World Journal of Innovation and Technology
Volume 06 Number 02 April 2026

ISSN : 2963-1637
(Online - Elektronik)

The Influence of Affiliate Marketing Strategy, Content Quality, and Product Quality on Online Sales Volume of JETE Products Through TikTok Affiliate

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Citations: Gimnastiar, Rohimah Ramadhani Rizqi., & Wulandari, Ani., (2026). The Influence of Affiliate Marketing Strategy, Content Quality, and Product Quality on Online Sales Volume of JETE Products Through TikTok Affiliate. *World Journal of Innovation an d Technology (WJIT)*, 06(02), 59-70.

Academic Editor:

Received: 10 January 2026 Accepted: 12 February 2026 Published: 30 April 2026

Abstract: This research examines the influence of affiliate marketing strategy, content quality, and product quality on the online sales volume of JETE products through the TikTok Affiliate program. A quantitative research design was employed using primary data collected from 200 JETE TikTok affiliates selected through purposive sampling. Secondary data were obtained from company profile documents, affiliate performance reports provided by JETE, the official JETE website, and relevant books and academic literature. These sources were used to provide contextual support, strengthen the theoretical foundation, and facilitate the interpretation of the research findings. Data were analyzed using IBM SPSS, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and The coefficient of determination (R^2). The results indicate that affiliate marketing strategy has no significant effect on online sales volume, whereas content quality and product quality have positive and significant effects on online sales volume. Furthermore, the three independent variables simultaneously have a significant effect on online sales volume. the Adjusted R Square value is 0.737, indicating that 73.7% of the variation in online sales volume is jointly explained by Affiliate Marketing Strategy, Content Quality, while the remaining 26.3% is attributable to other factors beyond the scope of this study. These findings emphasize the importance of creating high-quality content and maintaining superior product quality to improve online sales performance through the TikTok Affiliate program.

Keywords: Affiliate Marketing Strategy; Content Quality; Online Sales Volume; Product Quality; Tiktok Affiliate

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1. Introduction

The rapid advancement of digital technology has transformed marketing practices and intensified competition among businesses. As a result, companies increasingly adopt affiliate marketing as a performance-based strategy to expand market reach and improve sales through digital platforms. TikTok Affiliate has become one of the fastest-growing affiliate programs, enabling users to promote products through video content and earn commissions from successful sales (Aulia et al., 2025).

The effectiveness of affiliate marketing depends not only on the platform but also on the strategies implemented by companies. JETE supports its affiliate program by providing various incentives, including product samples, exclusive campaigns, affiliate communities, promotional events, and product discounts to encourage affiliates to create engaging promotional content and improve sales performance (dorangroup, 2026) In addition, content quality and product quality are considered important determinants of consumer

purchasing decisions. High-quality content can increase audience engagement and trust (Ervanda Sari & Dwijayati Patrikha, 2024), while high-quality products enhance customer satisfaction and encourage repeat purchases (Lintang Setya Ningrum, 2024) As an Indonesian technology brand, JETE actively utilizes the TikTok Affiliate program to strengthen its online marketing strategy. However, the effectiveness of affiliate marketing in increasing online sales remains uncertain due to fluctuations in public interest.

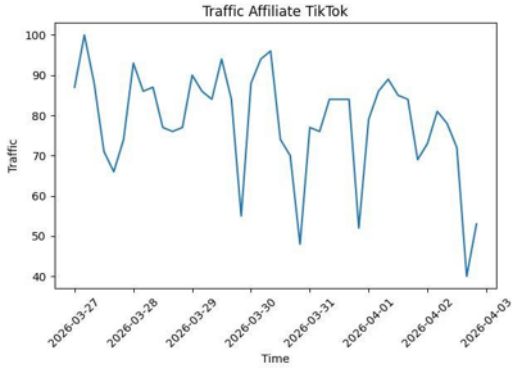


Figure 1. Data TikTok Affiliate's Interest
Source: Google Trends (2026)

Illustrates Google Trends data for TikTok Affiliate during March 27th April 3rd 2026, showing fluctuating search interest that indicates changing consumer attention over time. Previous studies have reported inconsistent findings. (Shinta et al., 2024), (Della et al., 2025), and (Andriyanti & Farida, 2022) found significant effects of affiliate marketing, content quality, and product quality on consumer purchasing behavior. In contrast, (Poetri et al., 2024), (Fagasa et al., 2026), and (Chaniagara & Agustiono, 2021) reported insignificant relationships between these variables and purchasing decisions. These inconsistencies indicate the need for further investigation. The novelty of this study lies in examining affiliate marketing strategy from the company's perspective by integrating content quality and product quality to explain online sales volume among JETE TikTok affiliates, rather than focusing solely on purchase intention or purchase decisions.

Accordingly, this study addresses the following research questions:

1. Does affiliate marketing strategy significantly influence online sales volume?
2. Does content quality significantly influence online sales volume?
3. Does product quality significantly influence online sales volume?
4. Do affiliate marketing strategy, content quality, and product quality simultaneously influence online sales volume?

Therefore, this study aims to examine the influence of these variables on the online sales volume of JETE products through the TikTok Affiliate program.

1.1. Affiliate Marketing Strategy

Affiliate marketing strategy refers to a marketing approach in which companies collaborate with affiliates to promote products in exchange for performance-based commissions. In the TikTok Affiliate ecosystem, this strategy includes affiliate recruitment, commission incentives, promotional support, and product sample distribution to encourage affiliates to create engaging promotional content. A well-designed affiliate marketing strategy helps expand market reach, increase consumer engagement, and improve online sales performance. In this study, affiliate marketing strategy is measured through three indicators: product sample availability, commission incentives, and trust. These indicators represent the company's efforts to support affiliates in creating effective promotional activities and achieving higher sales performance (Prathama et al., 2021).

1.2. Content Quality

Content quality refers to the ability of promotional content to provide relevant, informative, attractive, and credible information to consumers. On TikTok, content quality plays an important role in attracting audience attention, increasing engagement, and influencing purchasing decisions. Effective content combines informative messages with appealing visual presentation to build consumer trust. This study measures content quality using three indicators: company value, visual attractiveness, and click-through rate

(CTR). High-quality content is expected to improve the effectiveness of affiliate promotions and encourage consumers to purchase JETE products (Algifani et al., 2025).

1.3. Product Quality

Product quality refers to a product's ability to satisfy consumer expectations through its performance, durability, features, aesthetics, and reliability. High-quality products create customer satisfaction, strengthen consumer confidence, and encourage repeat purchases. Therefore, product quality is considered one of the main determinants of purchasing decisions and sales performance. In this study, product quality is reflected through product aesthetics, durability, and product features. These indicators describe the overall quality of JETE products as perceived by affiliates and consumers (Saputra & Fietroh, 2025).

1.4. Online Sales Volume

Online sales volume represents the total number of products sold through online platforms during a specific period. It reflects the effectiveness of digital marketing activities, including affiliate marketing programs, in generating actual sales. Higher sales volume indicates better marketing performance and stronger consumer acceptance. This study measures online sales volume using three indicators: the number of products sold, buyer transactions, and Gross Merchandise Value (GMV) generated through the TikTok Affiliate program (Fadila et al., 2024).

1.5. Conceptual Framework

Based on the literature, affiliate marketing strategy, content quality, and product quality are expected to influence online sales volume. Affiliate marketing strategy supports affiliates through promotional incentives and collaboration programs, while content quality increases consumer engagement and purchase intention. Product quality enhances consumer satisfaction and trust, which ultimately contributes to higher online sales volume. Therefore, these three independent variables are proposed to have both partial and simultaneous effects on online sales volume.

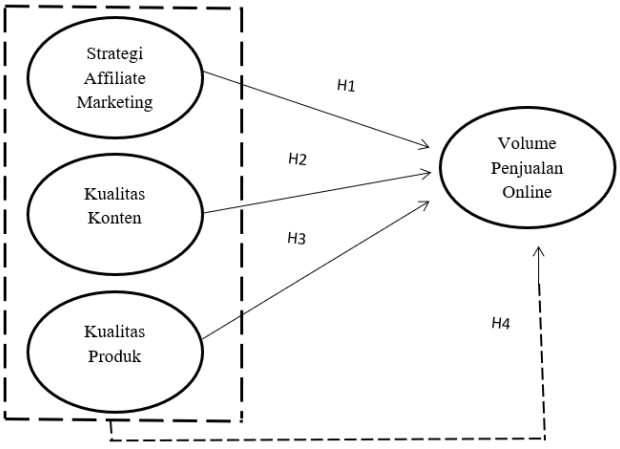


Figure 2. Framework
Source: Developed by the Researcher (2026).

1.6. Research Hypotheses

H1: Affiliate Marketing Strategy positively influences Online Sales Volume.
H2: Content Quality positively influences Online Sales Volume.
H3: Product Quality positively influences Online Sales Volume.
H4: Affiliate Marketing Strategy, Content Quality, and Product Quality simultaneously Influence Online Sales Volume.

2. Materials and Methods

This study employed a quantitative research design using primary data collected through questionnaires from 200 JETE TikTok affiliates selected through purposive sampling from a population of 500 affiliates. The independent variables were affiliate marketing strategy (X_1), content quality (X_2), and product quality (X_3), while online sales volume (Y) was the dependent variable. Data were analyzed using IBM SPSS,

including validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and the coefficient of determination (R^2).

2.1. Data Collection

Data were collected using a structured questionnaire distributed to 200 JETE TikTok affiliates who met the predetermined sampling criteria. The questionnaire employed a five point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure affiliate marketing strategy, content quality, product quality, and online sales volume.

2.2. Respondent Characteristic

2.2.1. Data Distribution by Gender

The respondents were classified into two categories based on gender: male and female. The distribution of respondents by gender is presented in this table 1.

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Precentage
Male	129	64,5%
Female	71	35,5%

Source: Data Processed by The Researcher (2026)

As presented in Table 1, the majority of respondents were male, comprising 129 affiliates (64.5%), while 71 respondents (35.5%) were female. This distribution indicates that male affiliates represented a larger proportion of the JETE TikTok Affiliate community participating in this study.

2.2.2. Data Distribution by Age

Respondents were classified into three age groups to describe the demographic profile of the study participants. The distribution of respondents by age is presented in this table 2.

Table 2. Distribution of Respondents by Age

Age Range	Frequency	Precentage
18 – 25 Years	56	28%
25 – 40 Years	134	67%
>41 Years	10	5%
Total	**200**	**100%**

Source: Data Processed by The Researcher (2026)

As shown in the table 2, the majority of respondents were 25–40 years old, representing 134 respondents (67.0%), followed by 56 respondents (28.0%) aged 18–25 years, while only 10 respondents (5.0%) were over 41 years old. These findings indicate that the TikTok Affiliate program is predominantly utilized by individuals within the productive working-age group.

2.2.3. Data Distribution by Membership in the JETE Affiliate Community

Respondents were classified based on their membership status in the JETE affiliate community. The distribution of respondents is presented in Table 3.

Table 3. Data Distribution by Membership in the JETE Affiliate Community

Membership in the JETE Affiliate Community	Frequency	Precentage
Yes	163	81,5%
No	37	18,5%
Total	**200**	**100%**

Source: Data Processed by The Researcher (2026)

As presented in Table 3, the majority of respondents (163 affiliates; 81.5%) were members of the JETE affiliate community, while 37 respondents (18.5%) were not affiliated with the community. This distribution indicates that most participants had direct involvement in the JETE affiliate community, providing relevant insights into the implementation of the TikTok Affiliate program.

2.2.4. Data Distribution by Experience in Applying for JETE Product

Respondents were classified based on whether they had previously applied for JETE product samples through the TikTok Affiliate program. The distribution of respondents is presented in Table 4.

Table 4. Data Distribution by Experience in Applying for JETE Product

Experience in Applying for JETE Product Samples	Frequency	Precentage
Yes	163	81,5%
No	37	18,5%

Source: Data Processed by The Researcher (2026)

As shown in Table 4, 163 respondents (81.5%) had previously applied for JETE product samples, whereas 37 respondents (18.5%) had no prior experience in submitting product sample applications. This finding indicates that most respondents had prior experience with JETE's affiliate collaboration process, making them well suited to evaluate the factors influencing online sales volume.

2.2.5. Data Distribution by Experience in Using JETE Products

Respondents were classified based on their experience in using JETE products. The distribution of respondents is presented in Table 5.

Table 5. Data Distribution by Experience in Using JETE Products

Experience in Using JETE Products	Frequency	Precentage
Yes	193	96,5%
No	7	3,5%
Total	200	100%

Source: Data Processed by The Researcher (2026)

As presented in Table 5, the majority of respondents (193 affiliates; 96.5%) had experience using JETE products, while only 7 respondents (3.5%) had never used them. This finding indicates that most respondents were familiar with JETE products, enabling them to provide reliable evaluations of affiliate marketing strategy, content quality, product quality, and online sales volume.

3. Results and Disscussion

3.1. Validity Test

The validity test results indicate that all questionnaire items have r-count values greater than the r-table value and significance levels below 0.05. Therefore, all measurement items are valid and were retained for further analysis (Sugiyono, 2019)

Table 6. Validity Test

No.	R-Count				R Table	Sig	Interpretation
	X1	X2	X3	Y			
1	0,908	0,944	0,910	0,934	0.1388	0,01	Valid
2	0,933	0,963	0,949	0,928	0.1388	0,01	Valid
3	0,913	0,941	0,956	0,923	0.1388	0,01	Valid

Source: Primary data processed using IBM SPSS (2026)

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3.2. Reability Test

The reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the measurement instrument. As presented in Table X, all variables obtained Cronbach's Alpha values above the recommended threshold of 0.70, indicating that the questionnaire items were reliable and suitable for further statistical analysis (Sugiyono, 2019).

Table 7. Reliability Test

Variable	Cronbach's Alpha	Interpretation
Affiliate Marketing Strategy	0,906	Reliable
Content Quality	0,945	Reliable
Product Quality	0,932	Reliable
Online Sales Volume	0,920	Reliable

Source: Primary data processed using IBM SPSS (2026)

3.3. Classical Assumption Tests

The classical assumption tests were conducted to ensure that the multiple linear regression model met the required statistical assumptions. The tests included the normality test, multicollinearity test, and heteroscedasticity test. The results indicate that the regression model satisfied all classical assumption requirements and was appropriate for further analysis (Sugiyono, 2019).

3.3.1. Normality Test

The normality test showed that the residuals were normally distributed, indicating that the regression model met the normality assumption.

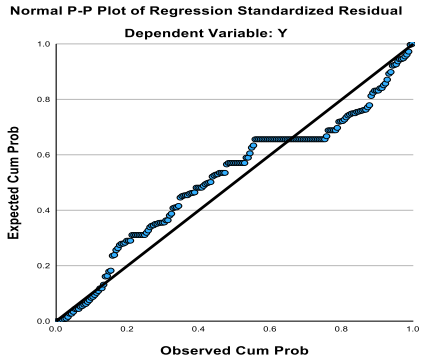


Figure 3. P-Plot
Source: Primary data processed using IBM SPSS (2026)

Based on the Normal P-Plot, the residuals are distributed closely around the diagonal line, indicating an approximately normal distribution. Although slight deviations are observed, the overall pattern suggests that the normality assumption is satisfied. Therefore, the regression model is considered appropriate for further analysis.

The residual histogram exhibited an approximately bell-shaped distribution, with most residuals concentrated around zero. In addition, the standardized residuals had a standard deviation of 0.992, which was close to 1, indicating that the residuals were approximately normally distributed. Therefore, the normality assumption of the regression model was considered to be satisfied. The residual histogram is shown in table 9.

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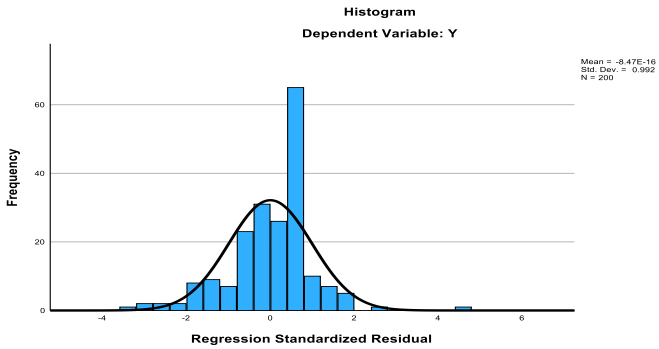


Figure 4. Histogram Result
Source: Primary data processed using IBM SPSS (2026)

3.3.2. Multicollinearity Test

The multicollinearity test results showed that all independent variables had Tolerance values greater than 0.10 and VIF values below 10. These findings indicate that no multicollinearity existed among the independent variables, suggesting that each variable contributed independently to the regression model (Sugiyono, 2019).

Table 8. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.144	.484		2.362	.019		
	X1	.143	.086	.144	1.666	.097	.176	5.686
	X2	.446	.073	.468	6.117	<.001	.225	4.443
	X3	.292	.075	.293	3.919	<.001	.236	4.231

a. Dependent Variable: Y

The multicollinearity test was performed to determine whether a high correlation existed among the independent variables in the regression model. As shown in Table 8, all independent variables had Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10.00. Specifically, the tolerance values for Affiliate Marketing Strategy, Content Quality, and Product Quality were 0.176, 0.225, and 0.236, respectively, while the corresponding VIF values were 5.686, 4.443, and 4.231. These results indicate that the regression model did not exhibit multicollinearity and was suitable for further analysis.

3.3.3. Heteroscedasticity Test

The heteroscedasticity test results showed that all independent variables had significance values greater than 0.05, indicating that the regression model did not exhibit heteroscedasticity (Sugiyono, 2019).

Table 9. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.516	.331		4.579	<.001
	X1	-.020	.059	-.058	-.348	.728
	X2	-.085	.050	-.254	-1.716	.088
	X3	.073	.051	.207	1.433	.153

a. Dependent Variable: ABS_RES

The heteroscedasticity test was conducted using the Glejser test to examine whether the residuals exhibited non-constant variance in the regression model. As presented in Table 9, the significance values for Affiliate Marketing Strategy (0.728), Content Quality (0.088), and Product Quality (0.153) were all

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greater than 0.05. Therefore, the regression model did not exhibit heteroscedasticity, indicating that the assumption of homoscedasticity was satisfied.

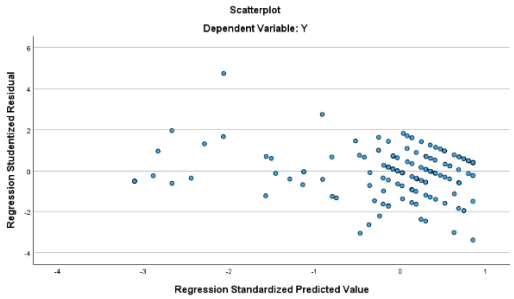


Figure 5. Scatterplot Chart
Source: Primary data processed using IBM SPSS (2026)

Furthermore, the scatterplot of the standardized residuals showed that the data points were randomly dispersed above and below the zero line without forming a specific pattern. This finding further confirms the absence of heteroscedasticity in the regression model. Therefore, the regression model was considered appropriate for subsequent statistical analysis.

3.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of Affiliate Marketing Strategy (X_1), Content Quality (X_2), and Product Quality (X_3) on Online Sales Volume (Y). The regression results are presented in Table 10.

Table 10. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.144	.484		2.362	.019
	X1	.143	.086	.144	1.666	.097
	X2	.446	.073	.468	6.117	<.001
	X3	.292	.075	.293	3.919	<.001

a. Dependent Variable: Y

The regression equation indicates that all independent variables have positive regression coefficients, suggesting that improvements in affiliate marketing strategy, content quality, and product quality tend to increase online sales volume. Among the three independent variables, content quality has the largest regression coefficient (B = 0.446), indicating that it provides the strongest contribution to increasing online sales volume compared with the other variables.

3.5 Partial Hypothesis Testing (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on online sales volume. The results are presented in table 11.

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Table 11. t Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.144	.484		2.362	.019
	X1	.143	.086	.144	1.666	.097
	X2	.446	.073	.468	6.117	<.001
	X3	.292	.075	.293	3.919	<.001

a. Dependent Variable: Y

H1 Effect of Affiliate Marketing Strategy on Online Sales Volume

The t-test results indicate that Affiliate Marketing Strategy has a positive but insignificant effect on online sales volume ($t = 1.666$; $p = 0.097 > 0.05$). Therefore, H1 is rejected. This finding suggests that the affiliate marketing strategy implemented by JETE has not independently contributed to a significant increase in online sales volume. The result is consistent with the findings of (Poetri et al., 2024), which reported that affiliate marketing did not significantly influence purchasing decisions.

H2 Effect of Content Quality on Online Sales Volume

The results show that Content Quality has a positive and significant effect on online sales volume ($t = 6.117$; $p = 0.001 < 0.05$). Therefore, H2 is accepted. This finding indicates that high-quality promotional content effectively attracts consumer attention and encourages purchasing decisions, thereby increasing online sales volume. The result supports the findings of (Della et al., 2025) and (Ervanda Sari & Dwijayati Patrikha, 2024).

H3 Effect of Product Quality on Online Sales Volume

The t-test results reveal that Product Quality has a positive and significant effect on online sales volume ($t = 3.919$; $p < 0.05$). Therefore, H3 is accepted. This finding demonstrates that better product quality enhances consumer trust and satisfaction, leading to higher online sales volume. The result is consistent with the findings of (Liubana et al., 2023) and (Ningrum & Aryanto, 2024).

3.6 Simultaneous Hypothesis Testing (F-Test)

The F-test was conducted to examine the simultaneous effect of Affiliate Marketing Strategy (X_1), Content Quality (X_2), and Product Quality (X_3) on Online Sales Volume (Y). The results are presented in table 12.

Table 12. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1425.932	3	475.311	187.212	<.001[b]
	Residual	497.623	196	2.539		
	Total	1923.555	199			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

The F-test results indicate that the regression model is statistically significant, with an F-value of 187.212, which exceeds the F-table value of 2.650, and a significance value of 0.001, which is lower than the significance level of 0.05 ($F = 187.212$; $p = 0.001 < 0.05$). Therefore, H4 is accepted, indicating that Affiliate Marketing Strategy, Content Quality, and Product Quality simultaneously have a significant effect on the online sales volume of JETE products through the TikTok Affiliate program. These findings demonstrate that the combined contribution of the three independent variables plays an important role in explaining variations in online sales volume.

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3.7 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the proportion of variance in the dependent variable explained by the independent variables. The results are presented in table 13.

Table 13. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	.861[a]	.741	.737	1.593	.741	187.212	3	196	<.001

a. Predictors: (Constant), X3, X2, X1

Based on the coefficient of determination results presented in the Model Summary, the Adjusted R Square value is 0.737, indicating that 73.7% of the variation in online sales volume is jointly explained by Affiliate Marketing Strategy, Content Quality, and Product Quality. The remaining 26.3% is explained by other factors that were not included in this study.

3.8 Secondary Data

Table 14. Affiliate Performance

TOP 10 AFFILIATOR TIKTOK 01 - 28 FEBRUARI 2026						
no	**NAMA AKUN AFFILIATOR**	**IMPRESI PRODUK**	**CTR**	**PRODUK TERJUAL**	**ESTIMASI KOMISI**	**ESTIMASI PENJUALAN**
1	tokoelsam	1,094,864	2,68%	2,367	1,304,356	27,408,609
2	nisrinanhasna	975,560	2,27%	1,656	1,126,149	19,133,887
3	kangganeda	17,419	13,45%	6	893,326	13,917,042
4	gadgetmu04	268,565	7,91%	66	963,346	11,358,844
5	mama.naura705	383,778	2,53%	869	547,483	10,138,928
6	rahmanuurul	330,037	4,78%	740	470,165	8,504,871
7	bobasundai	267,905	2,94%	611	475,774	8,428,003
8	kohchengaming	56,706	7,87%	42	398,292	6,802,030
9	rigumi.sync	1,113	14,91%	3	475,089	6.800,492
10	yyogie_	62,886	5,14%	96	340,166	6,108,176

Source: Affiliate Performance Report, PT. JETE Indonesia (2026).

In addition to the primary data collected through questionnaires administered to JETE TikTok affiliates, this study utilized secondary data from PT. JETE Indonesia in the form of the Top 10 TikTok Affiliate Performance Report for the period of 1–28 February 2026. The report was used as supporting evidence to understand the implementation of affiliate marketing strategies and online sales performance. It should be noted that the report represents only a portion of the company's internal data and is used to complement the analysis of research findings.

The report includes key indicators such as product impressions, click-through rate (CTR), number of products sold, estimated commissions, and estimated sales. These indicators help describe high-performing affiliates and provide insight into factors affecting sales performance. The data also show that high product impressions do not necessarily lead to higher sales. Instead, CTR and the ability of affiliates to create engaging content play a more important role in driving purchase decisions and increasing online sales.

4. Conclusions

This study examined the influence of Affiliate Marketing Strategy, Content Quality, and Product Quality on the online sales volume of JETE products through the TikTok Affiliate program. The findings indicate that Affiliate Marketing Strategy has a positive but insignificant effect on online sales volume,

whereas Content Quality and Product Quality have positive and significant effects. Furthermore, the three independent variables simultaneously have a significant influence on online sales volume.

Among the independent variables, Content Quality was identified as the strongest predictor of online sales volume, followed by Product Quality. The coefficient of determination (Adjusted $R^2 = 0.737$) indicates that 73.7% of the variation in online sales volume is explained by Affiliate Marketing Strategy, Content Quality, and Product Quality, while the remaining 26.3% is attributable to other factors beyond the scope of this study. These findings suggest that companies should prioritize the development of high-quality promotional content and maintain product quality while continuously evaluating their affiliate marketing strategies to improve sales performance through the TikTok Affiliate program.

This study was limited to JETE affiliates participating in the TikTok Affiliate program and examined only three independent variables. Future research is encouraged to investigate additional factors, such as consumer trust, influencer credibility, promotional campaigns, or platform algorithms, as well as different industries or social commerce platforms, to enhance the generalizability of the findings.

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