

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *affiliate marketing* dan *live streaming* di tiktok shop terhadap *online impulse buying* dengan *online product review* sebagai variabel moderasi pada mahasiswa Universitas Trunojoyo Madura. Penelitian ini menggunakan metode penelitian kuantitatif. Teknik pengambilan sampel menggunakan *non-probability sampling*, dan metode *non-probability sampling* yang digunakan adalah *purposive sampling* dengan jumlah responden dalam penelitian ini adalah 100 responden. Teknis analisis data yang digunakan adalah *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan alat bantu software SmartPls versi 3.2.9. Hasil penelitian menunjukkan bahwa *affiliate marketing* dan *live streaming* berpengaruh signifikan terhadap *online impulse buying* dan *online product review* mampu memoderasi pengaruh *affiliate marketing* dan *live streaming* terhadap *online impulse buying*.

Kata Kunci : *Affiliate Marketing, Live Streaming, Online Impulse Buying, Online Product Review.*

ABSTRACT

This study aims to investigate the effect of affiliate marketing and live streaming on TikTok Shop on online impulse buying, with online product reviews serving as a moderating variable among students at Trunojoyo University of Madura. A quantitative research method was employed. The sampling technique used was non-probability sampling, specifically purposive sampling, involving a total of 100 respondents. The data analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS) with the help of SmartPls software version 3.2.9. The results indicate that affiliate marketing and live streaming have a significant influence on online impulse buying. Furthermore, online product reviews effectively moderate the relationship between affiliate marketing and live streaming on online impulse buying.

Keywords : *Affiliate Marketing, Live Streaming, Online Impulse Buying, Online Product Review.*