

ABSTRAK

Feri Ari Gunadi, 2026. **Pengaruh *Affiliate Marketing* Dan Persepsi Halal Produk Terhadap Keputusan Pembelian Dengan *Online Customer Review* Sebagai Variabel Mediasi Pada TikTok Shop Di Tasikmalaya. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.**

Strategi *affiliate marketing* dan kehalalan produk dapat mendorong pelaku usaha dalam meningkatkan keputusan pembelian konsumen. Juga *online customer review* dapat menjadi jembatan yang memengaruhi konsumen dalam melakukan pembelian secara *online*. Namun masih ada konsumen yang membeli produk tidak sesuai dengan ekspektasi. Oleh karena itu penelitian ini bertujuan untuk mengetahui pengaruh *affiliate marketing* dan persepsi halal produk terhadap keputusan pembelian dengan *online customer review* sebagai variabel mediasi pada pengguna TikTok Shop di Tasikmalaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS). Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada pengguna TikTok Shop di Tasikmalaya. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah 170 responden sesuai kriteria penelitian. Proses pengolahan data dilakukan dengan menggunakan aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa *affiliate marketing* berpengaruh positif dan signifikan terhadap *online customer review* dan keputusan pembelian. Persepsi halal produk juga berpengaruh positif dan signifikan terhadap *online customer review* dan keputusan pembelian. Selain itu *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil penelitian juga menunjukkan bahwa *online customer review* mampu memediasi pengaruh *affiliate marketing* dan persepsi halal produk terhadap keputusan pembelian pada pengguna TikTok Shop di Tasikmalaya.

Kata Kunci: *Affiliate Marketing*, Persepsi Halal Produk, Keputusan Pembelian, *Online Customer Review*

ABSTRACT

Feri Ari Gunadi, 2026. ***The Influence of Affiliate Marketing and Perception of Halal Products on Purchasing Decisions with Online Customer Reviews as a Mediating Variable at TikTok Shop in Tasikmalaya. Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.***

Affiliate marketing strategies and product halal certification can encourage business actors to improve consumer purchasing decisions. Online customer reviews can also act as a bridge influencing consumers to make online purchases. However, some consumers still purchase products that do not meet their expectations. Therefore, this study aims to determine the influence of affiliate marketing and perception of halal products on purchasing decisions, with online customer reviews as a mediating variable among TikTok Shop users in Tasikmalaya.

This study used a quantitative approach using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). Data collection was carried out by distributing questionnaires to TikTok Shop users in Tasikmalaya. The sampling technique used purposive sampling, with 170 respondents meeting the research criteria. Data processing was carried out using the SmartPLS application.

The results of the study indicate that affiliate marketing has a positive and significant effect on online customer reviews and purchasing decisions. Perceptions of product halalness also have a positive and significant effect on online customer reviews and purchasing decisions. Furthermore, online customer reviews have a positive and significant effect on purchasing decisions. The results also indicate that online customer reviews mediate the influence of affiliate marketing and perceptions of product halalness on purchasing decisions among TikTok Shop users in Tasikmalaya.

Keywords: Affiliate Marketing, Perceptions of Product Halalness, Purchasing Decisions, Online Customer Reviews