

CHAPTER II

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1 Literature Review

2.1.1 Theory of Planned Behavior (TPB)

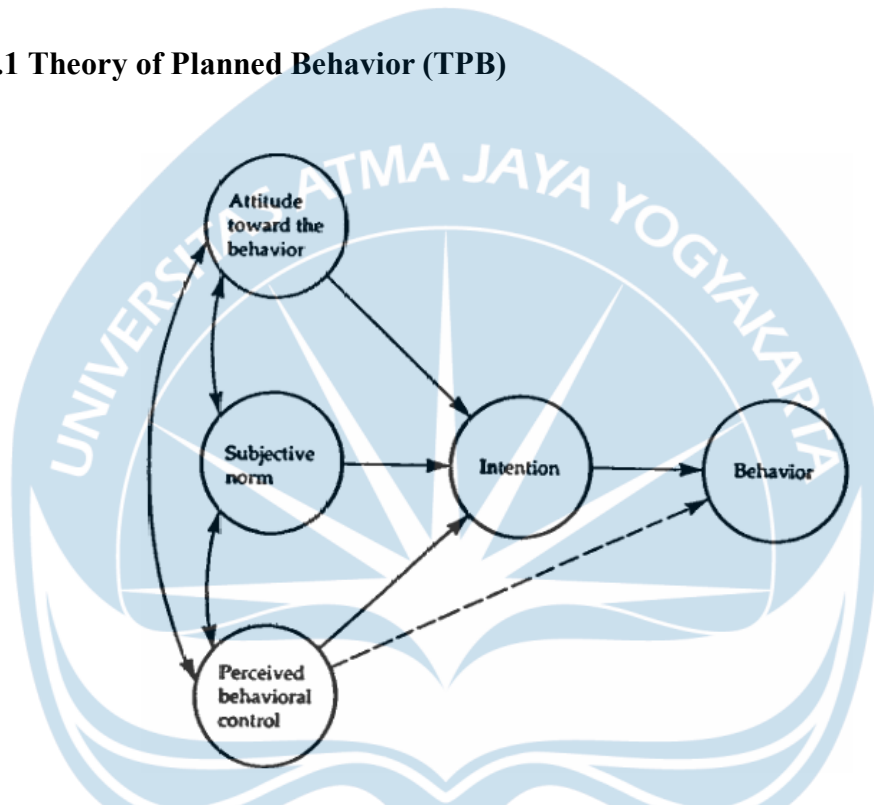


Figure 2.1 Theory of Planned Behavior by Ajzen (1991)

The theory is shown as a structural diagram above. The purpose of the individual to carry out a specific conduct is a key component of the idea of planned behavior, just like it was in the original theory of reasoned action. As indicators of how hard people are willing to try and how much effort they plan to put out in order to carry out the conduct, intentions are thought to represent the motivating variables that impact a behavior (Ajzen, 1991).

Theory of Planned Behavior (TPB) developed by Icek Ajzen (1991) that explains how attitudes, subjective norms, and perceived behavioral control influence a person's intention to do certain behaviors. TPB can be utilized in

marketing to comprehend the elements that affect consumers' decision to purchase a product or make use of a particular service. TPB can be influenced by individuals' positive or negative evaluations of certain behaviors, individuals' perceptions of social pressure to carry out or not certain behaviors, and individuals' perceptions of the ease or difficulty of performing behaviors. The theory of planned behavior (TPB) has been applied in a variety of fields, such as politics, technology, and medicine, and it has offered a convincing justification for reasons individuals adopt new ideas and methods (Phuong Dung et al., 2023) .

TPB describes and predicts how people will behave in specific situations. Three fundamental components comprise the TPB: attitude, perceived behavioral control, and subjective norm (Patwary et al., 2022). The attitude toward the behavior describes the extent to which an individual has a positive or negative assessment of the behavior in issue (Ajzen., 1991). This concept of attitude is based on assessments of individual behavior and results. The second component is perceived behavioral control that measures the accessibility for a person to carry out a specific behavior (Patwary et al., 2022). Whereas, the third component is a social aspect known as the subjective norm, which describes the perceived social pressure to engage in the action or avoid from performing the behavior (Ajzen, 1991). It is considered to be the result of normative motivation and conviction.

TikTok affiliate marketing is a form of advertising whereby individuals (affiliates) use TikTok videos to promote goods or services in exchange for a commission on each sale. TPB may help in understanding the elements that impact an individual's decision to participate in TikTok Affiliate Marketing, both as a customer and as an affliator. This literature review examines existing research on how the Theory of Planned Behavior (TPB) can explain and predict Gen Z's purchase intentions when exposed to TikTok affiliate marketing.

2.1.2 Affiliate Marketing

Affiliate marketing is a form of online advertising whereby retailers divide the sales revenue from each client that visits their website through a content source (Abdelhady et al., 2020). Utilizing affiliate marketing can help business draw attention to the company or give a consumer a reason to complete a desired action (Adel, 2023). Through affiliates, companies and individuals utilize the TikTok social media network to promote goods and services. On their TikTok accounts, affiliate partners create and share promotional content. The affiliate partners get paid when a person views and engages with this content and then completes a certain action, such as making a purchase.

This mutually beneficial partnership helps businesses reach a wider audience without having to pay for upfront advertising, affiliates make money from their audience and knowledge without having to produce their own goods, and customers find relevant products through reliable sources. Hardianawati (2023) says that there are numerous e-commerce companies in Indonesia implement affiliate marketing as a well-known strategy that gives reseller business owners extra benefits as they strive to attract clients and produce original content. Customer feedback indicated that products sold through affiliate marketing had a higher value proposition and a higher likelihood of a business acquiring loyal customers. This demonstrates how product reviews and affiliate marketing influenced customers' recurring purchasing patterns, which in turn boosted business market sales (Raborar et al., 2025).

Affiliates can market goods and services that suit the needs and preferences of their followers by knowing the tastes and interests of their audience (Mulla, 2022). As a result, customers are more inclined to interact with the affiliate's content, believe their advice, and purchase products they recommend. Additionally, the way consumers research products has changed as a result of the growth of affiliate marketing. Authentic reviews and social media recommendations from

reliable affiliates are now crucial factors for consumers when making judgments about what to buy. Because of the popularity of influencer marketing and personalized content, affiliates are now a crucial component of the decision-making process, offering comprehensive evaluation and initial insight that appeals to potential consumers. Consumers are now more knowledgeable and confident as a result of this change, as they are more likely to seek suggestions from affiliates or people they believe to be reliable and knowledgeable. Businesses might employ affiliate marketing to increase sales as well as to improve the reputation of their brand and establish enduring client trust.

2.1.3 Purchase Intention

Nengah & Kertiriasih (2023) says that purchase intention is a person's tendency to buy a brand or take action related to the purchase. Purchase intention is a term used to describe consumers' intended preparation and willingness to purchase a certain good or service in the future. consider purchase intention as a complex process that is connected to customer behavior, attitudes, and perceptions, which makes it a useful tool for forecasting the buying process (Raborar et al., 2025). By comprehending purchase intention, companies may enhance their advertising strategies, product development, and customer experience with consumers' decision-making processes, which in turn leads to higher conversion rates and more strong customer relationships. Purchase intention is an essential concept in marketing strategy and consumer behavior research since it connects the emotions of customers with actual purchasing behavior.

The effect of TikTok Affiliate videos on the behavior and purchase intentions of Gen Z consumers is examined by taking consideration of three different characteristics of these videos such as informational, entertaining, and emotional (Dung & An. 2024). Furthermore, Nengah & Kertiriasih (2023) states that if consumers are interested or happy with the products, consumers will make purchases. Positive attitudes are transformed into actual buying behavior,

and purchase intention is an outcome of consumer decision-making processes. This is in accordance with Raborar et al. (2025) who demonstrated that a higher purchase intention correlates into a higher possibility of making a purchase; hence, if customers have a favorable intention to make a purchase, subsequently positive engagement will encourage that purchase. Therefore, it is important to analyze the factors that influence consumers' purchase intention through affiliate marketing.

2.1.4 Perceived Usefulness

One of the primary factors influencing the adoption of technology is perceived usefulness (Sadriwala & Sadriwala., 2022). A study by Wang et al. (2021) found that in e-commerce, customer interactions and purchase intentions are significantly influenced by perceived usefulness. Perceived usefulness plays a critical role in shaping purchasing decisions, as it directly influences a customer's attitude towards a brand or offering. Another study by Iriani & Andjarwati (2020) discovered that perceived usefulness is the extent to how a person believes that utilizing a specific product would enhance its functionality. The adoption and regular usage of a product by a consumer can be greatly influenced by this assumption. Furthermore, a strong feeling of perceived usefulness can result in greater consumer satisfaction and loyalty to a service or product.

The ability of affiliates to raise consumers' perceived value about the worth of products or services can affect their willingness to pay and determine pricing (Mulla, 2022). In simpler terms, perceived usefulness is about whether someone thinks a product will help them. Customers are more likely to purchase when they think a product or service will successfully address their problems or enhance their lives. When customers can clearly envision how a product fits into their daily routines or resolves specific challenges, their motivation to buy significantly increases. Toska et al. (2023) stated that consumers have positive attitudes based on the perceived usefulness of advertising and marketing activities on social media. When social media content provides relevant information, solutions to problems, or

highlights benefits that align with their needs, consumers are more likely to engage with and appreciate these marketing efforts. This perceived usefulness transforms potentially intrusive advertising into valuable content that helps users make informed decisions.

2.1.5 Trust

In online shopping context, trust is the willingness to accept unfavorable condition possibility to conduct shopping transaction with online selling companies with the expectation that they will act according to what best for consumer basic (Ha et al., 2019). Findings from the study of Diputra & Yasa (2021) indicates that trust plays a vital role in determining service quality and enhancing customer satisfaction. When consumers trust a brand or product, they're more likely to move from considering a purchase to making one. Abdelhady et al. (2020) defined trust as a general perception of an online retailer that influences their actions.

Customers that hold attitudes about trust are more likely to follow the merchant's suggestions, give the merchant their personal information, and purchase products from them. Retrieved from Raborar et al. (2025), respondents to the study's survey indicated that watching videos and affiliate advertisements boosted their trust in a company's brand statement and influenced their purchase decisions. This trust is based on the transparency and authenticity that visual content offers, which allows customers see items in use instead of just reading descriptions. Furthermore, according to Trust Transfer Theory, trust in one particular thing can be transferred to other connected entities through a cognitive process (Stewart, 2011). In the context of TikTok affiliate marketing, this theory manifests in several interconnected ways that directly correlate with the trust variable measured in consumer behavior studies.

The most prominent application of Trust Transfer Theory in affiliate marketing occurs when consumers' trust in content creators transfers to the brands and products they promote. When the audiences have established trust with a

TikTok influencer based on their perceived authenticity, expertise, and consistent content quality, this trust becomes a transferable asset. As noted by Raborar et al. (2025), respondents indicated that watching videos and affiliate advertisements boosted their trust in a company's brand statement, demonstrating how the influencer's credibility becomes a bridge that facilitates trust transfer to previously unknown or less familiar brands. Customers feel less uncertain about product quality, transaction security, and post-purchase pleasure when they shift their confidence from content authors to marketed products. This risk reduction directly correlates with increased purchase intention, as consumers feel more confident in their decision-making process. The cognitive process described in Trust Transfer Theory explains how consumers overcome the natural hesitation associated with purchasing from unfamiliar brands by leveraging their existing trust relationships.

Diputra & Yasa (2021) also describe brand trust as the expectations or demands of consumers who have confidence in a brand's reliability and intentions when there are risks to them. Consumers rely on their established trust in the brand to help them make decisions when faced with uncertainty, such as a product defect, a service interruption, or ethical issues. In a business environment, trust fosters better results through more feedback and communication, which aids in finding better solutions, accomplishing objectives, and successfully carrying out organizational responsibilities (Marmat., 2022). Building consumer trust is not only beneficial but also necessary for long-term success in the competitive market of today since it strengthens emotional ties and improves the overall customer experience.

2.1.6 Promotion

Hidayat et al. (2023) define promotion as the process of educating, influencing, persuading, and reminding the target market about businesses and their offerings in order to convince people to accept and purchase what is being offered. According to Mulla. (2022), the customers were more inclined to purchase when

they were given access to special discounts, cash-back incentives, or freebies through affiliate marketing. Promotional content is known as information used to promote a company and increase sales that are shared on social media. This is due to the fact that promotional content has distinctive content that includes both action-stimulating appeals that directly affect customers' intention and behaviors toward a brand and persuasive appeals that have significant and positive effects on the brand image (Raji et al., 2019). Effective promotion strikes a delicate balance between providing value to consumers and advancing commercial objectives. When crafted thoughtfully, these messages create a seamless customer journey from awareness to consideration to action.

According to Alexandrescu & Milandru. (2018), promotion is a combination of marketing strategies, actions, and communication channels that aim to increase sales by attracting potential customers and capturing their attention through information, belief, training, points of sale, and keeping existing customers interested in the product and the manufacturer. The development of a suitable promotional plan within the framework of the marketing strategy is necessary to accomplish the objectives established. Promotion relates to any amount of initiatives aimed at informing, influencing, or bringing the customer's attention to the brand or product that is being offered, either directly or indirectly (Hidayat et al., 2023). In contrast, social media promotion encompasses both non-monetary (such product samples) and monetary (including debates and discounts) materials posted on social media firms' accounts (Raji et al., 2019). Additionally, the evolving business climate has made promotion become more crucial nowadays for companies to integrate traditional and digital promotional channels in order to engage customers through a variety of interactions.

2.1.7 Feedback

According to Azmi et al. (2025), information that customers offer regarding their experiences utilizing a product or service is referred as consumer feedback.

Businesses gain important insights into customer satisfaction, product performance, and service quality from this essential input. Consumers have a right to input regarding the quality of products since they are the ones that shop online, and e-commerce reputation mechanisms (He & Zhu, 2020). Consumers have the ability to provide feedback by visiting many websites, utilizing the services they offer, and leaving comments such as text or photos on those websites (Chiang, 2018). Furthermore, social media sites are increasingly informal sources for customer feedback where comments can spread rapidly and have a rapid effect on a company's reputation. Companies that proactively track, respond, and make adjustments in response to this feedback frequently obtain a competitive edge by increasing client loyalty and satisfaction.

In the study by Chiang. (2018), consumers who were truly satisfied revealed a higher level of experience value when they bought products from an online retailer that had greater feedback. In accordance with this correlation, thorough feedback systems are useful for evaluating quality and boosting customer confidence when making purchases. By encouraging positive reviews from satisfied consumers, this feedback-satisfaction cycle generates a positive feedback loop that enhances the retailer's reputation and draws in new customers looking for worthwhile shopping experiences. Customers' trust is further reinforced when retailers actively reply to consumers feedback, both positive and negative, demonstrating their dedication to providing excellent customer service.

2.1.8 Social Impact

Pulido et al. (2018) define social impact describes how information affects people's wellbeing as well as their individual and collective behaviors, practices, and activities. The social impact, such as recommendations from friends, family, or relatives, on people's intentions of purchasing a something or service is reflected in the influence of social impact on purchase intention (Azmi et al., 2025). Potential customers are more inclined to consider a product a trustworthy option when they

believe that it is preferred or supported by their social circle. Social impact can have an effect on consumers' purchasing decisions since people tend to rely on the opinions and perceptions of others as sources of information (Chew & Leng, 2016). Furthermore, customers typically use their friends or family as a reference group before making a final decision regarding their purchase (Goh et al., 2016). Consumers frequently seek advice from friends, relatives, internet reviews, or influencers when faced with uncertainties. Positive referrals from reliable sources can greatly raise the possibility that a purchase will be made, but unfavorable comments can swiftly turn off potential customers. The negative feedback or a lack of social support can cause doubt and uncertainty, highlighting the crucial influence of social influence on consumer behavior.

According to Goh et al. (2016), in this era of rapidly advancing technology, consumers frequently use the Internet to exchange opinions and ideas about the goods and services they use. The decision-making process for consumers has been completely changed by the unparalleled availability of peer review, since many consumers now extensively research products online before making a purchase. Digital platforms have significantly increased this effect by establishing large networks where customer opinions are disseminated quickly and widely, turning personal experiences into collective information that influences market behavior. In summary, social impact is a significant psychological factor that influences decisions made prior to the purchase of goods or services, making it a crucial component of the consumer purchasing process.

2.2 Prior Research

Table 2.1 Prior Research

No.	Research Title, Author's Name (year)	Variables	Research Method	Key Findings
1.	The Influence of TikTok Affiliate Digital Marketing Strategy on Generation Z Purchase Intentions in Jakarta, Indonesia (Azmi et al., 2025)	1) Perceived Usefulness 2) Trust 3) Promotion 4) Feedback 5) Social Impact 6) Purchase intent through tiktok affiliate marketing	1. Research Subject: The focus is on Generation Z individuals in Jakarta, Indonesia, who actively use TikTok. 2. Total Respondents: The study collected data from a total of 132 respondents. 3. Data Collecting Method: Quantitative method with online survey 4. Analysis tools: SPSS	1. Social impact has the strongest positive correlation with purchase intentions. Recommendations from friends and family significantly shape the purchasing decisions of Generation Z in Jakarta. 2. Positive consumer feedback plays a crucial role in influencing purchase intentions. Respondents are more likely to make purchases when TikTok affiliate content includes favorable reviews from previous customers.

				3. Among Generation Z in Jakarta, the factors of perceived usefulness, trust, and promotion do not significantly affect purchase intentions while utilizing TikTok affiliate marketing.
2.	Research on the Purchase Intention Through Tiktok Affiliate Marketing of Vietnamese Youth (Dung & An. 2024)	1) Perception of usefulness 2) Trust 3) Promotion 4) Consumers' feedback 5) Social impact 6) Purchase intention through Tiktok Affiliate Marketing of Vietnamese youth	1. Research subject: Vietnamese youth who intended to and have purchased products through Tiktok Affiliate Marketing. 2. Total respondents: 252 respondents 3. Data collecting method: quantitative method with online survey. 4. Analysis tools: Smart PLS	1. Perception of usefulness, trust, and consumers feedback are significant factors affecting purchase intention. 2. The variables of social impact and promotion are not statistically significant enough to establish a positive correlation between the adolescent purchase intention variable and these observed variables.
3.	Affiliated Marketing Content in Shopee	1) Content Marketing	1. Research Subject: Instagram users who have seen or	1. Credibility of Influencers has the most dominant influence on purchase

	through TikTok Media on Purchase Decisions (Hardianawati, 2023)	2) Purchasing Decisions	interacted with affiliate marketing content. 2. Total Respondents: 100 respondents. 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: SPSS	intention among the three independent variables. 2. In general, customer purchase decisions are greatly influenced by the Shopee affiliate program and TikTok content marketing, highlighting the significance of engaging digital content for higher sales and brand awareness.
4.	The Effect of Affiliate Marketing on Consumer Behavior, Purchase Intention and Purchase Decision (Nengah & Kertiriasih. 2023)	1) Marketing Affiliate 2) Consumer behavior 3) Purchase Interest 4) Purchase Decision	1. Research Subject: Instagram followers of Bali Semanggi (26.4 thousand followers) 2. Total Respondents: 100 respondents. 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: Structural Equation Model (SEM) with Partial Least Square (PLS)	1. Affiliate marketing positively and significantly affects sales revenue on Shopee. 2. People's tendency to shop online will rise in proportion to the attractiveness of affiliate marketing supplied.
5.	The Role of Affiliate Marketing on	1) Affiliate Marketing 2) Buying Decision 3) Buying Interest	1. Research Subject: Gen Z in the city of Malang (Indonesia) using the Tiktok platform	1. Purchase decisions made by Gen Z as Tiktok platform users show that

	Purchase Decision Moderated Purchase Interest on Tiktok (Asadiyah et al., 2023)		2. Total Respondents: 110 respondents 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: SPSS 25, Moderated Regression Analysis (MRA)	affiliate marketing has a significant and positive influence on decisions since its influence on decisions is recognized.
6.	The Influence of Marketing and Affiliate Marketing Communications on Increasing Sales Volume (Study The Case of Online Merchants on the Shopee Marketplace in Medan City) (Hervina Sihombing et al., 2023)	1) Communication Marketing 2) Affiliate Marketing 3) Sales Volume	1. Research Subject: Online merchants on the Shopee Marketplace in Medan City 2. Total Respondents: 76 respondents 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: Structural Equation Modeling (SEM) based on Variance version 4	1. Affiliate marketing content on Shopee has a significant impact on purchase decisions, which implies an influence on sales volume.
7.	Impact of Affiliate Marketing on Customer Loyalty (Abdelhady et al., 2020)	1) Price comparison 2) WOM in social media 3) Affiliate website promotion 4) Quality web design 5) Privacy and security	1. Research Subject: Travel affiliate website users 2. Total Respondents: 301 respondents 3. Data Collecting Method: Quantitative method with online survey.	1. There is a positive and significant effect of affiliate marketing on customer loyalty.

		6) Trust 7) Perceived value 8) Satisfaction 9) Loyalty	4. Analysis tools: IBM SPSS Statistics	
8.	Impact of Affiliate Marketing in e Business on Consumer Buying Behaviour (Mulla, 2022)	1) Affiliate Marketing 2) Consumer Buying Behavior	1. Research Subject: online shoppers from Pune City, Maharashtra, India. 2. Total Respondents: 168 participants 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: SPSS	1. Affiliate marketing has a significant impact on customers' decisions to buy products in the e-commerce sector. According to the participants, affiliate marketing initiatives have a major influence on how they make decisions about what to purchase.
9.	Can Affiliate Posts as a Marketing Strategy Influence Generation Z's Purchase Intention? (Raborar et al., 2025)	1) Price of the Product 2) Claims or Product Description 3) Actual Photos or Videos of the Product 4) Product's Benefits or Features 5) Credibility of the Affiliate	1. Research Subject: Generation Z consumers. 2. Total Respondents: 385 respondents 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: SEM PLS	1. Product reviews have the least impact, but when the previous generation comes across an affiliate marketing component, price was found to be the most important consideration.

		6) Product Reviews 7) Purchase Intention of Generation Z		
10.	The effect of trust on consumers' online purchase intention: An integration of TAM and TPB (Ha et al., 2019)	1) Perceived Usefulness (PU) 2) Perceived Ease of Use (PEOU) 3) Attitude (AT) 4) Subjective Norms (SN) 5) Trust (TR) 6) Online Shopping Intention (BI)	1. Research Subject: Vietnamese consumers who engage in online shopping. 2. Total Respondents: 423 respondents 3. Data Collecting Method: Quantitative method with online survey. 4. Analysis tools: SPSS	1. Perceived Usefulness, Perceived Ease of Use, Attitude, Subjective Norms, and Trust all positively impact online shopping intention. 2. Trust is a crucial factor influencing consumers' online shopping intentions, highlighting the need for retailers to establish and maintain trust with their customers.

2.3 Hypothesis Development

2.3.1 Perceived usefulness influence consumers' purchase intention through TikTok affiliate marketing

Findings from the study of Iriani & Andjarwati. (2020) indicates that perceived usefulness is the evident when an online shopping system becomes quick and easy to use compared to manual shopping methods. This efficiency not only enhances the user experience but also improves overall performance for those engaging with the system. According to Pratista & Marsasi. (2023), perceived usefulness is a concept from behavioral science and management with emphasis on people's perceptions of how technology might improve their performance and assist them in achieving their objectives.

Previous research by Dung & An. (2024) has shown that affiliate marketing has a significant impact on consumers' perceived usefulness through product quality and value, which motivates them to consider the opinions and suggestions of affiliate content on TikTok. Customers are more inclined to trust affiliate suggestions and include them in their purchase selections when they believe they offer real value and showcase high-quality products, which improves their entire online shopping experience. Furthermore, customers tend to use an online shopping platform if they believe it will offer advantages including a simpler shopping experience, a greater selection of goods, and convenience (Pratista & Marsasi., 2023). This is accordance with Theory of Planned Behavior (TPB) by Ajzen, (1991) with the term perceived behavioral control describes how people perceive the ease or difficulty it is to carry out the desired activity.

Other study by Isma et al. (2021) shows that perceived usefulness has a significant effect on purchase intention. This connection highlights the importance of effectively communicating the advantages of a product, as well as ensuring that users can easily understand and access its features. Companies that prioritize these aspects not only improve user experience but also build trust and credibility in the

marketplace. In contrast with a study conducted by Fratama et al. (2023), the study found that argues that the purchase intention is not significantly impacted by perceived usefulness. This demonstrates that most respondents still do not perceive the platform's performance outcomes as having any positive impact on people's behavior, particularly when it comes to purchasing. This difference in results indicates that this variable needs to be tested again in this study. The following is the hypothesis that has been suggested for this study based on prior research:

H1: Perceived usefulness influence purchase intention through TikTok affiliate marketing

2.3.2 Trust influence consumers' purchase intention through TikTok affiliate marketing

Study by Fratama et al. (2023) define trust as a sense of confidence that the brand will fulfill the consumer's expectations regarding brand dependability and brand objectives for the individual. When consumers trust a brand, they feel assured that their needs and preferences will be prioritized, leading to a more satisfying experience. Positive interactions and steady performance over time foster this sense of trust. (Marmat. 2022) claims that social behavior is based on trust, which is defined as subjective, individual, and fundamentally emotional. Since trust is subjective, it can be shaped by personal experiences, cultural background, and individual values.

Trust is an essential component for improving consumer behavior (Rehman et al., 2019). This statement underscores that trust is identified as a crucial factor that affects how consumers make decisions when purchasing something. Research by Ha et al. (2019) has shown that one of the primary factors discouraging consumers from shopping online is a lack of trust. Online transactions cannot be completed if trust is not established. Without trust, potential customers are reluctant to share personal information, payment details, or complete purchases. According to their research, the retailers have to establish an understandable and clear policy

for resolving consumer complaints, warranties, and compensation. This would facilitate the process of buying goods and services and make it easier to gain the trust of customers.

When it comes to online purchasing, trust is the ability to tolerate unpleasant circumstances in order to trade with online sellers in the hope that they will behave in the best interests of their customers (Ha et al., 2019). This means that consumers often face uncertainties and risks, such as concerns about product quality, payment security, and delivery reliability. In an online environment, where physical interaction is minimal, trust becomes even more critical. Their research that also uses Theory of Planned Behavior (TPB) claims that trust positively affects the intention to make purchases online. On the other hand, Dung & An. (2024) found that trust and purchasing intention were positively correlated in their research. This demonstrates how important trust is in influencing consumers' desires to make purchases, especially when doing online shopping. Therefore, the trust component is considered essential in the consumer decision-making process in purchasing goods and services. As a result, the proposed hypothesis is:

H2: Trust influence purchase intention through TikTok affiliate marketing

2.3.3 Promotion influence consumers' purchase intention through TikTok affiliate marketing

Promotion is regarded as a collection of marketing strategies, actions, and communication channels that aim to surpass the sales level by attracting potential customers and sustaining their interest in the product and the manufacturing company through information, belief, training, and points of sale (Alexandrescu & Milandru., 2018). A study by Helmi et al. (2022) using Theory of Planned Behavior (TPB) state the primary goals of promotion are to create interest in customers, educate them about the company's goods and services, and influence their decisions to buy. According to Hidayat et al. (2023), purchase intention is influenced by promotions using promotional variable indicators, which include retail sales, trade

show activities, advertising materials, brochure designs, bonuses, and discounts. Their study also demonstrates that the more businesses conduct their marketing campaigns, the more people choose to purchase their products and services. Effective promotions raise awareness and spark interest in goods and services, whether they are carried out through traditional advertising, email marketing, or social media. Customers are more inclined to think about purchasing from a brand they are more familiar with.

A study by Adel (2023) found that customers frequently search for goods or services that provide the most value in terms of both price and quality, often looking out related sales and discounts from affiliates. Additionally, promotions offer chances to bring attention to exclusive deals, discounts, or distinctive selling features that may persuade clients to take action. As customers increasingly find discounts through comparison websites, shopping apps, and third-party content creators that offer carefully curated deals and exclusive promotional codes, the expanding affiliate marketing ecosystem has further changed this situation. The shopper's basic desire to maximize their purchasing power while upholding quality standards drives this affiliate relationship, which cultivates a mutually beneficial commerce network where consumers can access exclusive offers, content creators receive commissions, and retailers grow their customer base. Based on the findings of earlier research, the following hypothesis will be put out for this study:

H3: Promotion influence purchase intention through TikTok affiliate marketing

2.3.4 Feedback influence consumers' purchase intention through TikTok affiliate marketing

Customers who visit multiple websites, use the services they offer, and leave remarks (text or photos) on those websites provide customer feedback (Chiang., 2018). Positive remarks can enhance credibility and attract new customers, while constructive criticism offers insights into potential shortcomings or unmet needs.

Customers have the right to feedback on the quality of products since they are the ones that buy online (He & Zhu., 2020). By using consumer evaluation and e-commerce reputation mechanisms, it might be beneficial to research the quality of products purchased online. This feedback is crucial for both consumers and businesses, as it helps establish a transparent marketplace where product quality is continuously assessed. These evaluations, often in the form of ratings and reviews, allow potential buyers to make informed decisions based on the experiences of others.

Azmi et al. (2025) state potential customers need feedback since it provides information about the product's quality. When shoppers encounter reviews and ratings from previous buyers, they gain a clearer understanding of what to expect from the product, including its performance, durability, and overall satisfaction. If this is linked to Theory of Planned Behavior (TPB) by Ajzen (1991), which is attitude toward the behavior, consumer feedback forms consumer attitudes towards a product. A favorable attitude is developed by potential customers if an affiliate-promoted product receives a large number of positive comments. Consumers feedback is not only beneficial to the company but also to other consumers. Customers can compare items' advantages and disadvantages by reading feedback, and businesses may obtain quick input to make their products better (Ye & Lee, 2021).

According to Theory of Planned Behavior (TPB) by Ajzen (1991) these control beliefs are typically influenced by second-hand information about the behavior, the experiences of friends and acquaintances, and other factors that raise or lower the perceived difficulty of performing the behavior in question. So it can be said that consumer feedback plays an important role in influencing consumer purchase intentions after receiving information from others. By understanding what customers appreciate or find lacking in their products, companies can make targeted adjustments, enhance quality, and tailor their offerings to better meet consumer expectations. This reciprocal relationship between customer feedback and product

development ultimately leads to improved satisfaction for both buyers and brands, fostering loyalty and long-term success. Based on the previous studies, the proposed hypothesis for this research will be:

H4: Feedback influence purchase intention through TikTok affiliate marketing

2.3.5 Social impact influence consumers' purchase intention through TikTok affiliate marketing

Social impact can have an impact on consumers' purchasing decisions since people typically depend on the perspectives and ideas of others as sources of information (Chew & Leng., 2016). Another study by Azmi et al. (2025) examined the impact of social factors, such as recommendations from friends, family, or relatives, on people's intentions to buy a something or service is reflected in the influence of social impact on purchase intention. This relates to the Theory of Planned Behavior (TPB) by Ajzen (1991), which is perceived social pressure to perform or not perform behavior. According to TPB, people believe if others expect them to accomplish something, they are more likely to do it. Customers may feel pressured to fit in or attain a similar status after observing their peers utilizing particular products. This phenomena is especially noticeable on social media, where peer ratings and influencers have a big impact on what people buy.

A study by Pulido et al. (2018) demonstrates the elements that influence how customers perceive social impact which are normative susceptibility and information susceptibility. Their research explains normative susceptibility as a situation when consumers focus their purchasing decisions on their desire to impress others. While information susceptibility is known as a condition when customers used other people's information or professional opinions as the basis for their purchasing decisions. The argument demonstrates how consumers use other people's opinions and information as a point of reference to feel more confident when making purchases of goods or services they don't fully understand.

On platforms like TikTok, where content is often driven by authenticity and relatability, users are more likely to engage with recommendations from influencers or peers who share their values and experiences. By leveraging social impact messaging within affiliate marketing strategies, brands can connect with audiences on a more emotional level, ultimately driving sales while promoting a positive societal change. This creates a unique environment for affiliate marketing, where social impact plays a crucial role in shaping purchase intentions. Ultimately, this approach not only drives sales but also promotes a positive societal change, illustrating how social impact and affiliate marketing can work hand in hand on platforms like TikTok.

H5: Social impact influence purchase intention through TikTok affiliate marketing

2.4 Conceptual Framework

Establishing a conceptual framework that can guide this research will be essential before delving into the specifics of this study's methodology. Consequently, the conceptual framework for the study would appear as follows after the hypothesis was developed:

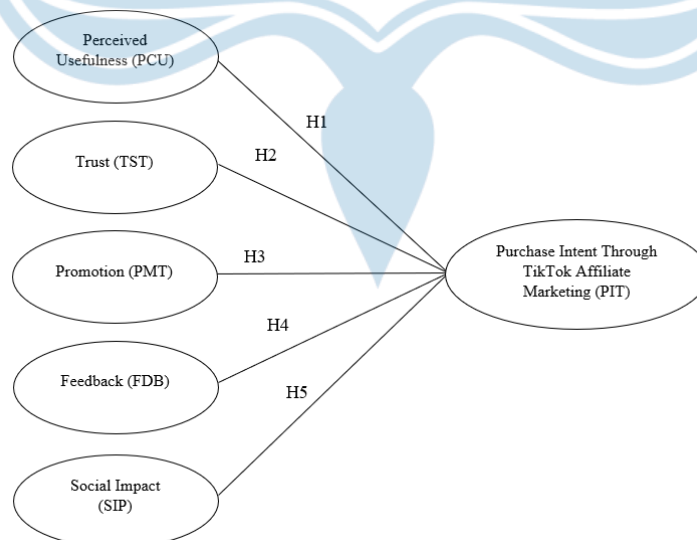


Figure 2.2 Research Framework
(Source: Azmi et al., 2025)