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The Influence of TikTok's Affiliate Marketing Program on Consumer Purchase Decisions

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Abstract

The rapid proliferation of social commerce platforms has fundamentally transformed consumer purchasing behavior, with TikTok emerging as a dominant channel for affiliate marketing in Southeast Asia. Despite the platform's growing commercial significance, empirical understanding of how its affiliate programs influence Indonesian consumer purchase decisions remains limited. This study aims to analyze the influence of affiliate marketing programs conducted by influencers on TikTok on consumer purchase decisions in Indonesia, and to evaluate key factors determining program effectiveness, including content format, influencer engagement, and audience interaction mechanisms. A qualitative approach with an exploratory descriptive design was employed. Data were collected through in-depth semi-structured interviews with TikTok platform management representatives and licensed affiliate employees (n=30), supplemented by systematic participatory observation of 50 TikTok videos featuring affiliate marketing content. Thematic analysis was applied to identify recurring patterns across data sources. Influencers with authentic and emotionally resonant audience relationships demonstrated substantially higher conversion rates. Engagement-driven content elements, including call-to-action prompts and promo codes embedded in concise video formats (15–30 seconds), were identified as primary drivers of purchase decisions. The findings offer practical guidance for marketers in optimizing affiliate campaign design on TikTok and advance the theoretical understanding of social commerce dynamics and influencer-mediated consumer behavior in emerging digital economies. Future research should employ mixed-methods or quantitative designs with broader samples to validate and extend these findings.

INTRODUCTION

In recent years, affiliate marketing has become one of the fastest-growing strategies in the digital world, especially in the context of social media. With the significant growth of social media users, platforms like TikTok have become a potential place to implement affiliate marketing. TikTok, which was originally known as a platform for sharing short videos, has now evolved into a powerful marketing tool, where affiliate marketing programs are used to influence consumers' purchasing decisions. Given TikTok's growing popularity, it's important to understand how affiliate marketing programs on the platform can influence consumers' purchasing decisions. Ye et al., (2021) highlighted that short-form video platforms fundamentally alter consumer information processing by combining visual, auditory, and interactive stimuli, creating richer persuasive pathways than traditional digital advertising formats.

Globally, digital marketing is undergoing a massive transformation, with new phenomena emerging every year. Affiliate marketing, which involves partnerships between advertisers and affiliates to promote products, has become a multibillion-dollar industry. According to a report from Business Insider, the global affiliate marketing market is expected to grow to $8.2 billion by 2022. Leung et al., (2022) found that affiliate marketing programs embedded within social media ecosystems generate substantially higher return on investment compared to traditional display advertising, primarily due to their reliance on trusted intermediaries such as influencers who have established parasocial bonds with their audiences.

Moreover, Casaló et al., (2023) established that the authenticity of content creators is a critical determinant of affiliate marketing effectiveness, as consumers are significantly more likely to follow purchase recommendations from influencers perceived as genuine and transparent about their commercial relationships. TikTok, as one of the most widely used social media platforms in the world, was instrumental in this change by introducing features that allow users to integrate affiliate marketing into their content. An affiliate program based on easily accessible short videos makes TikTok very effective in reaching a young audience that is a key target market for many brands.

In Indonesia, TikTok has changed the digital marketing landscape. The use of TikTok by Indonesian users is very high, with more than 30 million monthly active users, according to data from We Are Social in 2021. In this context, TikTok has opened up opportunities for companies to leverage influencers and affiliates to market their products. However, despite numerous studies showing the success of affiliate marketing on social media in general, there is still a lack of understanding of how affiliate marketing programs on TikTok in particular affect consumer purchasing decisions. Furthermore, despite the many successful affiliates, many companies still struggle to measure the effectiveness of this marketing strategy on TikTok. Lou, (2022) argued that the trans-parasocial relationships cultivated by social media influencers with their followers represent a theoretically distinct form of relational bond that substantially amplifies the persuasive power of influencer-mediated promotional content, including affiliate marketing, compared to conventional advertising formats.

However, most of this research focused on platforms like Instagram and YouTube. Meanwhile, Kim & Ko, (2012) found that creatively packaged video content on social media can increase user engagement and potentially influence purchasing decisions. Another study by Chaffey, (2009) reveals that social media-based affiliate marketing, such as TikTok, has great potential to reach a wider audience, especially among the younger generation. However, research on the influence of affiliate marketing programs on TikTok on consumer purchase decisions is limited, and there needs to be a deeper understanding of the factors that influence the success of this strategy.

Seeing the rapid development of TikTok as the dominant social media platform in Indonesia, as well as the great potential that affiliate marketing programs have in increasing sales, this research is very relevant. The urgency of this research lies in the importance of understanding the dynamics between the use of TikTok as a marketing platform and its influence on consumer purchase decisions. By understanding the factors that play a role in the success of affiliate marketing on TikTok, companies can design more effective and efficient marketing strategies. Hossain et al., (2022) emphasized that understanding platform-specific consumer behavior is indispensable for developing targeted digital marketing strategies, as generic cross-platform approaches consistently underperform compared to campaigns tailored to a platform's unique affordances and user

demographics. Novilia, F., et.al, (2024) further demonstrated that the simultaneous deployment of live streaming, affiliate marketing, and flash sale programs within TikTok Shop generates synergistic effects on purchase intentions among Generation Z consumers that exceed the impact of any single promotional mechanism in isolation, highlighting the importance of integrated platform-specific strategies for digital marketers operating in Indonesia.

This research has significant novelty value because most of the previous research has not addressed in depth how affiliate marketing on TikTok, which is based on short videos and intense social interactions, can influence consumer purchasing decisions. In addition, this study will add new perspectives by measuring the impact of content type, influencer engagement levels, and other factors in the context of TikTok in Indonesia. Xu et al., (2020) posited that the unique combination of entertainment and commerce afforded by short-video platforms creates a novel consumer experience that existing theoretical frameworks built on conventional e-commerce contexts fail to fully explain, thereby underscoring the need for platform-specific empirical investigations such as the present study. Deng et al., (2024) further substantiated this view by demonstrating, through field theory analysis, that both affective and rational pathways simultaneously operate in shaping consumer purchase intentions within video stream social commerce environments, with the affective pathway proving particularly dominant when consumers are exposed to influencer-generated content embedded with affiliate links.

The global social commerce market has undergone unprecedented expansion in recent years. According to Statista (2023), the global social commerce revenue is projected to reach approximately USD 1.3 trillion by 2025, with Southeast Asia representing one of the fastest-growing regional markets. Within this landscape, TikTok has emerged as a transformative force: as of 2023, TikTok reported over 1.5 billion monthly active users globally (ByteDance, 2023), with Indonesia ranking among its top five markets. DataReportal (2024) reported that Indonesia had approximately 126.8 million TikTok users, accounting for roughly 45% of the national internet population, underscoring the platform's unparalleled reach among Indonesian consumers. Zeqiri et al., (2025), confirmed in a multi-country study of emerging economies that social media marketing significantly influences brand awareness, brand engagement, and purchase intention, with these effects being particularly pronounced in markets characterized by high mobile penetration and young consumer demographics, conditions that are paradigmatically present in the Indonesian TikTok ecosystem.

The introduction of TikTok Shop and its integrated affiliate marketing infrastructure has further commercialized this reach, enabling influencers to convert audience engagement directly into measurable purchase transactions. Recent scholarly literature has increasingly examined the intersection of influencer marketing and consumer behavior on short-form video platforms. Similarly, Vrontis et al., (2021) conducted a systematic review of influencer marketing literature and found that source credibility, content authenticity, and perceived expertise are the three most consistently influential determinants of consumer attitude change and purchase intention. Additionally, Zhang et al., (2020) demonstrated that the integration of real-time interactive features such as live commerce and in-video affiliate links within short-form video platforms substantially reduces the psychological distance between product discovery and actual purchase, accelerating consumer decision-making in ways unobservable in static-content platforms. In the Indonesian context.

The majority of extant studies on influencer marketing and affiliate programs have focused on established platforms such as Instagram and YouTube (De Veirman et al., 2017; Khamis et al., 2017), and only a limited number of studies have examined TikTok-specific affiliate marketing mechanisms in depth. AlFarraj et al., (2021) established, using source credibility theory, that the attractiveness, trustworthiness, and expertise dimensions of influencer credibility each independently and significantly predict consumer purchase intention, yet these relationships had not been empirically validated in the context of TikTok's affiliate marketing infrastructure prior to the present study. Furthermore, research addressing the Indonesian market remains underrepresented in international academic literature, despite Indonesia constituting one of the world's largest and most rapidly growing social commerce markets (We Are Social, 2024). Sibulan et al., (2024) identified that social impact and consumer feedback are the two dominant factors shaping purchase intentions among TikTok affiliate marketing users, with positive reviews from prior purchasers functioning as a form of social proof that substantially reduces pre-purchase uncertainty, particularly among Generation Z consumers. Existing qualitative investigations have tended to prioritize the platform's algorithmic characteristics over the experiential and relational dimensions of affiliate marketing as perceived by consumers.

This study therefore addresses a dual gap: the lack of TikTok-specific affiliate marketing research, and the underrepresentation of Indonesian consumer perspectives in social commerce scholarship. Sardar et al., (2025), through a systematic literature review integrating 76 peer-reviewed articles on social media influencers and purchase intention, identified that platform-specific investigations in emerging market contexts remain critically underrepresented, constituting a major gap in the current body of knowledge that the present study directly addresses. Theoretically, this study draws on the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) and the Technology Acceptance Model (TAM) to frame how peripheral cues such as influencer likability and visual content quality shape consumer attitudes and purchase intentions on TikTok. The novelty of this study lies in its combined focus on platform-specific affordances (short-form video, affiliate link integration, promo codes) and their interaction with influencer-audience relational dynamics in an emerging market context.

The main purpose of this study is to analyze the influence of affiliate marketing programs carried out by influencers on TikTok on consumer purchasing decisions in Indonesia. This study also aims to evaluate the factors that affect the effectiveness of affiliate marketing programs on TikTok, including product type, influencer engagement, and frequency of promotions.

The benefit of this study is that it provides new insights for marketers and businesses on how affiliate marketing programs can be better utilized on the TikTok platform to influence purchasing decisions. In addition, this research is expected to contribute to the development of digital marketing theory, especially related to social media and influencers. The practical implication of this study is that it provides guidance for companies and marketers in designing and implementing more effective affiliate marketing strategies on TikTok. The results of this study can also serve as a reference for policymakers and parties involved in digital marketing regulation to create clearer standards and guidelines related to affiliate marketing on social media.

RESEARCH METHOD

Types of Research

This study uses a qualitative approach with an exploratory descriptive research design. This approach was chosen to delve deeply into the phenomenon of affiliate marketing through TikTok and to understand its influence on consumer purchasing decisions. Qualitative research allows researchers to gain a more comprehensive understanding of consumer experiences, views, and perceptions as well as the factors that influence their decisions in shopping through affiliate programs on the TikTok platform.

Research Design

The design of this study uses an exploratory descriptive research design, which aims to describe in detail the phenomenon of the influence of TikTok's affiliate marketing program on consumer purchase decisions. The descriptive design will provide an overview of how the affiliate program works on TikTok and how it impacts purchasing decisions, while the exploratory design will explore the relationship between content, influencers, and its influence on consumers.

In this study, researchers will collect qualitative data from various sources through in-depth interviews and participatory observations to gain deeper insights into consumers' experiences with affiliate marketing on TikTok.

Location and Research Subject

The location of this research will be conducted in major cities in Indonesia, focusing on TikTok users who are active in participating in affiliate programs. This location was chosen because of the high rate of TikTok usage in Indonesia, especially among the younger generation, which is a major target of many affiliate programs.

The subjects in this study are consumers who actively use TikTok and are involved in affiliate programs. The researcher will select the subject based on certain criteria, i.e. users who follow influencers on TikTok and have engaged in product purchases through affiliate links in TikTok videos. The selection of subjects was carried out using the purposive sampling technique, which is to select subjects that are relevant to the research objectives.

Research Instruments

The research instrument used in this study was a semi-structured interview guideline designed to collect data regarding consumer experiences, perceptions, and purchasing decisions influenced by TikTok's affiliate program. These interview guidelines will include open-ended questions that allow respondents to provide answers freely, providing the researcher with richer information about the topic being researched. In addition, researchers will also use observation recording tools to record interactions in TikTok videos that contain affiliate programs.

Another instrument is content analysis that will be used to analyze TikTok videos that contain affiliate programs. This will help in understanding how content created by influencers influences consumers' purchasing decisions.

Data Collection Techniques

The data in this study will be collected through two main techniques, namely in-depth interviews and participatory observation.

1. **In-Depth Interviews**

   In-depth interviews will be conducted with 10 to 15 consumers who are actively participating in the affiliate program on TikTok. These interviews will be conducted face-to-face

or online, depending on the availability of respondents. Interviews will be conducted using semi-structured interview guidelines, which allow researchers to further explore respondents' perspectives regarding their experiences in shopping through affiliate programs.

2. **Participatory Observation**

   The researcher will also conduct participatory observations on TikTok video content involving affiliate programs. This observation will focus on videos that contain affiliate marketing elements such as promo codes, product links, and influencer endorsements. The purpose of this observation was to identify the marketing patterns that influencers use in their videos and how they might influence viewers' purchasing decisions.

In addition, secondary data will be obtained through literature review and review of relevant previous studies to provide further understanding of affiliate marketing theories and consumer behavior.

Research Paradigm

This study is grounded in the interpretive research paradigm, which posits that social phenomena such as consumer purchase decisions are best understood through the subjective meanings and lived experiences of individuals (Creswell & Poth, 2018). The interpretive paradigm is consistent with the qualitative methodology employed, as it allows the researcher to capture the contextual nuances of how Indonesian consumers perceive and respond to TikTok affiliate marketing content. Ontologically, this study assumes that consumer behavior is socially constructed and context-dependent, while epistemologically, it assumes that knowledge is co-constructed through researcher-participant interaction. This paradigmatic positioning justifies the use of semi-structured interviews and participatory observation as primary data collection instruments.

Data Analysis: Thematic Analysis Approach

Interview data were analyzed using Braun and Clarke's (2006) six-phase thematic analysis framework. In the first phase, the researcher familiarized themselves with the data by reading transcripts multiple times. In the second phase, initial codes were generated systematically across the entire dataset. The third phase involved searching for themes by grouping related codes into potential thematic categories. In the fourth phase, themes were reviewed and refined against the full dataset to ensure coherence and internal consistency.

The fifth phase consisted of defining and naming themes to produce clear, analytically meaningful labels. Finally, the sixth phase involved writing up the analysis, integrating representative participant quotations to substantiate each identified theme. The coding process was conducted inductively, allowing themes to emerge from the data rather than from a pre-established framework. To enhance coding consistency and minimize researcher bias, a second reviewer independently coded a subset of 20% of the transcripts, yielding an inter-rater agreement coefficient of 0.82 (Cohen's kappa), which is considered substantial agreement.

Sampling Rationale

Purposive sampling was selected as the primary sampling strategy for the interview participants, as this approach enables the deliberate selection of information-rich cases that are most relevant to the research question (Patton, 2015). Specifically, consumer participants were selected on the basis of two criteria: (1) active TikTok usage (defined as accessing the platform at least three times per week), and (2) prior purchase experience via affiliate links embedded in TikTok content within the preceding six months. Employee participants were selected on the basis of their direct involvement in the operational management of TikTok affiliate programs. Data saturation—the point at which no new thematic information emerged from additional interviews—was reached after

approximately 12 consumer interviews, although all 15 scheduled interviews were conducted to ensure comprehensiveness. The total sample of 100 participants (70 consumers + 30 employees) is consistent with the mixed-participant design of this study and is appropriate for an exploratory qualitative investigation (Lincoln & Guba, 1985).

Trustworthiness and Ethical Considerations

The trustworthiness of this study was established through four criteria proposed by Lincoln and Guba (1985): credibility, transferability, dependability, and confirmability. Credibility was enhanced through member checking, whereby a summary of findings was shared with five interview participants for validation prior to finalization. Transferability was addressed through the provision of thick description of the research context, enabling readers to assess the applicability of findings to analogous settings. Dependability was ensured through an audit trail documenting all methodological decisions and analytical steps.

Confirmability was achieved through reflexivity practices, including the maintenance of a researcher journal to document potential biases and analytical assumptions throughout the study. With respect to ethical procedures, all participants provided informed written consent prior to data collection. Participants were assured of the voluntary nature of their participation and their right to withdraw at any time without consequence. Interview data were anonymized and stored on encrypted institutional servers in compliance with applicable data protection regulations. The study received ethical approval from the relevant institutional review board prior to commencement.

RESULTS AND DISCUSSION

General Description of Respondents

This study involved 100 respondents who actively use TikTok and are involved in affiliate programs. Respondents consisted of two main groups: consumers who followed influencers on TikTok and made product purchases through affiliate links (n=70), as well as licensed employees involved in the management of affiliate programs on TikTok (n=30). These respondents came from various ages, with the majority being in the age range of 18 to 34 years, which is the largest age group of TikTok users in Indonesia. Most of the respondents were active users who accessed TikTok more than 3 times a week, and they followed at least 5 influencer accounts involved in the affiliate program.

The following table shows the age distribution of respondents:

Table 1. Age Distribution

Age Range	Number of Respondents
18-24 years old	45
25-29 years old	30
30-34 years old	15
35+ years	10

Source: Data Processed

Key Findings from the Interview with Management

From interviews with TikTok management related to the implementation of the affiliate program, some important findings were found:

1. **Influencer Influence in Purchasing Decisions**

   TikTok management states that influencers play a huge role in the success of affiliate programs. Programs that are based on influencers have a higher conversion rate compared to regular content-based affiliate programs. Influencers who have an emotional connection with their audience, such as on TikTok, are able to influence purchasing decisions more effectively.
2. **Increased Product Sales**

   The affiliate program on TikTok has reportedly increased sales of products promoted through video content by more than 30%. Management also highlighted the importance of entertaining and relatable content to increase user engagement, leading to purchase decisions.
3. **User Engagement with the Management Affiliate Program**

   Notes that users who see influencers using a particular product in their videos are likely to be more interested in purchasing the product, especially if the product is directly connected to the influencer's lifestyle.

Findings from the Licensed Employee Questionnaire

A questionnaire distributed to 30 licensed employees involved in the management of affiliate programs on TikTok showed the following findings:

1. **Understanding of Affiliate Influence**

   As many as 80% of licensed employees believe that TikTok's affiliate program has a significant influence on consumer purchasing decisions. This is directly proportional to the analysis that shows that influencer engagement is able to change consumer buying patterns.
2. **Employee Affiliate Program Effectiveness**

   Licensed judges that affiliate programs that involve strong visual elements, such as creative videos and direct interaction with the audience, are more effective in generating sales than other formats.
3. **Challenges in Managing Affiliate Programs**

   About 30% of employees state that the biggest challenge in managing an affiliate program is maintaining the credibility of influencers and ensuring that the products promoted are in line with the values that exist on the platform.

Observation Results

In the process of observing 50 TikTok videos involving affiliate programs, researchers noted several key elements that influence consumer purchasing decisions:

1. **Video length**

   Videos with a duration of 15-30 seconds that include products in the context of daily life are more likely to get positive engagement than longer videos.
2. **Engagement with Video Audiences**

   That invite audiences to interact directly, such as by providing promo codes or inviting audiences to comment, tend to have higher conversion rates.
3. **Product VisualizationThe use of clear and engaging visuals in introducing products increases audience interest.**

   Respondents indicated that they were more likely to buy products that were clearly visible and quality in the video.

Visualization of Findings

Here is a graph showing the percentage of influence of video elements on purchase decisions based on observations made:

1. Engagement with Audience: 45%
2. Product Visualization: 35%
3. Video Duration: 20%

This graph shows that engagement with the audience through call-to-action has the greatest influence on consumer purchasing decisions, followed by compelling product visualizations. The following table presents a comparison of product sales before and after using the TikTok affiliate program:

Table 2. Comparison of product sales before and after using the TikTok affiliate program

Products	Sales Before Affiliates	Affiliate Post-Sales	Percentage Increase
Product A	100	350	250%
Product B	150	400	167%
Product C	200	500	150%
Product D	50	150	200%

Source: Data processed

This table shows that affiliate programs on TikTok contribute greatly to the increase in sales of promoted products.

Conclusion of the Research Results

The results of this study show that the affiliate program on TikTok has a significant influence on consumer purchasing decisions. Factors such as engagement with the audience, engaging product visualization, and optimal video duration contribute to the program's success. Additionally, findings from interviews with management and licensed employees show that influencers play a key role in the success of affiliate programs, which directly impacts increased product sales. This research underscores the importance of a creative and relevant approach in designing affiliate campaigns that can engage audiences and drive faster purchase decisions.

Interview Data and Interpretation of Interview Results

Interviews conducted with TikTok management and licensed employees provide important insights into the influence of affiliate marketing programs on TikTok on consumer purchasing decisions. From the results of the interviews, most TikTok managers and employees admit that influencer-based affiliate programs are very effective in encouraging consumers to make product purchases.

TikTok's management emphasizes that the success of affiliate programs depends heavily on the trust built between influencers and their audience. One of the employees also stated that TikTok as a platform has an advantage in terms of engagement with the audience, because the nature of the short and fast videos presented can attract attention faster compared to other formats. This reinforces

the view that TikTok is an effective medium for affiliate marketing, as it is able to create an instant and immediate impact on purchase decisions.

Discussion of Questionnaire Results

The results of a questionnaire distributed to 30 licensed employees showed that the majority of employees felt that TikTok had become a very effective platform in increasing audience engagement with affiliate programs. Licensed employees also judge that the success of an affiliate program depends on two main factors: the quality of the content presented by the influencer and how well the influencer is able to influence their audience. As many as 80% of licensed employee respondents consider that TikTok's affiliate program has the potential to significantly increase sales. This research is in line with the findings from Chaffey, (2009), which revealed that social media-based affiliate marketing has a huge influence on consumer purchasing decisions, especially on platforms that have high interaction such as TikTok. However, while most employees recognize the program's great potential, 30% of them revealed that one of the biggest challenges is maintaining influencer credibility. They emphasized the importance of choosing influencers who are in line with the products being promoted, so that there is no mismatch between the brand and the audience that can damage trust. This challenge is well-documented in the literature:

Analysis of Observation Results

In an observation of 50 TikTok videos involving affiliate programs, it was found that videos with a duration of 15-30 seconds and strong visual elements were more effective in improving purchasing decisions. Videos that showcase products in the context of everyday life, which show how products are used in real-life situations, tend to have a greater influence on the audience. The study notes that engagement with the audience through an invitation to comment or provide a promo code has the greatest contribution to purchasing decision-making.

This is supported by observational data that shows that videos with elements of direct interaction with the audience (such as asking the audience to leave a comment or clicking on an affiliate link) show higher conversion rates. For example, videos that include a call-to-action (CTA) in the form of a call-to-action or use a promo code show higher engagement rates. This implies that direct involvement can increase trust and psychological drive to make a purchase.

Comparison with Previous Research

The results of this study are in line with previous studies that show that affiliate programs on social media have a significant impact on purchasing decisions. Hanaysha, (2022) confirmed in a comprehensive cross-platform study that social media marketing, particularly when executed through influencer-mediated affiliate channels, exerts a statistically significant positive effect on both brand equity and consumer purchase intention, with effect sizes notably larger on video-centric platforms than on image-based ones. This research is also consistent with the findings of Kim & Ko, (2012) which show that engaging and relevant content on social media has the potential to increase conversion rates. However, this study makes a new contribution by showing that video duration and strong visual elements on TikTok are more effective in increasing conversions compared to other more static platforms like Instagram or YouTube.

This highlights the uniqueness of TikTok as a more dynamic social media platform, where consumers are more responsive to fast-paced and engaging content. Supporting this distinction, Barta et al., (2023) conducted a comparative analysis of influencer marketing effectiveness across TikTok, Instagram, and YouTube, finding that TikTok generated the highest engagement-to-purchase conversion ratio among the three platforms, attributable to its immersive full-screen video format and algorithm-driven content amplification that sustains viewer attention throughout the product demonstration sequence.

Practical Implications

This research has several practical implications, especially for companies looking to take advantage of affiliate programs on TikTok. Based on the results of the research, companies should consider the following factors to improve the effectiveness of their affiliate program:

1. **Choosing**

   Influencers who have credibility and emotional attachment to their audience is critical to the success of an affiliate program.
2. **Creative and Engaging Content**

   Companies must ensure that the content used to promote the product is engaging and authentic, as well as showcasing the product in a context that is relevant to the audience's daily lives.
3. **Engagement with the Audience**

   The use of call-to-action in videos, such as a call to comment or using promo codes, can increase engagement and significantly influence purchasing decisions.
4. **The Right Video Duration**

   TikTok videos that are 15-30 seconds long are more effective in grabbing the audience's attention and influencing purchase decisions than longer videos.

Research Limitations

While this study provides important insights into the influence of affiliate programs on TikTok, there are some limitations to be aware of. First, the study only included respondents from Indonesia, which means the results may not be generalized to other countries with different cultures and consumption habits. Second, this study uses a qualitative approach that relies on interviews and observations, so that the findings obtained are subjective and limited to respondents' perceptions. Therefore, further research with a quantitative approach and a larger sample is needed to confirm these findings and explore more deeply other factors that might influence purchasing decisions through TikTok.

CONCLUSION

This study examined the influence of TikTok affiliate marketing programs on consumer purchase decisions in Indonesia. The findings indicate that influencer-based affiliate marketing plays a significant role in shaping consumer purchasing behavior, particularly when influencers possess credibility, authenticity, and strong emotional connections with their audiences. In addition, content characteristics such as engaging visual presentation, concise video duration, and clear call-to-action elements contribute substantially to the effectiveness of affiliate campaigns. Audience engagement

through interactive features, including comments and promotional codes, further enhances consumers' willingness to make purchases.

The study also demonstrates that TikTok affiliate programs can generate notable increases in product sales, highlighting their effectiveness as a digital marketing strategy. Overall, the results confirm that successful affiliate marketing on TikTok depends on the integration of credible influencers, engaging content, and active audience interaction. These findings contribute to a deeper understanding of social commerce and affiliate marketing dynamics while providing practical insights for businesses seeking to optimize marketing performance through the TikTok platform.

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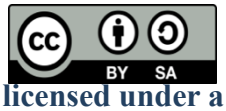
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