

ABSTRAK

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Program Studi :Psikologi
Judul :Pengaruh *Affiliate Marketing* TikTok Shop dan *Electronic Word of Mouth* Terhadap Minat Beli *Skincare* Lokal Somethinc Pada Generasi Milenial Di Jakarta
Pembimbing :Dr. Irfan Aulia Syaiful, M.Psi, Psikolog

Penelitian ini bertujuan untuk mengetahui pengaruh *Affiliate Marketing* dan *Electronic Word of Mouth* terhadap Minat Beli *skincare* lokal Somethinc pada generasi milenial di Jakarta. *Affiliate Marketing* merupakan pemasaran *online* yang dilakukan penjual dengan menggunakan jasa orang lain, jika produk terjual maka akan mendapat komisi. *Electronic Word of mouth* merupakan *review* atau ulasan produk yang diberikan oleh pelanggan dalam media *online*. Dengan sampel berjumlah 400 orang menggunakan teknik *Convenience Sampling*, menggunakan metode analisis data kuantitatif. Hasil penelitian ini berdasarkan persamaan regresi linear berganda hasil uji F (simultan) menunjukkan bahwa secara simultan *Affiliate Marketing* dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Minat Beli.

Kata Kunci : *Affiliate Marketing*, *Electronic Word of Mouth*, Minat Beli

MERCU BUANA

ABSTRACT

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Study Program :Psychology
Title Thesis :*The Effect of TikTok Shop Affiliate Marketing and Electronic Word of Mouth on Interesting in Buying Local Somethinc Skincare in Milenial Generation in Jakarta*
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This study aims to determine the effect of Affiliate Marketing and Electronic Word of Mouth promotions on Interest in Buying Somethinc local skincare for the millennial generation in Jakarta. Affiliate Marketing is online marketing carried out by sellers using the services of other people, if the product is sold, a commission will be received. Electronic word of mouth is a product review or review given by customers in online media. With a sample of 400 people using the Convenience Sampling technique, using quantitative data analysis methods. The results of this study are based on the multiple linear regression equation F test results (simultaneous). Based on the results of the f test, it shows that simultaneously of Affiliate Marketing and Electronic Word of Mouth has a positive and significant effect on Purchase Intention.

Keywords : Affiliate Marketing, Electronic Word of Mouth, Buying Interest