


The Effect Of Marketing Affilliate Tiktok And Discount Prices On Purchasing Decisions In Durin Tonggal Village

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Article Info	ABSTRACT
<p>Keywords: Marketing Affiliate Discount Prices Purchasing Decisions</p>	<p>This final project discusses the effect of Tiktok Affiliate Marketing and Discount Prices on Purchasing Decisions in Durin Tonggal Village. Changes in consumer behavior in Durin village from offline shopping to online shopping during the COVID-19 pandemic are the background of this study. The method used is quantitative with data collection through questionnaires distributed to 50 respondents and in. The results showed that TikTok content marketing and mobile marketing have a significant influence on consumer purchasing decisions. It is known in table 4.23 above that it can be concluded that Marketing affiliate tiktok has t count $-1.467 <$ from t table 2.011 with a significant $0.149 > 0.05$, so there is no significant influence between Marketing Affiliate Tiktok on purchasing decisions because the t-count is smaller than the t-table and the p value (Sig.) is greater than 0.05 while the discount price has a t-count: $4.658 >$ t-table: 2.011 and Sig: $< 0.001 < 0.05$ then there is a significant influence between the Discount Price on Purchasing Decisions because the t-count is greater than the t-table and the p value (Sig.) is less than 0.05. The simple linear regression test shows that the Discount Price variable has a significant and positive influence on the Purchasing Decision variable. With a slope coefficient of 0.548 and a t-count value of 4.658 which is much greater than the t-table of 2.011 and a p-value < 0.001, we can conclude that an increase in Discount Price will significantly increase consumer purchasing decisions., indicating a significant effect of the discount price on purchasing decisions. These findings demonstrate the importance of digital marketing strategies, particularly through the TikTok platform, in attracting interest and influencing consumer purchasing decisions. This research provides insights for marketers to optimize the use of social media in their marketing campaigns.</p>
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INTRODUCTION

In today's digital era, there is a big change in the world of marketing, moving from conventional to digital approaches. The COVID-19 pandemic has significantly changed various aspects of life, especially in the fields of economy, health, and education. (S. R. Simangunsong, Tanjung, et al., 2021) Economy is also one of the indicators of progress for Indonesian families, social restrictions and physical movements that are imposed encourage

changes in consumer behavior from offline purchases to online purchases. The impact is felt even in rural areas such as Durin Tonggal Village. Before the pandemic, the majority of consumers in Durin Tonggal Village tended to choose to shop in person at local stores. However, with restrictions on movement in an effort to avoid crowds, many people have turned to online platforms to fulfill their daily needs of consumer goods, clothing, and even electronics.

In today's digital era, there has been a major shift in the world of marketing, moving from conventional to digital approaches. The COVID-19 pandemic has significantly changed various aspects of life, especially in the fields of economy, health, and education. (S. R. Simangunsong, Tanjung, et al., 2021) Economy is also one of the indicators of progress for Indonesian families, social restrictions and physical movements that are imposed encourage changes in consumer behavior from offline purchases to online purchases.

This phenomenon has made people more accustomed to online shopping because it provides convenience and wider interaction for buyers. Consumer purchasing decisions are often influenced by factors such as affordable prices and good quality. Competition between sellers is getting tighter, encouraging them to continue to innovate in marketing their products. Many sellers increase the level of competitiveness by offering superior products, thereby attracting potential customers to buy the products they offer According to Bukhari Alma (2016: 96) argues that Purchasing Decisions are consumer decisions that are affected financially. technology, politics, culture, product, price, place, advertising, physical evidence, people, process. Not only that, the number of products in circulation with all kinds of marketing carried out and well-known and not well-known brands will make it increasingly difficult for potential buyers to decide on a purchase. So the purchasing decision variable is still very suitable for research.

One platform that has grown in popularity during this pandemic is TikTok. With many people staying at home and seeking entertainment and information through social media, TikTok has become a relevant place for product marketing. Companies and individuals selling goods online are using TikTok affiliate marketing as one of the strategies to reach new consumers.

TikTok affiliate program is a way to promote goods by creating a video content by linking automatically with the product offered or what is often called a yellow basket. The higher the audience of a video content, the higher the sales of a product. The TikTok affiliate program is a feature provided that anyone can join to market a product for sale. (Firmanza.M, 2022) This also makes it easier for sellers to minimize the advertising budget by giving a percentage to every affiliate who succeeds in sales. With this program, everyone can work to create a tiktok content, approximately 7 million affliators in Indonesia have participated in the tiktok affiliate program since covid 19, as well as various kinds of offers provided by the application such as flash sales, discounted prices make potential buyers decide to buy a particular product. It is important to know the influence of tiktok affiliate marketing and discount prices among the public, based on the above background, the authors are interested in the influence of tiktok affiliate marketing and discount prices.(Dian et al., 2021) Dian said that marketing is very effective with the help of online applications.

Purchasing decisions according to (Enjelina, 2022) are consumer behavior where individuals, groups and organizations choose a service, product, experience and idea to meet a certain need by choosing to buy the most preferred brand. (Ernawati, 2021) According to Anang, a purchasing decision is one of a person's processes for weighing various options so that he will finally choose the best one. (Permatasari, 2023). There are several factors that influence purchasing decisions (Kotler, P., & Armstrong, 2018) are as follows:

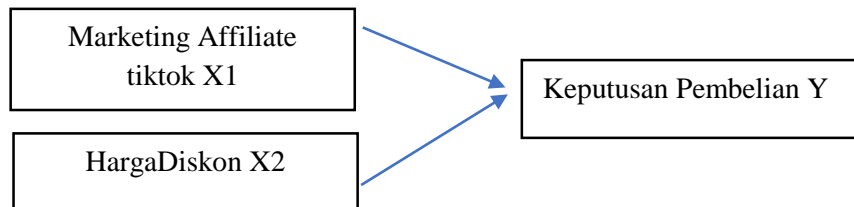
- a. Internal factors that come from consumers themselves that cannot be changed by anyone including the company. Internal factors are as follows:
 1. Needs and wants, When consumers buy goods and services to fulfill their wants and needs. Desires are usually to improve lifestyle and to satisfy personal desires while needs are to maintain survival.
 2. Motivation, Motivation is what drives consumers to take an action that can provide emotional benefits (S. Simangunsong et al., 2023).
 3. Personality, Personality is a characteristic that each individual has that is relatively stable which can influence consumers to decide to purchase.
 4. Values, Values are the principles of life that individuals hold, these values are derived from public education and values can influence and evaluate purchasing decisions (S. R. Simangunsong & Siahaan, 2022).
- b. External factors that come from outside the consumer that can be changed by the company. These factors are as follows:
 1. Culture, Culture is a habit or belief shared by a group of people. (S. R. Simangunsong, Dian, et al., 2021) Education can also be a paradigm in decision making, further down to culture can influence how consumers view products and services.
 2. Social, Environments such as family, coworkers, friends can influence a person's point of view to decide to buy goods and services.
 3. Economy (S. R. Simangunsong, Tanjung, et al., 2021) suggests that economic conditions determine purchasing decisions such as income, inflation and interest rates.
 4. Technology, New technology can make it easier for consumers to shop so that it influences purchasing decisions.
 5. Marketing, Effective marketing such as advertising, brand ambassadors, promotions, public relations can influence purchasing decisions.Indicators of Purchasing Decision Indicators (Kotler, P., & Armstrong, 2018) According to Kotler and Keller (Pijar Guntara, 2021) the process indicators in purchasing decisions According to Suharno and Sutarso, the definition of a discount price is a direct reduction in the price of a purchase over a certain period of time (Dewi & Kusumawati, 2018).

According to (Widiyaningsih & Nugroho, 2024), defining discount prices has the advantage of being able to spur consumer enthusiasm to immediately buy in larger quantities than usual and increase sales before being given a discount (Dewi & Kusumawati, 2018). Kotler and Keller Affiliate marketing is a marketing strategy in which companies recruit individuals (affiliates) to promote their products or services to their audience. Affiliates receive a commission for each sale generated through their unique link or code. who (Kembaren, 2023). Tiktok affiliate is a social media application developed by Tiktok as well as having e-commerce features where to shop. Tiktok can be a link between content creators and sellers. This program is a content creator can create content and provide a link to a link to the product that is selling then get a commission on the sale (Prisilia, 2024).

METHODS

The research methods in a Qualitative method. This research was conducted in Durin Tonggal village, Deli Serdang district. According to Sugiono (Sugiyono, 2017) The leveling area in which there is an object to individual characteristics that will be selected and studied and conclusions made is an explanation of a population. The population of this study are residents who know about tiktok affiliate marketing promotions from the age of 18 to the age of 40, the population of this study is 100 people and researchers took a sample of 35 people.

The researcher made direct observations and collected data for the research object to be studied, namely Durin Tonggal village. The author also provides questionnaires to employees based on the population in the object of research to be studied, namely in the village of Durin Tonggal based on workload indicators and employee performance and some notes in it. The framework in this study relates to the relationship between the variables studied. Where the independent variable consists of affiliate marketing (X1), Discount Price (X2) and the dependent variable (Y) is the purchase decision.



RESULTS AND DISCUSSION

Early is data in the form of numbers that are processed to do the T Test Regression Test, and Determination Test

Table 1. T-Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.163	2.085		5.832	<.001
	Marketing Affiliate Tiktok	-.043	.030	-.194	-1.467	.149
	Harga Diskon	.548	.118	.616	4.658	<.001

a. Dependent Variable: Keputusan Pembelian

It is known in table 4.23 above that it can be concluded that Marketing affiliate tiktok has t count $-1.467 <$ from t table 2.011 with a significant $0.149 > 0.05$, so there is no significant influence between Marketing Affiliate Tiktok on purchasing decisions because the t-count is smaller than the t-table and the p value (Sig.) is greater than 0.05 while the discount price has a t-count: $4.658 >$ t-table: 2.011 and Sig: $< 0.001 < 0.05$ then there is a significant influence between the Discount Price on Purchasing Decisions because the t-count is greater than the t-table and the p value (Sig.) is less than 0.05 .

The simple linear regression test shows that the Discount Price variable has a significant and positive influence on the Purchasing Decision variable. With a slope coefficient of 0.548 and a t-count value of 4.658 which is much greater than the t-table of 2.011 and a p-value <0.001, we can conclude that an increase in Discount Price will significantly increase consumer purchasing decisions.

Table 2. Determinant Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.318	.289	2.968

a. Predictors: (Constant), Harga Diskon, Marketing Affiliate Tiktok

The determination test shows that the regression model with the independent variables Discount Price and Marketing Affiliate Tiktok explains 31.8% of the variation in Purchasing Decision. The Adjusted R Square of 0.289 provides a more accurate adjustment, indicating that approximately 28.9% of the variation in Purchasing Decision can be explained by this model. This indicates that despite the significant influence of the independent variables, there are still other factors that influence Purchasing Decisions that are not included in this model.

CONCLUSION

Based on the results of research on the influence of tiktok affiliate marketing and discount prices on purchasing decisions in durin tonggal village, the authors can conclude as follows. Based on the results of research conducted by the author of the simple liner regression equation, namely Purchasing Decisions = 12.163 + 0.548 × Discount Price - 0.043 × Marketing Affiliate Tiktok. The constant (Intercept) of 12.163 indicates the average value of the Purchasing Decision when the two independent variables (Discount Price and Marketing Affiliate Tiktok) are zero. The coefficient for the Discount Price of 0.548 indicates that each one unit increase in the Discount Price will increase the Purchasing Decision by 0.548 units. The coefficient for Marketing Affiliate Tiktok of -0.043 indicates that each increase of one unit in Marketing Affiliate Tiktok will reduce the Purchasing Decision by 0.043 units. Based on the results of the hypothesis test, the authors get the following results: Marketing Affiliate Tiktok has a t-count value of -1.467 with a p-value = 0.149, which is greater than the significance level of 0.05 and because the t-count is smaller than the t-table (2.011), and the p-value > 0.05, then the Null Hypothesis (H0) is not rejected, so there is no significant effect of Marketing Affiliate Tiktok on Purchasing Decision. The discount price has a t-count value of 4.658 with a p-value <0.001, which is smaller than the 0.05 significance level. Because the t-count is greater than the t-table (2.011), and the p-value <0.05, the Null Hypothesis (H0) is rejected, so there is a significant effect of Discount Price on Purchasing Decisions. The results showed that Marketing Affiliate Tiktok did not have a significant influence on Purchasing Decisions in durin tonggal village. This is indicated by the t-count value which is smaller than the t-table and the p-value which is greater than the 0.05 significance level. Meanwhile, the results showed that the Discount Price has a significant and positive influence on Purchasing

Decisions. Every one unit increase in Discount Price will increase Purchasing Decisions by 0.548 units. This shows that consumers are more likely to make purchases when there is a price discount. From these conclusions, the authors make the following suggestions: Evaluation and development of Tiktok affiliate marketing where considering that Tiktok Affiliate Marketing did not show a significant influence in this study, companies need to evaluate their affiliate strategy. This can include analysing the content used, the influencers chosen, and the promotional methods used. Improve the quality and attractiveness of affiliate content published through Tiktok, including by choosing influencers who have greater influence and are relevant to the company's target market. Combine affiliates with other marketing strategies such as email marketing, social media advertising, and SEO to increase the effectiveness of the overall marketing campaign. Optimising the discount pricing strategy by developing discount promotions Since discount pricing is proven to have a significant influence on purchasing decisions, and according to (Teressa et al., 2024) companies should consider regularly holding discount promotions. These promotions can be carried out at certain times such as the holiday season, the end of the month, or the company's anniversary. Conduct further analysis to determine the optimal discount rate that can attract consumers without sacrificing too much profit margin.

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