

ABSTRAK

Adlina Nadya Salsabila (1219240005) : “PENGARUH *AFFILIATE MARKETING* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN DENGAN *CUSTOMER TRUST* SEBAGAI VARIABEL MODERASI (Studi pada Mahasiswa UIN Sunan Gunung Djati Bandung Terhadap Produk Sepatu PVN di *E-Commerce* TikTok Shop)”

Peningkatan penggunaan TikTok Shop sebagai *platform e-commerce* mendorong *brand* lokal seperti PVN untuk mengoptimalkan strategi *digital marketing*, khususnya melalui *affiliate marketing* dan *brand awareness*. Namun, efektivitas strategi tersebut juga dipengaruhi oleh tingkat kepercayaan konsumen atau *customer trust* terhadap produk dan affiliator.

Metode penelitian yang digunakan adalah deskriptif verifikatif dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner terhadap 150 responden Mahasiswa UIN Sunan Gunung Djati Bandung, dan dianalisis menggunakan analisis statistik deskriptif, uji validitas dan reliabilitas, regresi hirarkis, uji t, serta uji MRA dengan bantuan software SPSS versi 30.

Hasil penelitian menunjukkan bahwa *affiliate marketing* dan *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Customer trust* juga berpengaruh positif terhadap keputusan pembelian. Selain itu, *customer trust* terbukti memoderasi pengaruh *affiliate marketing* terhadap keputusan pembelian dengan signifikansi 0,009, namun tidak memoderasi pengaruh *brand awareness* terhadap keputusan pembelian dengan signifikansi 0,215.

Kata Kunci: *Affiliate Marketing, Brand Awareness, Customer Trust, Keputusan Pembelian*

ABSTRACT

Adlina Nadya Salsabila (1219240005) : “THE EFFECT OF AFFILIATE MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS WITH CUSTOMER TRUST AS A MODERATION VARIABLE (Study on UIN Sunan Gunung Djati Bandung Students on PVN Shoe Products on TikTok Shop E-Commerce)”

The increasing use of TikTok Shop as an e-commerce platform encourages local brands such as PVN to optimize digital marketing strategies, especially through affiliate marketing and brand awareness. However, the effectiveness of this strategy is also influenced by the level of consumer trust or customer trust in products and affiliates.

The research method used is descriptive verification with a quantitative approach. Data were collected through questionnaires to 150 respondents of UIN Sunan Gunung Djati Bandung students, and analyzed using descriptive statistical analysis, validity and reliability tests, hierarchical regression, t-test, and MRA test with the help of SPSS software version 30.

The results of the study indicate that affiliate marketing and brand awareness have a positive and significant effect on purchasing decisions. Customer trust also has a positive effect on purchasing decisions. In addition, customer trust is proven to moderate the effect of Affiliate Marketing on purchasing decisions with a significance of 0.009, but does not moderate the effect of brand awareness on purchasing decisions with a significance of 0.215.

Keywords: *Affiliate Marketing, Brand Awareness, Customer Trust, Purchasing Decisions*