

**FACTORS INFLUENCING GEN Z'S PURCHASE INTENTION
THROUGH AFFILIATE MARKETING**

THESIS

**Presented as a Partial Fulfilment of the Requirements for the Degree of
Sarjana Manajemen (S1) in International Business Management Program**

Faculty of Economics Universitas Atma Jaya Yogyakarta



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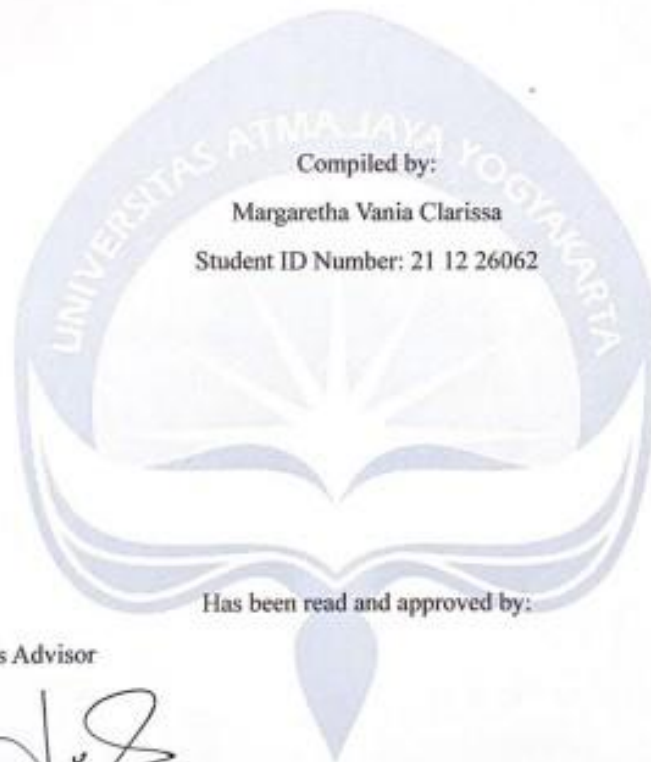
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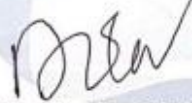
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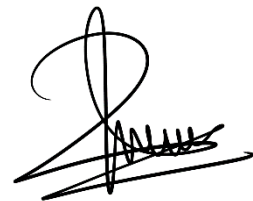
I, Margaretha Vania Clarissa, hereby declare that I have complied and completed
the thesis with the title:

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Declare that it is entirely the author's creation and does not contain any other
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the guidelines for writing scientific papers, which are listed in the thesis'
bibliography.

Yogyakarta, 2nd June 2025

The Author

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Margaretha Vania Clarissa

PREFACE

As I present this thesis entitled "FACTORS INFLUENCING GEN Z'S PURCHASE INTENTION THROUGH AFFILIATE MARKETING," as partial fulfilment of the requirements for the Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta, I am filled with deep gratitude to God for the journey that has brought me to this point in my academic career at Universitas Atma Jaya Yogyakarta.

This thesis would not have been possible without the guidance and support from people around me. Therefore, I would like to express my greatest gratitude to:

1. The Lord Jesus Christ for His grace that has been with me during the preparation of this thesis from beginning to the end. For the love of His compassion, I was given strength, ability, and patience in the process of writing the thesis so that it can be completed properly.
2. My beloved parents and siblings, who have supported me during this journey. Thank you for believing in me even when I doubted myself, I appreciate all the prayers and support throughout this process.
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4. All lecturers, staff, and employees of the Faculty of Business and Economics Atma Jaya Yogyakarta who have assisted and taught knowledge for me during my time at university.
5. To all my closest friends who always provide support and motivation during the process of working on this thesis.
6. To myself for staying dedicated and following through on my personal commitment to work on and finish this thesis with complete accountability, despite encountering various obstacles and mood changes during the research and writing journey.

As a researcher, I recognize that there are various errors in the written content and that this study has significant limitations. Therefore, I encourage readers to provide feedback and constructive criticism to enhance both my future research endeavors and the work of others in related fields.

Yogyakarta, 2nd June 2025

The Author

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Margaretha Vania Clarissa

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FACTORS INFLUENCING GEN Z'S PURCHASE INTENTION THROUGH AFFILIATE MARKETING

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ABSTRACT

Technology has shifted consumer behavior toward online shopping due to its convenience and accessibility. TikTok has emerged as an e-commerce platform through affiliate marketing features used by content creators. This research analyzes the relationships between perceived usefulness, trust, promotion, feedback, and social impact on purchase intention through TikTok affiliate marketing, using a quantitative methodology with online questionnaires and a 5-point Likert scale. The target population consisted of Generation Z consumers in Indonesia who have watched affiliate promotional videos on the TikTok platform at least three times in the last six months. Through purposive sampling, questionnaires were distributed to 204 respondents. Data analysis was performed using SmartPLS 4 with partial least squares structural equation modeling (PLS-SEM) to examine the relationships between variables. The findings of the study indicated that all variables (perceived usefulness, trust, promotion, feedback, and social impact) positively and significantly influence consumers' purchase intention through affiliate marketing on TikTok.

Keyword: perceived usefulness, trust, promotion, feedback, social impact, purchase intention, TikTok affiliate.