactions with various content, and collaborating through technology that gives them a clear sense of purpose [85].

3 Methodology

This research uses quantitative methods, which can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses [86]. The population in this study were management study program students in the Class of 2020, Universitas Swadaya Gunung Jati Cirebon. The sampling technique used in this study is Non-Probability sampling, which is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample. This sampling technique includes systematic sampling, quota, incidental, purposive technique, saturated, snowball, and other sampling techniques [86]. The data collection technique in this study was to distribute questionnaires to 199 respondents of management study program students class of 2020. The distribution of

questionnaires in this study was using Google Forms so that respondents were easy to fill in. There are two types of variables, namely independent variables which include Influencer (X1), Affiliate Marketing (X2), Online Customer Review (X3), and the dependent variable Purchasing Decision (Y). This study aims to explain the influence of influencers on Affiliate Shopee through the TikTok platform on Generation Z purchasing decisions. Furthermore, the data collected will be analyzed using descriptive analysis techniques to describe the influence of influencer content on the Shopee Affiliate program through the TikTok platform on Generation Z's Purchase Interest.

4 Result and Discussion

4.1 Reliability Analysis and Hypothesis

Cronbach's alpha is used to measure the reliability of each variable with a different number of statements.

Table 1. Reliability Test for Constructs

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Influencer	50.33	43.585	.696	.708
Affiliate Marketing	51.71	43.943	.618	.749
Online Customer Review	50.02	51.979	.495	.803
Purchase Decision	51.92	46.575	.654	.731

Based on the results of the analysis in the table above, all variables measured show an acceptable level of reliability. The Online Customer Review variable stands out with a high level of reliability ($\alpha = 0.803$), followed by Affiliate Marketing ($\alpha = 0.749$), Purchase Decision ($\alpha = 0.731$), and Influencer ($\alpha = 0.708$). Although Cronbach's Alpha value for the influencer variable is slightly lower, it is still within an acceptable range. Thus the results of this analysis show that the measuring instruments used in this study have good consistency in measuring the variables studied.

4.2 Correlation Analysis

Table 2. The Pearson Correlations Between Contracts

		Influencer	Affiliate Marketing	Online Customer Review	Purchase Decision
Influencer	Pearson	1	.583**	.480**	.593**
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	199	199	199	199
Affiliate Marketing	Pearson	.583**	1	.362**	.561**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	199	199	199	199
Online Customer Review	Pearson	.480**	.362**	1	.420**
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	199	199	199	199
Purchase Decision	Pearson	.593**	.561**	.420**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	199	199	199	199

** . Correlation is significant at the 0.01 level (2-tailed).

In table 2 the correlation analysis results show a positive and significant relationship between Influencers and Purchase Decisions ($r = 0.593$, $p < 0.01$), Affiliate Marketing and Purchase Decisions ($r = 0.561$, $p < 0.01$), and Online Customer Reviews and Purchase Decisions ($r = 0.420$, $p < 0.01$). These findings confirm that influencer

influence, affiliate marketing activities, and online customer reviews significantly influence customers' purchasing decisions.

4.3 Crosstabulation Test Analysis

Table 3. Crosstabulation Test Analysis

			Gender		Total
			Male	Female	
Payment	COD (Cash On Delivery)	Count	58	52	110
		% of Total	29.1%	26.1%	55.3%
	Shopeepay (Non Cash)	Count	8	81	89
		% of Total	4.0%	40.7%	44.7%
Total	Count	66	133	199	
	% of Total	33.2%	66.8%	100.0%	

The analysis carried out in the data is a crosstabulation analysis test. In crosstabulation analysis, we identify relationships or differences between two categorical variables by examining the relative frequency distribution of one variable against another. In this case, the variable analyzed is the type of payment (COD and Shopeepay) against gender (male and female). Thus, we can see how the distribution of payments differs between men and women.

Table 4. Influencer * Purchase Decision Crosstabulation

			Purchase Decision			Total
			Short	Medium	High	
Influencer	Short	Count	0	9	0	9
		% of Total	0.0%	4.5%	0.0%	4.5%
	Medium	Count	6	84	6	96
		% of Total	3.0%	42.2%	3.0%	48.2%
	High	Count	0	54	40	94
		% of Total	0.0%	27.1%	20.1%	47.2%
Total	Count	6	147	46	199	
	% of Total	3.0%	73.9%	23.1%	100.0%	

Based on the analysis of the data in the table, it can be seen that the level of high purchase decisions is more likely to occur when there are influencers with moderate levels of influence, with 40 out of a total of 94 high purchase decisions (around 42.6%). On the other hand, when influencers' influence is low or high, low buying decisions occur very rarely, with only 0 of each of the total 9 low purchase decisions. Overall, purchasing decisions are dominating, especially when influenced by influencers with moderate levels of influence, accounting for 84 of the total 147 moderate purchase decisions (about 57.1%). This suggests a significant relationship between influencers' levels of influence and purchase decisions, with influence playing a key role in influencing purchase decisions.

A. H1. The role of influencers positively influences purchasing decisions

Tabel 5. Affiliate_Marketing * Purchase Decision Crosstabulation

			Purchase Decision			Total
			Low	Medium	Tall	
Affiliate_Marketing	Short	Count	3	7	0	10
		% of Total	1.5%	3.5%	0.0%	5.0%
	Medium	Count	3	115	21	139
		% of Total	1.5%	57.8%	10.6%	69.8%
	High	Count	0	25	25	50
		% of Total	0.0%	12.6%	12.6%	25.1%
Total	Count	6	147	46	199	
	% of Total	3.0%	73.9%	23.1%	100.0%	

Based on the data analysis in Table 5, it can be seen that moderate purchase decisions dominate in all affiliate marketing categories, with the largest number occurring in the moderate category at 115 out of a total of 199

purchase decisions (approximately 57.8%). However, when considering the low and high categories, purchase decisions are more likely to occur in the medium category. Specifically, moderate affiliate marketing plays an important role in influencing purchase decisions, especially in moderate purchase decisions. This suggests that affiliate marketing with moderate influence has a significant impact on influencing consumer purchasing behavior.

B. H2. Affiliate Marketing has a positive effect on purchasing decisions

Table 6. Online_Customer_Review * Decision_Purchase Crosstabulation

			Purchase Decision			Total
			Short	Medium	High	
Online_Custo mer_Review	Mediu m	Count	4	90	14	108
		% of	2.0%	45.2%	7.0%	54.3%
		Total				
	High	Count	2	57	32	91
		% of	1.0%	28.6%	16.1%	45.7%
		Total				
Total		Count	6	147	46	199
		% of	3.0%	73.9%	23.1%	100.0%
		Total				

C. H3. Online Customer Reviews positively influence purchasing decisions.

From the crosstabulation table above, it can be seen that there is a significant relationship between exposure to online customer reviews and purchase decision level. The majority of respondents exposed to online customer reviews have a moderate level of purchase decision, with 90 out of a total of 108 respondents in that category. Meanwhile, the majority of respondents who were exposed to online customer reviews tended to have a higher level of purchase decision, with 32 out of a total of 91 respondents in that category. This suggests that online customer reviews can affect purchase decision levels, with the majority of affected respondents having lower purchase decision levels compared to those who are not affected.

Table 1. Affiliate_Content * Gender Crosstabulation

			Gender		Total
			Male	Female	
Affiliate_Conte nt	No	Count	25	6	31
		% of	12.6%	3.0%	15.6%
		Total			
	Yes	Count	41	127	168
		% of	20.6%	63.8%	84.4%
		Total			
Total		Count	66	133	199
		% of	33.2%	66.8%	100.0%
		Total			

From the crosstabulation table above, it can be seen that there is a relationship between Shopee affiliate-related content and the gender of the respondents. The majority of respondents (84.4%) stated that they were exposed to Shopee affiliate content, with the large majority (63.8%) being female. On the other hand, only a small percentage of respondents (15.6%) were not exposed to Shopee affiliate content, with the majority of them (12.6%) being male. This shows that Shopee affiliate content tends to be shown more to females than males on the observed platform.

5 Conclusions

This study concludes that the role of influencers, affiliate marketing, and online customer reviews have a positive and significant influence on Generation Z's purchasing decisions on the Shopee e-commerce platform. The analysis showed a positive and significant relationship between influencers and purchase decisions ($r=0.593$), affiliate marketing and purchase decisions ($r=0.561$), and online customer reviews and purchase decisions ($r=0.420$). This finding confirms the importance of integrating these three marketing strategies to influence the purchase intention of the younger generation. Influencer-generated content, affiliate programs, and online customer reviews on Shopee, particularly through TikTok, proved to be effective in reaching and influencing

Generation Z. Crosstabulation analysis also revealed differences in influencer influence patterns and affiliate content targeting between males and females from Generation Z.

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