

# **PENGARUH *VIRAL MARKETING* TIKTOK *AFFILIATE*, KUALITAS PRODUK, DAN HARGA TERHADAP MINAT BELI KONSUMEN TIKTOK *SHOP* INDONESIA (STUDI PADA GENERASI Z PENGGUNA TIKTOK DI YOGYAKARTA)**

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## **INTISARI**

**Latar Belakang:** Perkembangan media sosial, khususnya TikTok, telah mendorong munculnya strategi pemasaran berbasis *viral marketing* seperti TikTok *Affiliate*. Strategi ini dinilai efektif dalam membentuk minat beli konsumen, terutama di kalangan Generasi Z yang aktif secara digital. Namun, di samping *viral marketing*, kualitas produk dan harga juga menjadi faktor penting yang turut memengaruhi keputusan pembelian.

**Tujuan Penelitian:** Penelitian ini bertujuan untuk menganalisis pengaruh *viral marketing* TikTok *Affiliate*, kualitas produk, dan harga terhadap minat beli konsumen TikTok *Shop* di kalangan Generasi Z pengguna TikTok di Yogyakarta, baik secara parsial maupun simultan.

**Metode Penelitian:** Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner *daring* kepada 204 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, dengan kriteria responden berusia 18–24 tahun, berdomisili di Yogyakarta, aktif menggunakan TikTok, dan pernah berinteraksi dengan konten afiliasi TikTok *Shop*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan SPSS.

**Hasil:** Hasil penelitian menunjukkan bahwa *viral marketing*, kualitas produk, dan harga secara parsial maupun simultan berpengaruh positif dan signifikan terhadap minat beli konsumen.

**Kesimpulan:** Ketiga variabel yang diteliti memberikan kontribusi besar terhadap pembentukan minat beli konsumen Generasi Z. Temuan ini mendukung pentingnya integrasi strategi pemasaran digital yang kreatif, kualitas produk yang konsisten, dan harga yang kompetitif dalam mendorong keputusan pembelian di TikTok *Shop*.

**Kata Kunci:** Harga, Kualitas Produk, Minat Beli, TikTok *Affiliate*, *Viral marketing*

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**THE EFFECT OF VIRAL MARKETING TIKTOK AFFILIATE, PRODUCT QUALITY, AND PRICE ON BUYING INTEREST OF TIKTOK SHOP INONESIA CONSUMERS (A STUDY OF GNERATION Z TIKTOK USERS IN YOGYAKARTA)**

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**ABSTRACT**

**Background:** *The rapid growth of social media, particularly TikTok, has driven the emergence of viral marketing strategies such as TikTok Affiliate. This strategy is considered effective in shaping consumer purchase intention, especially among Generation Z, who are digitally active. In addition to viral marketing, product quality and price also play crucial roles in influencing purchase decisions.*

**Objective:** *This study aims to analyze the influence of TikTok Affiliate viral marketing, product quality, and price on consumer purchase intention on TikTok Shop among Generation Z users in Yogyakarta, both partially and simultaneously.*

**Methods:** *This research employs a quantitative approach using a survey method by distributing online questionnaires to 204 respondents. The sampling technique used was purposive sampling, with criteria including respondents aged 18–24 years, residing in Yogyakarta, actively using TikTok, and having interacted with TikTok Shop affiliate content. Data were analyzed using multiple linear regression with the help of SPSS.*

**Results:** *The findings indicate that viral marketing, product quality, and price each have a positive and significant effect on purchase intention, both individually and collectively.*

**Conclusion:** *The three variables studied contribute significantly to shaping Generation Z consumers' purchase intention. These results highlight the importance of integrating creative digital marketing strategies, consistent product quality, and competitive pricing to drive purchasing decisions on TikTok Shop.*

**Keywords:** *Price, Product Quality, Purchase Intention, TikTok Affiliate, Viral marketing*

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