

## The Influence of Affiliate Marketing and Content Reviews on the TikTok Application on the Consumptive Behavior of the New Generation of Indonesians (GenBI) in 11 Regions of North Sumatra

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### ***Abstract***

#### **Keywords:**

*Affiliate Marketing, Content Review, Consumer Behavior*

*This study was conducted with the aim of determining the effect of Affiliate Marketing and Content Review on the TikTok application on the consumer behavior of the new generation of Indonesia (GenBI) 11 in the North Sumatra region. The type of research used is quantitative research. The population in this study were members of GenBI 11 in North Sumatra, consisting of 475 students from 8 universities, namely USU, UNIMED, UINSU, UMA, UNPAB, POLMED, UHN, and UMSU. From this population, the number of samples was determined using the Slovin formula in this quantitative study as many as 83 respondents with a purposive sampling technique. The data collection technique in this study used a questionnaire with a Likert measurement scale. The data analysis method used was multiple linear regression analysis using the Statistical Program for Social Science (SPSS). In this study, the results obtained were that Affiliate Marketing (X1) had a positive and significant influence on consumer behavior (Y), while Content Review did not have a significant influence on consumer behavior (Y). However, Affiliate Marketing (X1) and Content Review (X2) have a significant influence simultaneously on the consumer behavior (Y) of the New Generation of Indonesia (GenBI) 11 in the North Sumatra region.*

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## INTRODUCTION

In the era of globalization, technology is increasingly developing in Indonesia, which has caused... increasing use of the internet, where the internet is interconnected globally (Rosana, 2010). One example is the use of cell phones as means of doing business, including marketing new products (Ruslaini et al, 2014). The continuous development of technology provides many benefits, one of which is the elimination of boundaries between sellers and potential buyers. With the development of technology, buying and selling transactions can be carried out via smartphones and gadgets that support internet access, without having to meet face to face to carry out buying and selling transactions (Anisah, 2024).

According to a report from wearesocial.com titled "Digital 2021: Indonesia," the number of active social media users in Indonesia has reached 170 million (KEMP & datareportal.com, 2021). This means that approximately 83% of the Indonesian population with internet access uses social media in their daily activities. The most active generation in using social media is the younger generation. Generation Z is considered the future consumer group, and they are already very familiar with the use of technology. Gen Z is synonymous with up-to-date things, as well as fast and easy processes.

Technological advances have indeed been very helpful in simplifying various activities in

human life that previously felt complicated. The ease and practicality afforded by technology make it easier for people to meet various daily needs, from basic needs to secondary needs to tertiary needs. One form of technological advancement that has had a significant impact is e-commerce, as explained by Irma and Fauzi (2022). Of the many e-commerce platforms that have emerged in Indonesia, the TikTok application has become one of the digital marketing platforms widely used by business actors (Irma & Fauzi, 2022).

Since the launch of the TikTok app until April 2022, active TikTok users in Indonesia have reached 99.1 million people. This number is the second largest in the world after the United States. The United States has the highest number of TikTok users, reaching 136.4 million people. Meanwhile, Brazil ranks third with 73.6 million TikTok users (Rizaty, 2022). TikTok Shop is the latest feature developed by TikTok, which allows users to make purchases directly within the TikTok app. With TikTok Shop, buyers do not need to access the store's website or install additional applications. They can browse the various products available, interact with sellers through the chat feature, and make payments directly within the TikTok app. (Irma & Fauzi, 2022).

Fierce competition has prompted several e-commerce platforms to implement various strategies to survive. One step taken by TikTok Shop is to increase the number of advertising or promotional video content created by sellers (Irma & Fauzi, 2022). According to a report from a market and consumer behavior research institute, 86% of Indonesians have made a purchase through social media platforms. Of the various social media platforms available in Indonesia, TikTok Shop ranks first as the platform used for shopping. Here's the data::

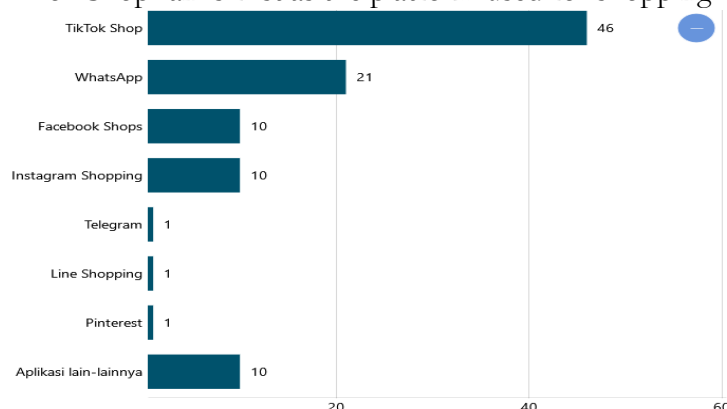


Figure 1  
Social Media Widely Used by Indonesian Consumers for Shopping

Feature TikTok Shop can be used to purchase products we desire, but many consumers are disappointed with items that don't match the original, resulting in low consumer trust in both the product and the seller. Therefore, potential buyers will continue to be influenced to purchase products online, first by researching the product's condition, the store, and the price.

TikTok has introduced a new feature that can increase sales, namely the TikTok Affiliate feature. Affiliate marketing is a digital marketing method in which someone earns a commission or income when they help sell products promoted through affiliate links or by sharing them on various platforms (W, 2023). TikTok Affiliate can be described as a joint program between sellers and TikTok users, whose task is to increase sales in exchange for a commission for users who promote the product until it is sold.

The use and content of reviews on the TikTok platform can influence consumer perceptions of certain fashion brands, which in turn can influence their purchasing decisions through the platform (Dense & Hadi, 2022). To survive and thrive amidst industry dynamics, skills that are constantly evolving according to needs are required. The goal is to understand how content marketing strategies and online consumer reviews influence a person's purchasing decisions (Patricia, 2023). These two factors clearly impact the way consumers, particularly

students, shop. Many of them use their income to pursue a consumptive lifestyle. Students always follow emerging trends, especially in fashion, accessories, and other things (Brilianaza and Sudrajat, 2022).

According to Sumartono (2002), there are several factors that contribute to the emergence of consumer behavior, one of which is reference groups, which have a strong impact on individuals because they are able to shape their character and behavior. Individuals are often influenced by what they see and learn from their reference groups, such as e-platforms. *commerce*. A concrete example is when someone sees a friend or influencer creating marketing content using or recommending a particular product. This sparks curiosity and interest in the product, which can then lead to an impulse purchase or a decision to try it. This reference group can act as a powerful driver in influencing consumer behavior through their interactions and recommendations on e-commerce platforms.

This research was motivated by shortcomings in previous research that could be used as an opportunity for the current research. According to one study, affiliate programs have a positive impact on impulse buying. This research is also motivated by the duties and responsibilities of GenBI, namely as frontliners, agents of change, and future leaders. The New Generation of Indonesia (GenBI) North Sumatra is a community consisting of students from public and private universities in North Sumatra, and they are certainly Gen Z. This raises questions for me whether, with the rise of today's social media developments, GenBI, who are scholarship recipients from Bank Indonesia and are given funding for education, allocate their funds appropriately or even will they still be influenced by Affiliate Marketing and Content Reviews on the TikTok application. This could be a research gap, namely because GenBI, as Gen Z, has the budget that allows for online shopping.

Therefore, the purpose of this study is to determine and analyze the influence of TikTok content reviews on the consumer behavior of the new generation of Indonesians in North Sumatra. The variables used in this study are affiliate marketing and content reviews as independent variables, and the consumer behavior of the new generation of Indonesians in North Sumatra as the dependent variable.

Consumer behavior is a person's desire to purchase a product or service after conducting a post-purchase evaluation, which includes feelings and expectations (Purbohastuti & Hidayah, 2020). Purchase intention refers to a consumer's desire to acquire a particular product and the quantity of the product needed within a specific time period. Indicators of consumer behavior include interest in product information, curiosity about the product, interest in trying the product, and consideration of purchasing it (Anisa et al., 2023). According to Muniarty et al. (2022), consumer behavior is a continuous process because it involves various stages that begin before the purchase occurs and continue after the purchase is completed. Before purchasing, there will be uncertainty and high expectations regarding the product. If the buyer is satisfied with the product they purchased, it shows positive behavior; if not, it shows negative behavior. Handi Irawan (2014) explains that Indonesian consumers have ten distinctive characteristics, such as liking foreign brands, thinking in discounts, focusing on context, and being less planned. Judging from these characteristics, consumers in Indonesia tend to buy without planning first. On e-commerce platforms, unplanned purchases often occur due to the influence of product review videos that attract consumers' attention (Ahmad et al., 2022).

Consumer behavior is a series of steps taken by a person in searching for, purchasing, using, evaluating, and making decisions regarding products, services, or ideas that are expected to meet their needs or desires (M. Nitisusastro, 2012). Consumer behavior is influenced by external and internal influences. External influences include various marketing aspects such as products, promotions, prices, and distribution methods, as well as social and cultural environmental factors, such as family, information sources, non-commercial organizations, social level, subculture, and cultural values. Meanwhile, internal influences involve consumer psychology, including motivation, perspectives, learning processes, personality, and attitudes

(Suhari, 2010).

Consumptive behavior is the desire to purchase unnecessary items in excessive quantities to feel more satisfied or to demonstrate an extravagant lifestyle (Siallagan and Derang, 2021). Some students use their income to support a consumptive lifestyle. Students always follow current trends, especially in fashion, accessories, and other things (Brilianaza and Sudrajat, 2022). Freddy Rangkuti (2017) states that someone who has consumptive behavior is driven by several factors, such as cultural, social, personal, and psychological factors.

This consumptive behavior indicates a person's tendency to spend money excessively and unplanned. As a result, people tend to spend money without considering the consequences and without careful calculation. They purchase goods or services simply because they are considered symbols of luxury (Nuri et al., 2023). Consumptive behavior is behavior that seeks pleasure without producing anything. Consumptive behavior is an uncontrollable desire to use or consume goods or services. Consumptive behavior is a human desire that cannot be controlled. There are two tendencies of consumptive behavior: one where consumptive behavior is accompanied by productive activities to satisfy consumptive needs, and the other, consumptive behavior that is not accompanied by productive traits (Suprapmanto, 2019).

*Affiliate marketing* Affiliate marketing is a way to promote a company's products or services, and you receive a commission if a sale is made through the promotion. Affiliate marketing works by directing potential buyers to the company's website through a specially provided link. Affiliates facilitate both sellers and buyers (A'isah 2022). For buyers, affiliate marketing helps them better understand the product. For example, when an affiliate reviews a product or service using a video, buyers or users can learn more about the product. The item the buyer is currently looking for. From the content created by the affiliate, buyers can determine whether the product is worth purchasing (Nabela et al., 2023).

*Affiliate marketing* Affiliate marketing is a type of online advertising where merchants provide a percentage of sales revenue generated by customers who come to the company's website through content provided by advertisers. Affiliate marketing has two dimensions that can influence affiliate marketing, namely informativeness and perceived usefulness. Anshari and Mahani (in Batu, Situngkir, Krisnawati, & Halim 2019) explain affiliate marketing as a form of collaboration between organizations, companies, or websites that aims to generate profits for both parties through product or service marketing activities. According to Fauza Husna (2023), affiliate marketing is included in one of these types of viral marketing, it can be the best way to attract as many customers as possible to buy something because effective marketing and the use of social networks encourage online purchases.

*Affiliate marketing* is a form of business model in digital marketing currently used by various companies. Affiliate marketing involves promoting products through social media accounts, allowing people who see the promotion to purchase the product using the link provided by the affiliate (Kwan, 2023). Affiliate marketing can be implemented on various social media platforms, as well as e-commerce accounts such as Shopee, Tokopedia, and dedicated affiliate websites. In this study, affiliate marketing was measured using four indicators: accuracy, usability, attractiveness, and ease of use (Maulida et al., 2023). According to Susanto (2023), there are three affiliate indicators that influence consumer purchasing interest: effectiveness, efficiency, and adaptability.

Defianti & Basri in Aprilia et al. (2023) stated that content reviews include assessments and information about products or services that can be published and understood by anyone, based on user experience, and can serve as a reference for other consumers. According to Hansel Agustinus & Saortua Marbun (2020), product reviews are a form of review found in various shopping media, both online and offline, which helps customers choose products and obtain

useful information to make better purchasing decisions.

TikTok, as a short-form video platform, has an algorithm that adapts content to user preferences, which can indirectly encourage certain consumption patterns, particularly through promotional content, product reviews, and online shopping trends. This type of content is often packaged in an attractive and persuasive manner by influencers and creators, thus influencing users' purchasing decisions, even without their awareness. In this context, the content review process is crucial to ensure that the content displayed not only meets community guidelines but also does not encourage excessive or unhealthy consumer behavior, particularly among teenagers and young users.

*Content Review* While positive reviews can increase consumer desire to purchase, negative reviews can actually reduce their interest in purchasing a particular product (Tran, 2020). Content reviews on TikTok can be defined as consumers' opinions or assessments of a product or service. These assessments can be expressed in text, images, or videos and can be either negative or non-negative (Cheong et al., 2020).

## RESEARCH FRAMEWORK

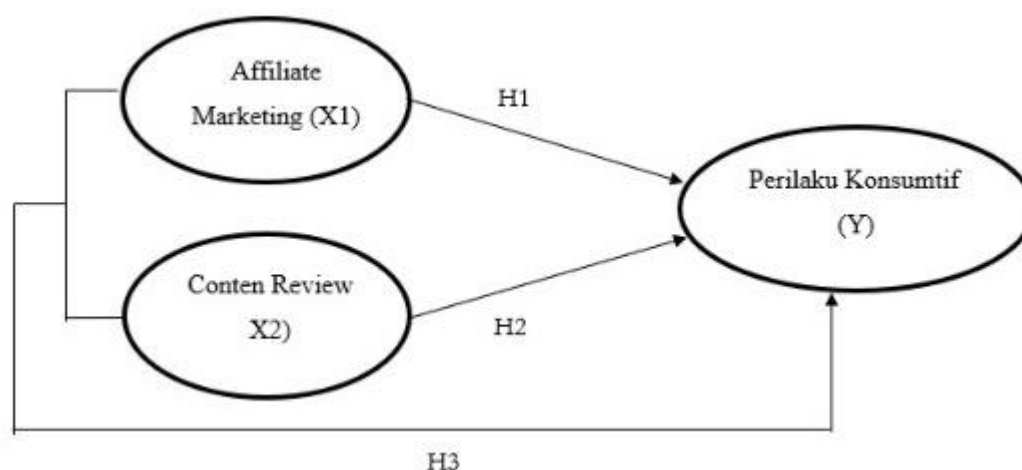


Figure 2  
Thinking Framework

Hypothesis:

H1: Affiliate Marketing has a positive and significant influence on members' consumer behavior.  
GenBI 11 North Sumatra Region.

H2: Content Review has no positive and insignificant effect on consumer behavior.  
GenBI 11 members of North Sumatra Region.

## RESEARCH METHODS

*Method* The research method used in this study is quantitative research. In this study there are two variables, namely the independent variable consisting of Affiliate Marketing (X1) and Content Review (X2), and the dependent variable is Consumptive Behavior (Y). The data sources in this study come from primary data and secondary data. Primary data were obtained through questionnaires given to respondents who are members of GenBI in 11 regions in North Sumatra, while secondary data were taken from various journals that present information related to the research topic. To collect data, a questionnaire distribution method was used with a purposive sampling technique. In the data processing process, multiple linear regression analysis was used with the help of SPSS software to determine the separate influence between the independent variable (X) on the dependent variable (Y).

The population in this study includes Bank Indonesia scholarship recipients in the North

Sumatra region, commonly referred to as the new generation of Indonesia Batch 11 (GenBI 11 North Sumatra). The total number of students in the population is 475 people from 8 campuses in the North Sumatra region. The researcher used the Slovin formula, which is one of the sampling methods often used in quantitative research. By applying this formula, the number of samples determined in this study was 83 respondents, namely recipients of the Bank Indonesia Scholarship Batch 11 in the North Sumatra region.

## RESULTS AND DISCUSSION

### Research result

#### Research Object Description

GenBI (New Generation of Indonesia) is a community consisting of male and female students who received scholarships from Bank Indonesia, and is under the auspices of Bank Indonesia. The GenBI community was founded on November 11, 2011. As of November 2020, Bank Indonesia scholarships have been distributed to 175 State Universities (PTN) and Private Universities (PTS) throughout Indonesia, with a total of 10,545 students receiving scholarships. However, in this study, the object is the members of GenBI 11 North Sumatra, where the population as scholarship recipients from Bank Indonesia is 475 students from 8 (eight) universities including, namely, the University of North Sumatra (USU), Medan State University (UNIMED), Medan State Polytechnic (POLMED), State Islamic University of North Sumatra (UINSU), Medan Area University (UMA), Panca Budi Development University (UNPAB), HKBP Nommensen Medan University (UHN) and Muhammadiyah University of North Sumatra (UMSU). The members of GenBI 11 in North Sumatra are Gen Z with an age range of 18-23 years.

#### Respondent Descriptive

Respondents in this study were analyzed descriptively based on gender, age, and the frequency of their knowledge about Affiliate Marketing and Content Review, which are explained further below.

##### 1. Gender

In this study, the distribution based on respondent gender is as follows:

**Table 1**

**Respondent Description Based on Gender**

Gender	Frequency (N)	Percentage (%)
Man	25	30.12%
Woman	58	69.88%
Total	83	100%

Based on Table 1, there were 25 male respondents, or 30.12%, and 58 female respondents, or 69.88%. From this explanation, it can be concluded that the majority of respondents were female, namely 58 people, or 69.88% of the total respondents.

##### 2. Age

In this study, the distribution based on the age of respondents is as follows:

**Table 2**

**Respondent Description Based on Age**

Age	Frequency	Percentage (%)
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	(N)	
19	4	4.82%
20	32	38.55%
21	30	36.14
22	15	18.07%
23	2	2.41%
Total	83	100%

Based on table 2, it can be seen that there are 4 respondents aged 19 years or 4.82%, 32 respondents aged 20 years or 38.55%, 30 respondents aged 21 years or 36.14%, 15 respondents aged 22 years or 18.07%, and 2 respondents aged 23 years or 2.14%. From this explanation, it can be concluded that the largest group of respondents is 20 years old, namely 32 people or 38.55% of the total respondents.

### 3. Respondent Knowledge

Respondents' knowledge of Affiliate Marketing and Content Review based on the research results is 100% aware of these 2 variables so that all respondents passed the screening question and were eligible to be respondents.

### Data Validity Test Results

Data validity testing is used to assess the consistency and reliability of the statement instruments contained in each test item. The results of the SPSS validity test are shown in the following table:

**Table 3**

#### Affiliate Marketing Variable Validity Test Results

Variables	Validity Value		Information
	r-count	r-table	
X1.1	0.806	0.220	Valid
X1.2	0.806	0.220	Valid
X1.3	0.868	0.220	Valid
X1.4	0.846	0.220	Valid
X1.5	0.840	0.220	Valid
X1.6	0.706	0.220	Valid
X1.7	0.861	0.220	Valid

Source: SPSS data processing, 2025

Based on the validity test results in table 3 above, this study contains a questionnaire based on the Affiliate Marketing variable with 7 (seven) questions filled out by 83 respondents. One way to determine valid and invalid statements is to first find the r-table value. The r-table formula is  $df = N - 2$  so  $83 - 2 = 81$ , so  $r\text{-table} = 0.220$ . From table 4.7, it can be seen that the calculated r-value is  $> r\text{-table}$  and the overall significance value of the Affiliate Marketing statements tested is less than 0.05, which is 0.000, so it can be concluded that the statement from the Affiliate Marketing variable is valid.

**Table 4**  
**Content Review Variable Validity Test Results**

Variables	Validity Value		Information
	r-count	r-table	
X2.1	0.934	0.220	Valid
X2.2	0.954	0.220	Valid
X2.3	0.909	0.220	Valid
X2.4	0.892	0.220	Valid
X2.5	0.918	0.220	Valid
X2.6	0.882	0.220	Valid
X2.7	0.929	0.220	Valid

Source: SPSS data processing, 2025

From the validity test results in table 4 above, the questionnaire containing the Content Review variable has 7 (seven) statements filled out by 83 respondents in this study. One way to find out which statements are valid and which are not valid is to first find the r-table value. The r-table formula is  $df = N - 2$  so  $83 - 2 = 81$ , so  $r\text{-table} = 0.220$ . From table 4.8 it can be seen that the r-count value  $> r\text{-table}$  and the overall significance value of the Content Review statements tested is smaller  $< 0.05$ , namely 0.000, so it can be concluded that the statement from the Content Review variable is valid.

**Table 5**  
**Results of the Validity Test of the Consumptive Behavior Variable**

Variables	Validity Value		Significant	Information
	r-count	r-table		
Y1	0.826	0.220	,000	Valid
Y2	0.488	0.220	,000	Valid
Y3	0.719	0.220	,000	Valid
Y4	0.802	0.220	,000	Valid
Y5	0.734	0.220	,000	Valid
Y6	0.719	0.220	,000	Valid
Y7	0.618	0.220	,000	Valid

Source: SPSS data processing, 2025

From the validity test results in table 5 above, the questionnaire containing the Consumer Behavior variable has 7 (seven) statements filled out by 83 respondents in this study. One way to find out which statements are valid and which are invalid is to first find the r-table value. The r-table formula is  $df = N - 2$  so  $83 - 2 = 81$ , so  $r\text{-table} = 0.220$ . From table 4.9 it can be seen that the calculated r-value  $> r\text{-table}$  and the overall significance value of the Consumer Behavior statements tested is smaller  $< 0.05$ , namely 0.000, so it can be concluded that the statement from the Consumer Behavior variable is valid.



### Data Reliability Test Results

The ability to reveal research information realistically in the field is the goal of reliability testing. If the answers are consistent across time, the questionnaire is considered reliable. According to Ghozali (2017), a reliability test is an instrument for measuring questionnaires, which are indicators of variables. A variable is considered reliable if it has a Cronbach's Alpha reliability coefficient of  $\geq 60$ .

**Table 6**

#### Reliability Test Results

Variables	Cronbach's Alpha	Cronbach's Alpha Criteria Value	Conclusion
Affiliate Marketing (X1)	0.918	0.60	Reliable
Content Review (X2)	0.968	0.60	Reliable
Consumer Behavior (Y)	0.820	0.60	Reliable

Source: SPSS data processing, 2025

In the reliability test using the calculated value of Cronbach's Alpha with the Cronbach's Alpha criterion value, based on table 6 it can be seen that all variables are declared reliable because the Cronbach's Alpha value is  $> 0.60$  with each value, namely the affiliate marketing variable of 0.918, the content review variable of 0.968, and the consumer behavior variable of 0.820.

### Normality Test Results

The normality test aims to determine whether data is normally distributed. This process is used to evaluate how data is distributed within a variable or group. One method that can be used is a non-parametric method such as the Kolmogorov-Smirnov test. In general, data is considered non-normally distributed if the significance value is less than 0.05, whereas if the significance value is greater than 0.05, the data is considered normally distributed. The following are the results of the normality test:

**Table 7**

#### One-Sample Kolmogorov-Smirnov Test

			Standardized Residual
N			83
Normal Parameters <sup>a,b</sup>		Mean	.0000000
		Standard Deviation	.98772960
Most Extreme Differences	Extreme	Absolute	.092
		Positive	.055
		Negative	-.092
Test Statistics			.092
Asymp. Sig. (2-tailed)			.080 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: SPSS data processing, 2025

The Kolmogorov-Smirnov normality test yielded a significance value of 0.080, which is greater

than 0.05. Therefore, based on the general rule, it can be concluded that the data has a normal distribution. This is also supported by the results of the Residual Regression Plot. In the plot, the data points appear to be located around the diagonal line, indicating that the data follows a normal distribution.

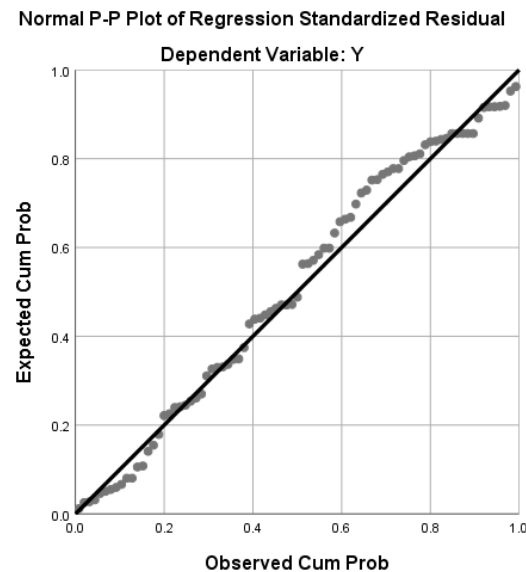


Figure 3  
Normal Probability Plot

Kolmogorov-Smirnov test This test is used to check whether the dependent variable, Consumer Behavior (Y), is normally distributed. The normal probability graph obtained in this study shows that the data points consistently follow the diagonal line. Based on this figure, it can be concluded that the data has a nearly normal distribution. Therefore, the normality test in this study indicates that the data meets the assumptions of a normal distribution.

### Multicollinearity Test Results

The multicollinearity test is used to determine the relationship or correlation between independent variables. If the correlation between independent variables is too high, this can cause problems in the relationship between the independent variables and the dependent variable. Multicollinearity testing can be performed using methods such as the Variance Inflation Factor (VIF) test. If the VIF value is greater than 10, then multicollinearity is present, while if it is less than 10, it means there is no multicollinearity problem. According to Dewi Silvia K (2022), the guideline for a regression method that is free from multicollinearity is a tolerance  $\geq 0.1$ . The results of the multicollinearity test are as follows:

**Table 8**

**Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,218	1,746		4.134	.000		
	X1	.626	.106	.689	5,921	.000	.426	2,348

	X2	.044	.087	.059	.506	.614	.426	2,348
a. Dependent Variable: Y								

Source: SPSS data processing, 2025

Based on Table 8, the VIF value for the affiliate marketing and content review variables is 2.348, with a tolerance value of 0.426 for each. Since the VIF value is still less than 10 and the tolerance value is  $\geq 0.1$ , it can be concluded that there is no multicollinearity in this regression model, making the model suitable for further analysis.

### Heteroscedasticity Test Results

The heteroscedasticity test aims to examine whether there is inequality in the residual variances between observations in a regression model (Silvia K, 2022). This evaluation is typically performed by analyzing a regression graph. If the points on the graph appear random and do not form a specific pattern, it can be concluded that heteroscedasticity is absent. The results of the heteroscedasticity test are displayed in the following figure:

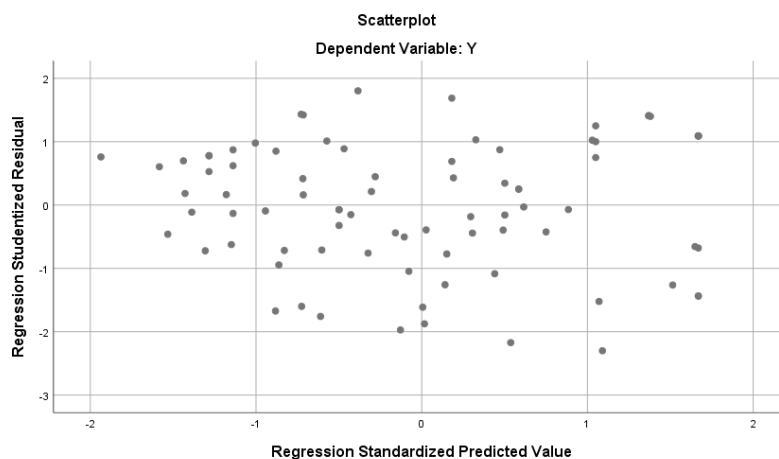


Figure 4  
Heteroscedasticity Test

Based on Figure 4 above, the data points are randomly distributed around the horizontal line without forming a regular pattern. Therefore, it can be concluded that there is no heteroscedasticity in this study, meaning the residual variation remains consistent.

### Multiple Linear Regression Analysis

The data analysis technique used in this study was Multiple Linear Regression. This technique was used to determine the influence of Affiliate Marketing and Content Reviews on the TikTok app on the consumer behavior of the New Generation of Indonesians (GenBI) in North Sumatra. The results of the multiple linear regression test are as follows:

Table 9

### Multiple Linear Regression Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,218	1,746		4.134	.000

	X1	.626	.106	.689	5,921	.000
	X2	.044	.087	.059	.506	.614
a. Dependent Variable: Y						

Source: SPSS data processing, 2025

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \varepsilon$$

$$Y = 7.218 + 0.626 + 0.044 + \varepsilon$$

From The regression equation formula can be used to see the relationship between the independent variables and the dependent variables one by one, so that it can be concluded as follows:

1. The constant value (a) in the regression equation is 7.218. This means that when there is no influence from X variables such as Affiliate Marketing and Content Review, the value of Y variable, namely Consumptive Behavior, remains at 7.218.
2. The coefficient between the Affiliate Marketing and Consumer Behavior variables is positive at 0.626. This indicates a positive relationship between the two variables. Therefore, it can be concluded that every one-unit increase in the Affiliate Marketing variable will result in a 0.626 increase in the Consumer Behavior variable.
3. The coefficient between the Content Review variable and Consumer Behavior shows a positive correlation with a value of 0.044. This indicates a positive relationship between the two variables. Therefore, it can be concluded that every one-unit increase in the Content Review variable will result in a 0.044 increase in Consumer Behavior.

## Hypothesis Test Results

### Partial Test Results (T-Test)

The T-test is used to determine whether an independent variable significantly influences the dependent variable. The criteria for the T-test are as follows: if the significance value is less than 0.05 and the calculated t-value is greater than the table t-value, then the variable has a significant effect. If the significance value is greater than 0.05 and the calculated t-value is less than the table t-value, then the variable does not have a significant effect. The following are the results of the T-test:

**Table 10**

### Partial Test Results (t-Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,218	1,746		4.134	.000
	X1	.626	.106	.689	5,921	.000
	X2	.044	.087	.059	.506	.614

a. Dependent Variable: Y

Source: SPSS data processing, 2025

In the partial test (T) to determine the effect of variable X on variable Y, the confidence level used is 5% or 0.05. The results of this test use degrees of freedom (df) of  $K = 2$  and  $df = nk-1$ , namely  $83-2-1 = 80$ . From these data, the t-table value obtained is 1.990. With this information, the following conclusions can be drawn:

1. The Affiliate Marketing variable (X1) has a significant value of  $0.000 < 0.05$  and a t-count value of  $5.921 > t\text{-table of } 1.990$ . Thus, the Affiliate Marketing variable (X1) has a positive and significant influence on consumer behavior (Y).
2. The Content Review variable (X2) has a significant value of  $0.614 > 0.05$  and a t-count value of  $0.506 < t\text{-table of } 1.990$ . Thus, the content review variable (X2) does not have a significant effect on consumer behavior (Y).

### Simultaneous Test Results (f-Test)

The F test is used to determine the extent of the influence of independent variables on the dependent variable simultaneously. If the F value is less than the F table value, it can be concluded that there is a simultaneous influence of the independent variables on the dependent variable. Conversely, if the F value is greater than 0.05 or the calculated F value is less than the F table value, there is no simultaneous influence of the independent variables on the dependent variable. The following are the results of the F test:

**Table 11**  
**Simultaneous Test Results (F Test)**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	1536,761	2	768,381	46,787	.000b
	Residual	1313,841	80	16,423		
	Total	2850.602	82			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: SPSS data processing, 2025

The results of this test use the degrees of freedom (df) value of  $K=2$  and  $df=nk$  ( $83-2=81$ ). From this data, the t-table value obtained is 3.11. Based on table 11, it can be seen that the F-count value for variables X1 and X2 together is 46.787 while the F-table value is 3.11. With Thus, the F-count of  $46.787 > F\text{-table of } 3.11$  and the significance value of  $0.000 < 0.05$ . From these data, it can be seen that the Affiliate Marketing and Content Review variables have a positive and significant effect on the Consumptive Behavior of the New Generation of Indonesians (GenBI 11) in the North Sumatra Region.

### Results of the Coefficient of Determination (R2) Test

The coefficient of determination (R<sup>2</sup>) test is used to determine the extent of influence of the independent variable on the dependent variable. The higher the R<sup>2</sup> value, the better the independent variable's ability to explain changes in the dependent variable. The coefficient of determination is also used to measure how well the model can explain variations in the dependent variable. The coefficient of determination value ranges from 0 to 1. If the value is close to 0, it means the independent variable's influence on the dependent variable is not very strong, whereas if it is close to 1, the independent variable is very capable of explaining changes that occur in the dependent variable. The results of the coefficient of determination are as follows:

**Table 12**

**Results of the Coefficient of Determination (R<sup>2</sup>) Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.734a	.539	.528	4,053
a. Predictors: (Constant), X2, X1				

Source: SPSS data processing, 2025

Based on Table 12 above, the coefficient of determination (R<sup>2</sup>) or Adjusted R Square is 0.528, equivalent to 52.8%. This indicates that the affiliate marketing (X1) and content review (X2) variables simultaneously influence the consumer behavior (Y) variable by 53.9%. Meanwhile, the remaining 47.2% (100% - 52.8%) is influenced by other factors not examined in this study.

## DISCUSSION

### **The Influence of Affiliate Marketing on the TikTok Application on the Consumptive Behavior of the New Generation of Indonesians (GenBI 11) in the North Sumatra Region**

Based on the results of the research that has been conducted, it is known that affiliate marketing has a positive and significant effect on the consumer behavior of members of GenBI 11 North Sumatra. With the results of linear regression analysis in the form of a t-test or partial test which shows that the affiliate marketing variable (X1) obtained a t-count of 5.921 > t-table 1.990 and a significant value of 0.000 < 0.05. So it can be concluded that the first hypothesis between the affiliate marketing variable and the consumer behavior of the New Generation of Indonesia (GenBI 11) North Sumatra is accepted.

The results of this study align with previous research conducted by Anisah Sesmawati and Mandataris (2024), which showed that affiliate marketing has a positive and significant impact on consumer behavior. The comprehensiveness of the information provided in the affiliate program significantly influences consumers' purchasing decisions on TikTok Shop. The information provided by the affiliate program's administrators, commonly referred to as affiliates, can include details consumers desire, such as the ingredients, flavor, and texture of a product. This detailed or complete information provides consumers with positive value and confidence in their decision to purchase a product.

TikTok Affiliates make it easy for Gen Z, who prefer quick and straightforward solutions without the hassle, to go directly to the product page they're interested in. This makes them more likely to trust recommendations from friends on social media platforms like TikTok. The engaging and creative content these affiliates provide significantly influences consumer shopping behavior, encouraging them to purchase the promoted product without overly considering whether or not they actually need it.

### **The Influence of Content Reviews on the TikTok Application on the Consumptive Behavior of Indonesia's New Generation (GenBI 11) in the North Sumatra Region**

Based on the results of the research that has been conducted, it appears that content reviews do not have a positive and insignificant effect on the consumer behavior of GenBI 11 North Sumatra members. The results of the linear regression analysis with the t-test or partial test show that the content review variable (X2) has a calculated t-value of 0.506 which is lower than the t-table of 1.990 and a significance value of 0.614 which is greater than 0.05. Therefore, the second hypothesis stating that there is a relationship between the content review variable and the consumer behavior of GenBI 11 North Sumatra members can be rejected or cannot be accepted.

This means that, despite the abundance of video review content on TikTok, it isn't the primary factor driving consumer behavior among GenBI 11 North Sumatra members. Due to the lack of honesty in the content review process, the level of responsibility in conducting reviews is low, thus decreasing potential customers. However, this study's findings contradict previous research by Ikhsan Iqbal, Roswaty, and Meilin Veronica (2024), which found that product reviews positively impact consumer purchasing behavior.

### **The Influence of Affiliate Marketing and Content Reviews on the TikTok Application on the Consumptive Behavior of the New Generation of Indonesians (GenBI) in 11 Regions of North Sumatra**

Based on the results of the research that has been conducted, there is a positive and significant influence of Affiliate Marketing and Content Review on the consumer behavior of the New Generation of Indonesia (GenBI 11) in the North Sumatra Region. From the linear regression analysis in the form of an F test or simultaneous test, the calculated F value is 46.787, while the F-table value is 3.11. Thus, the calculated F value of 46.787 is greater than the F-table value of 3.11, and the significance value of 0.000 is less than 0.05. Based on this, the third hypothesis stating that Affiliate Marketing and Content Review influence the consumer behavior of GenBI 11 in North Sumatra can be accepted.

### **CONCLUSION**

Based on the results of the research that has been conducted and the discussion that has been described regarding the influence of affiliate marketing and content reviews on the TikTok application on the consumer behavior of the New Generation of Indonesia (GenBI) in 11 North Sumatra Regions, the following conclusions can be drawn:

1. *Affiliate Marketing* The TikTok app significantly influences the consumer behavior of the New Generation of Indonesia (GenBI) in 11 regions of North Sumatra. This finding suggests that the increase in consumer behavior among Gen Z is partly due to affiliate marketing, which makes it easier for them to consume products promoted by affiliates without considering whether they truly need the product. However, this negatively impacts scholarship recipients, as money they should be using to cover their college expenses is instead allocated to discretionary items.
2. Content reviews have no significant influence on the consumer behavior of the New Generation of Indonesians (GenBI) 11 in North Sumatra. Despite the large number of content creators and influencers who create review content, this study shows that among the members of the New Generation of Indonesians (GenBI) 11 in North Sumatra, scholarship recipients have no significant influence.

3. Simultaneously, affiliate marketing and content reviews influence the consumer behavior of the New Generation of Indonesia (GenBI) in 11 North Sumatra Regions, with affiliate marketing as the dominant influence.

## SUGGESTION

Based on the conclusions that have been explained, the following are some suggestions given for this research, namely:

1. With the results of this study, it is hoped that business actors can understand and apply affiliate marketing programs to reach more consumers and increase their business growth. Likewise, the author hopes that affiliates, through this study, can pay more attention to the completeness of product information (for example, details of the material or color of a garment and the taste of a food product), provide incentives (for example, shipping discounts or price cuts) and maintain consumer trust. From the results of this study, it is clear that affiliate marketing has an impact on consumer shopping behavior.
2. Video review content creators are expected to provide honest assessments of a product, so that followers who are already categorized as certain can accept the promotion and feel the information is relevant and useful for potential buyers.
3. The New Generation of Indonesians (GenBI) in North Sumatra, 11 recipients of Bank Indonesia scholarships and members of Gen Z, are advised to avoid consumer behavior by reducing unproductive activities such as excessive use of TikTok. They are expected to be more productive and choose wisely between wants and needs.
4. It is hoped that the results of this study can be utilized by TikTok to increase and retain customers by improving existing weaknesses, maintaining the quality of the application, and ensuring that the information provided is accurate and reliable, so that customers feel satisfied and confident in purchasing products through the TikTok platform.
5. This research can serve as a reference and lead to further research to identify other factors influencing consumer behavior. Future researchers could also expand the scope of the study by involving more participants from diverse backgrounds to provide more comprehensive and comprehensive results.

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