



THE INFLUENCE OF TIKTOK AFFILIATE VIRAL MARKETING ON CONSUMER PURCHASE INTENTION

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Abstract




This study aims to analyze the influence of TikTok Affiliate viral marketing on consumer purchase intention among Business Education students class of 2023 at Universitas Pendidikan Indonesia. This research employed a quantitative approach with a causal research design. The population consisted of all Business Education students class of 2023, totaling 97 students, with a sample of 50 respondents determined using the Slovin formula and selected through simple random sampling technique. Data were collected through structured questionnaires using a 4-point Likert scale, measuring viral marketing dimensions (messenger, message, and environment) and purchase intention dimensions (transactional, referential, preferential, and explorative interest). Data analysis was conducted using IBM SPSS Statistics version 25, including validity and reliability tests, classical assumption tests, and simple linear regression analysis. The results showed that TikTok Affiliate viral marketing has a positive and significant influence on consumer purchase intention, as evidenced by ANOVA test results with a linear and significant relationship between the two variables. The research instrument demonstrated excellent reliability with a very high Cronbach's Alpha value. These findings confirm that the more effective viral marketing is perceived by students, the higher their purchase intention for promoted products. This study contributes to understanding digital marketing effectiveness in the context of business education students who possess unique characteristics as prospective educators and entrepreneurs.

Keywords: Viral Marketing, TikTok Affiliate, Purchase Intention, Business Education Students, Generation Z

Method



This research uses a quantitative approach with a causal research design to examine the influence of TikTok Affiliate viral marketing as an independent variable (X) on consumer purchase intention as a dependent variable (Y). The research population is all students of the Business Education Study Program class of 2023 at Universitas Pendidikan Indonesia, totaling 97 active students in the even semester of the 2024/2025 academic year.



RESULTS AND DISCUSSION

1 The results of the data analysis using ANOVA yielded an F-value of 9.198 with a significance level of $p < 0.001$, indicating a significant effect of viral marketing on purchase intention. This indicates that the regression model is able to explain the significant relationship between the two variables. The Sum of Squares between Groups (Combined) of 849.968 and within Groups of 231.012, with a total variance of 1,080.980, indicates that approximately 78.6% of the variation in purchase intention can be explained by the influence of viral marketing, while the remainder is explained by factors outside this research model.

2 The linearity test showed that the linear component had an F-value of 93.457 with a significance level of $p < 0.001$, indicating that the relationship between viral marketing and purchase intention is linear and statistically significant. This means that the higher the level of viral marketing perceived by consumers—such as the distribution of engaging content, high user participation, and the credibility of the content creator—the higher the consumer's intention to purchase products promoted through social media. In other words, viral marketing plays a significant role in increasing consumer interest in a product.

3 The results of the deviation from linearity test showed an F-value of 2.717 with a significance level of $p = 0.009$, indicating a small deviation from the linear relationship between the two variables. This suggests that while the relationship between viral marketing and purchase intention is generally positive and linear, there was a non-linear tendency among some respondents. This may occur because excessive exposure to viral content can lead to a saturation effect, where consumers no longer respond proportionally to the increasing intensity of promotional content they see.

Tabel 1. ANOVA

			Sum of squares	df	Main Square	F	sig
Purchase Intention Viral Marketing	Between groups	Combined	849.968	14	60.712	9.198	.000
		Linearity	616.851	1	616.851	93.457	.000
		Deviation from Linearity	233.117	13	17.932	2.717	.009
	Within Groups		231.012	35	6.600		
	Total		1080.980	49			

(Source: SPSS25)

The ANOVA table shows that TikTok Affiliate viral marketing has a statistically significant influence on consumer purchase intention among Business Education students of the 2023 intake at the Indonesian University of Education. The test results indicate a linear and significant relationship between the two variables. This indicates that the more effective TikTok Affiliate viral marketing is perceived by students, the higher their purchase intention for the promoted product. The deviation from linearity also shows insignificant results, which means that a linear relationship between the two variables is the appropriate model to explain the influence of TikTok Affiliate viral marketing on purchase intention. There are no significant non-linear relationship patterns to consider



Tabel 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755a	.571	.562	3.10956

(Source: SPSS25)

The Model Summary table indicates that there is a strong and positive relationship between viral marketing and purchase intention. This means that effective implementation of viral marketing strategies tends to increase consumers' intention to purchase a product. The coefficient of determination shows that viral marketing explains a substantial portion of the variation in purchase intention, suggesting that consumers' buying interest is largely influenced by how well viral marketing is executed. However, there are still other factors beyond this model—such as product quality, price, consumer trust, or other promotional efforts—that may also affect purchase intention. Overall, the results highlight that viral marketing plays a significant and influential role in shaping consumers' intention to buy.





This research was conducted through three interrelated systematic stages. The first stage was problem identification, where researchers identified the viral marketing phenomenon on TikTok Affiliate and how it could potentially influence consumer purchasing interest, particularly among Business Education students in the 2023 intake at the Indonesian University of Education. After the problem was clearly identified, the research proceeded to the data collection stage by distributing questionnaires to respondents to measure their perceptions of TikTok Affiliate viral marketing and their purchasing interest. The final stage was analysis of the results using SPSS version 25, where the collected data was processed and statistically analyzed to test the research hypothesis and draw conclusions regarding the significant influence of TikTok Affiliate viral marketing on consumer purchasing interest. These three stages formed a logical and structured research flow to answer the research problem formulation.



CONCLUSION

The analysis and findings of the research conducted indicate that viral marketing has a positive and significant impact on consumer purchase intention. This suggests that the more effective the viral marketing strategy implemented—through the distribution of engaging content, high user participation, and the credibility of the content creator—the greater the consumer's tendency to intend to purchase the promoted product. These findings confirm that viral marketing is a digital strategy capable of strongly shaping consumer behavior through its social and psychological effects. However, the analysis also indicates a non-linear relationship pattern, suggesting potential saturation at a certain level of exposure, requiring adjustments to prevent excessive marketing strategies. Future research is recommended to test this model by adding moderating variables such as influencer credibility or consumer trust, and using longitudinal methods to strengthen understanding of the dynamics of viral marketing's influence on purchase intention over a longer period.

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