

ABSTRAK

Penelitian ini mengkaji tentang salah satu fenomena pemasaran yang dilakukan di media sosial. Bentuk pemasaran tersebut adalah penyebaran konten *affiliate marketing*. Pada media sosial X (Twitter) konten-konten seperti ini banyak ditemukan, maka penelitian ini dilakukan untuk mengetahui bagaimana *affiliate marketing* yang tersebar pada media sosial X memengaruhi keputusan pembelian pada pengguna aplikasi belanja *online* Shopee. Penelitian ini menggunakan metode penelitian kuantitatif berjenis deskriptif menggunakan teori *advertising exposure*. Objek di dalam penelitian ini adalah 120 responden Gen Z pengguna media sosial X (Twitter). Hasil penelitian menunjukkan bahwa terdapat pengaruh antara terpaan konten *affiliate marketing* pada media sosial X (Twitter) terhadap keputusan pembelian konsumen pengguna aplikasi Shopee sebesar 45,8%. Hasil perhitungan uji korelasi mendapatkan angka koefisien korelasi sebesar 0,749 yang berarti hubungan antara variabel X dan variabel Y kuat. Melalui hasil hitung uji hipotesis, diketahui nilai t hitung $(9,978) > t$ tabel $(1,980)$ yang artinya H_0 ditolak dan H_a diterima. Nilai signifikansi sebesar $0,00 < 0,05$ yang artinya terdapat pengaruh yang signifikan antara variabel X (terpaan iklan) terhadap variabel Y (keputusan pembelian).

Kata kunci: *affiliate marketing*, media sosial X (Twitter), keputusan pembelian

ABSTRACT

*This study examines one of the marketing phenomena occurring on social media. The form of marketing in question is the dissemination of affiliate marketing content. On the social media platform X (Twitter), such content is widely found; therefore, this research was conducted to determine the influence of affiliate marketing content distributed on social media X on the purchase decisions of users of the Shopee online shopping application. This study employs a **quantitative descriptive** method using the **advertising exposure theory**. The subjects of this research were 120 Gen Z respondents who use social media X (Twitter). The results of the study indicate that there is an influence of affiliate marketing exposure on social media X (Twitter) on the purchase decisions of Shopee users, amounting to 45.8%. Based on the results of the correlation test, a correlation coefficient of **0.749** was obtained, which indicates a strong relationship between variable X and variable Y. Through the hypothesis testing, it was found that the value of t-count (9.978) > t-table (1.980), which means that H₀ is rejected and H_a is accepted. The significance value was **0.00 < 0.05**, indicating a **significant influence** of variable X (advertising exposure) on variable Y (purchase decision).*

Keywords: *affiliate marketing, social media X (Twitter), purchase decision*