

Influence Promotion through TikTok Affiliate Marketing and Price Discounts Influence Student Fashion Purchase Interest Generation Z

A Sherina Nursellah, Muhammad Rakib*, Agus

Department of Business and Entrepreneurship, Universitas Negeri Makassar, Indonesia

*Corresponding Author

DOI: <https://doi.org/10.47772/IJRISS.2026.100800572>

Received: 31 August 2026; Accepted: 05 September 2026; Published: 12 September 2026

ABSTRACT

This research aim For analyze influence Promotion through TikTok Affiliate and Price Discounts on Fashion Product Purchase Interest among College Students Generation Z in the Faculty Department of Economics and Business, Makassar State University. Research using approach quantitative with type study associative causal. Population study totaling 6,055 students, with sample A total of 376 respondents were selected use purposive sampling technique. Data collected through questionnaire Likert scale and analyzed use analysis multiple linear regression with IBM SPSS Statistics assistance. Research results show that promotion through TikTok Affiliate Influence positive and significant to interest buy fashion products. Discounts price also has an effect positive and significant to interest buy fashion products. In general simultaneous, promotion through TikTok Affiliate and discounts price influential positive and significant to interest buy fashion products. The Adjusted R^2 value of 0.342 indicates that second variables independent capable explains 34.2% of the variation interest buy , while the remaining 65.8% influenced by other outside factors research . Findings This show that promotion through TikTok Affiliate and giving discount price play a role in increase interest buy fashion products for students Generation Z.

Keywords: Promotion through TikTok Affiliate, Price Discounts, Purchase Interest, Fashion Products, Generation Z

BACKGROUND

The development of information and communication technology has driven significant changes in various aspects of life, including marketing activities and consumer behavior. The advancement of the internet and social media is no longer only used as a means of communication and entertainment, but has also developed into a digital marketing medium capable of influencing consumer purchasing decisions (Migkos & Giannakopoulos, 2025). This transformation gave birth to the concept of *social commerce*, namely trading activities integrated with social media, allowing consumers to obtain product information and make transactions on a single platform. In Indonesia, the high use of the internet and social media has led to the growth of digital marketing.

This development aligns with Rakib et al. (2023) research, which shows that digital advertising influences business development. The study also explains that social media can be utilized as a promotional tool in marketing activities. This finding supports the notion that utilizing digital media as a promotional tool can help increase marketing effectiveness. Furthermore, research by Wildana et al., (2026), explains that utilizing digital platforms and social media can be used as a means of product marketing to reach a wider market. Utilizing digital media can also help businesses improve marketing capabilities and expand product reach to consumers. In the context of this research, promotion through TikTok Affiliate is one form of digital media utilization that allows products to be introduced to consumers through content, recommendations, and information provided by affiliates.

One platform experiencing rapid growth is TikTok. Beyond its role as a short-form video entertainment platform, TikTok has evolved into a digital commerce platform through its TikTok Shop feature, which allows users to search for product information, view reviews, and even make purchases without leaving the app. TikTok's popularity is also supported by the TikTok Affiliate program, a marketing strategy that involves content creators promoting products through affiliate links and earning a commission from each transaction. Content created by creators is considered more authentic and able to build consumer trust, potentially increasing purchase intention (Dwidienawati et al., 2020). Thus, TikTok Affiliate can be a form of digital marketing strategy that allows businesses to convey information, recommendations, and product purchase invitations in a more engaging manner to consumers.

Besides TikTok Affiliate, price discounts are a widely used marketing strategy in digital commerce to attract consumers. Offers in the form of discounts, vouchers, or flash sales can increase the perceived value of a product, thus encouraging consumers to make a purchase. For students, who generally have limited financial resources, price is a key consideration in purchasing decisions. This indicates that marketing strategy is one factor that can trigger consumer desire to purchase a product (Ngo et al., 2024). Therefore, optimizing advertising and other forms of promotion is necessary to encourage a positive consumer response to the products offered. In the context of this research, the combination of promotions through TikTok Affiliate and price discounts is expected to increase consumer purchasing interest, particularly for fashion products, which are heavily influenced by trends and recommendations on social media.

Generation Z is a group that actively uses social media and the internet in their daily lives. As digital natives, Generation Z is accustomed to searching for information, comparing products, and obtaining recommendations through social media before making a purchase (Rosnerova et al., 2025). Research shows that influencer activity on social media is related to consumer purchase intention (Dinh et al., 2023). This finding reinforces the view that promotional messages delivered through influencers can influence consumer purchasing tendencies. Rizomyliotis et al., (2024) also found that marketing through TikTok short videos can influence Generation Z's purchasing intentions. Influencer characteristics, such as trustworthiness, expertise, and attractiveness, as well as the entertainment element in the content, have been shown to play a role in increasing Generation Z consumers' purchase intentions.

One Generation Z group that exhibits these characteristics are students at the Faculty of Economics and Business, Makassar State University. Based on academic data, the number of active students at the Faculty of Economics and Business, Makassar State University, has reached 6,055, the majority of whom are in the Generation Z age range. Students were chosen as research subjects because they are a consumer group that actively uses social media and is potentially exposed to various forms of digital promotion. Furthermore, students are also consumers who are familiar with trends, including fashion trends that are widely promoted through social media. This situation is interesting to study to determine whether promotions through TikTok Affiliate and price discounts can influence their purchasing interest in fashion products.

Several previous studies have shown that both TikTok Affiliate and price discounts have a positive effect on consumer purchase intention. However, most studies have tested these two variables separately or conducted on the general e-commerce user population. Research examining the simultaneous influence of promotions through TikTok Affiliate and price discounts on Generation Z students, particularly at the Faculty of Economics and Business, Makassar State University, is still relatively limited. This situation indicates a research gap that requires further examination to provide empirical evidence regarding the effectiveness of these two marketing strategies on purchase intention for fashion products.

Based on these phenomena and research gaps, this study aims to analyze the influence of promotions through TikTok Affiliates and price discounts on fashion product purchase interest among Generation Z students at the Faculty of Economics and Business, Universitas Negeri Makassar. The results are expected to contribute to the development of digital marketing and consumer behavior studies, as well as provide input for business actors in designing more effective marketing strategies through the use of TikTok Affiliates and price discounts.

LITERATURE REVIEW

Consumer behavior theory is the grand theory used in this research. According to Kotler & Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behavior encompasses the processes before, during, and after a consumer makes a purchase. During this process, consumers are influenced by various factors, both internal and external. The development of digital technology has also caused changes in consumer behavior, particularly in how consumers obtain information, interact with sellers, and conduct transactions.

Risnawati et al., (2026) explained that technological developments are one of the innovations that support digital marketing activities and facilitate interactions between producers and consumers. This condition shows that technological developments and social media can influence consumer behavior in seeking information and making purchasing choices. In line with these developments, Rakib et al., (2024) showed that digital literacy and business innovation have a significant influence on the competitive advantage and existence of MSMEs. These findings indicate that the use of digital technology is a crucial part in supporting the development of business activities in an increasingly digitalized business environment. These developments also encourage changes in marketing strategies, including the use of social media as a means to convey product information and reach consumers more widely.

In the development of digital marketing, one widely utilized strategy is marketing through social media. TikTok is not only used as a medium for entertainment but has also evolved into a platform for marketing and transaction activities. One form of marketing strategy developing through TikTok is the TikTok Affiliate. TikTok Affiliate is a form of digital marketing strategy that utilizes individuals or affiliates to promote products through content on the TikTok platform. Affiliates earn commissions based on sales or specific actions generated through their promotions. This strategy allows consumers to obtain information about products through more interactive content that closely aligns with the characteristics of social media.

Chen et al., (2024) explain that information delivered personally and authentically through affiliates can build consumer trust and influence purchasing intention. This demonstrates that the quality of information delivery and the level of trust in affiliates are crucial aspects of affiliate marketing. Sibulan & Limos-Galay (2024) state that TikTok Affiliate Marketing is an effective marketing strategy. This effectiveness is influenced by content quality, audience engagement, product presentation, price comparisons, and source credibility. Through the use of affiliate links, consumers also gain easy access to promoted products, simplifying the process from viewing information to making a purchase. Based on this description, TikTok Affiliate Marketing in this study was measured through the attractiveness of affiliate content, clarity of product information, trust in the affiliate, product recommendations or reviews, and ease of purchasing access.

In addition to promotions through TikTok Affiliate, price is also a factor that consumers consider in shaping purchasing intention. In marketing strategies, price is a crucial element in the marketing mix. According to Armstrong and Kotler (2018) the marketing mix consists of four main elements: *product price, place, and promotion*. In this study, TikTok Affiliate relates to the promotion element because it is a form of digital promotional activity used to convey information and recommendations about products to consumers. Meanwhile, price discounts relate to the price element because discounts are a company strategy in providing price reductions to increase product attractiveness to consumers. Thus, TikTok Affiliate and price discounts are part of a marketing strategy that can provide stimulation to consumers in the process of shaping purchasing intention for fashion products.

A price discount is a marketing strategy that involves reducing the normal price of a product under certain conditions or periods. Discounts aim to increase product appeal, encourage consumers to make purchases, and create the perception that consumers are receiving greater benefits or value from the product offered. According to Yi-Fen Chen et al., (2022), based on research conducted on consumers in Indonesia and Taiwan, price reductions have an impact on consumer purchasing interest. This indicates that lower prices can be a factor in consumer decision-making. Sutisna (2018) explains that price discount indicators include

the discount amount, the discount period, and the type of product receiving the discount. Discounts can increase consumers' perceived value, especially for price-sensitive consumers such as students. Based on this description, price discounts in this study are measured by the discount amount, the discount period, and the discounted product type.

Purchase interest is a consumer's tendency or desire to purchase a product after going through an evaluation and consideration process. Ferdinand (2002) explains that purchase interest can be identified through transactional interest, referential interest, preferential interest, and exploratory interest. Jamil et al. (2024) show that the characteristics of influencers on TikTok, the quality of their arguments, and the credibility of the source can be factors that influence consumer responses to product information. This suggests that the characteristics of information sources on social media can play a role in shaping consumer interest and passion for a product.

In the context of this research, product information conveyed through TikTok Affiliate content can stimulate consumers in developing purchasing interest. Similarly, providing price discounts can increase product appeal and provide economic considerations for consumers. According to Ferdinand (2002), indicators of purchasing interest in this study include transactional interest, which is a person's tendency to purchase a product; preferential interest, which is a person's tendency to make a product their primary choice; explorative interest, which is a person's tendency to seek further information about a product; and future purchasing intention, which is a consumer's desire to purchase a product in the future.

The subjects of this study were Generation Z students at the Faculty of Economics and Business, Makassar State University. Generation Z is a group born between 1997 and 2012. This group grew up in an environment closely connected to the development of digital technology and social media. Their high social media usage has made Generation Z accustomed to obtaining information, interacting, and engaging in consumption activities through digital platforms. Rosenberg et al., (2025) explain that Generation Z has a high affinity for social media use in their daily lives. Dinh et al., (2023) also show that social media use can influence how consumers obtain information and interact with various marketing content. Meanwhile, Rizomyliotis et al., (2024) show that the characteristics of young consumers who actively use digital media make this group relevant in the study of marketing through social media.

Generation Z students from the Faculty of Economics and Business, Makassar State University, were selected as research subjects because they are consumers who are potentially exposed to TikTok Affiliate Promotions and various price discount offers, especially for fashion products. Fashion products were chosen because they are one of the product categories that are easily promoted through visual content on social media and are related to developing trends among young consumers. This condition makes Generation Z students relevant to examine how Promotions through TikTok Affiliate and price discounts can influence purchase interest in fashion products. Based on the description of the theory and the results of previous research, this study was conducted to analyze the influence of Promotions through TikTok Affiliate and price discounts on purchase interest in fashion products among Generation Z students.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative approach. It aims to analyze the influence of promotions through TikTok Affiliates and price discounts on fashion product purchase intentions among Generation Z students at the Faculty of Economics and Business, Makassar State University. The study was conducted from June to July 2026 at the Faculty of Economics and Business, Universitas Negeri Makassar.

Table 1. Research Variables and Indicators

Variables	Indicator
Promotion through TikTok Affiliate (X_1)	1. Attraction Affiliate Content
	2. Clarity Information Product
	3. Trust to Affiliate
	4. Recommendations or Review Product

	5. Ease of Purchase Access
	1. Size Price Discount
Discount (X ₂)	2. Validity Period Discount
	3. Types of Products That Get It Discounts
	1. Transactional Interest
Interest in Buying Fashion Products (Y)	2. Preferential Interest
	3. Exploratory Interest
	4. Intention Buying in the Future

The population in this study amounted to 6,055 active students of the Faculty of Economics and Business, Makassar State University. The sample determination used a purposive sampling technique with the following respondent criteria: 1) Active students of the Faculty of Economics and Business, Makassar State University, 2) Included in Generation Z (born 1997–2012), 3) Using the TikTok application, 4) Having seen TikTok Affiliate content, 5) Having seen, searched for, or purchased fashion products through TikTok/TikTok Shop.

$$n = \frac{6055}{1 + 6055 (0,05)^2}$$

$$n = \frac{6055}{1 + 6055 (0,0025)}$$

$$n = \frac{6055}{1 + 15,1375}$$

$$n = \frac{6055}{16,1375}$$

$$n = 375,21$$

$$n = 375 \text{ responden}$$

Based on results calculation use Slovin's formula with level 5% error , obtained amount minimum sample of 375 respondents . However, for anticipate data not complete so rounded become 376 Respondents Therefore that, the amount samples used in study This is 376 respondent's student Faculty Economics and Business, Makassar State University which meets criteria study.

Table 2. Total Population Student Active FEB UNM

Program Studies	Amount Student Active
S1 Management	,718 Student
S1 Education Economy	77 Student
S1 Economy Development	05 Student
S1 Accountancy	,121 Student
S1 Accounting Education	1 7 Students
D4 Accountancy Applied	86 Student
S1 Entrepreneurship	12 Student
S1 Digital Business	19 Student
Total	6,055 Students

Source: Data Academic Faculty Economy and Business UNM, 2026

The main instrument used in this study was a questionnaire with a Likert scale of 1–5, equipped with a laptop and IBM SPSS Statistics software version 30 to assist data processing. The data collection technique

was carried out by distributing questionnaires to predetermined respondents using a purposive sampling technique. Next, the research instrument was tested for validity and reliability to ensure that each statement item was valid and reliable. Data were analyzed using classical assumption tests including normality tests, multicollinearity tests, and heteroscedasticity tests to ensure the regression model met the required assumptions. Next, the data were analyzed using multiple linear regression analysis with partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (R^2) tests to determine the magnitude of the contribution of the Promotion variables through TikTok Affiliate and Price Discounts to Purchase Interest in Fashion Products.

RESULTS AND DISCUSSION

Validity Test Results

Table 3. Results of Variable Validity Test

Variables	Item	R Count	R Table	Information
Promotion through TikTok Affiliate	X1.1	0.400	0.101	Valid
	X1.2	0.510		Valid
	X1.3	0.554		Valid
	X1.4	0.507		Valid
	X1.5	0.578		Valid
	X1.6	0.574		Valid
	X1.7	0.689		Valid
	X1.8	0.709		Valid
	X1.9	0.714		Valid
	X1.10	0.640		Valid
	X1.11	0.701		Valid
	X1.12	0.674		Valid
	X1.13	0.498		Valid
	X1.14	0.541		Valid
	X1.15	0.480		Valid
Price Discount	X2.1	0.580	0.101	Valid
	X2.2	0.586		Valid
	X2.3	0.578		Valid
	X2.4	0.644		Valid
	X2.5	0.713		Valid
	X2.6	0.672		Valid
	X2.7	0.681		Valid
	X2.8	0.705		Valid
	X2.9	0.571		Valid
Purchase Interest	Y1	0.531	0.101	Valid
	Y2	0.541		Valid
	Y3	0.565		Valid
	Y4	0.527		Valid
	Y5	0.579		Valid
	Y6	0.680		Valid
	Y7	0.627		Valid
	Y8	0.670		Valid
	Y9	0.634		Valid
	Y10	0.663		Valid

	Y11	0.653		Valid
	Y12	0.569		Valid

Table 3 shows that the variables Promotion via TikTok Affiliate, Price Discounts, and Purchase Interest in Fashion Products have values above 0.101, indicating that the data is valid. This can be concluded from the calculated r value $>$ table r , indicating that the data is valid.

Reliability Test Results

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Criteria	Information
Promotion through TikTok Affiliate	0.866	>0.60	Reliable
Price Discount	0.816		Reliable
Purchase Interest	0.841		Reliable

Source: Data processed using SPSS 2026

Based on the results in Table 4, it shows that the Cronbach's alpha coefficient value for all variables (variables X1, X2, and variable Y) has a value $>$ 0.60. Therefore, all variable statements are valid and reliable, and all statement items in all variables can be used for measurement in the context of data collection.

Descriptive Statistical Analysis Results

Descriptive statistical measurements of variables are necessary to obtain a general overview of all data, such as the mean, maximum, minimum, and standard deviation. The variables examined in this study are TikTok Affiliate Promotion (X1), Price Discounts (X2), and Purchase Interest in Fashion Products (Y). The results of the descriptive statistical test are presented in Table 4.5 below.

Table 5. Results of Descriptive Statistical Tests of Variables

	N	Minimum	Maximum	Mean	Standard Deviation
Promotion through TikTok Affiliate	376	30.00	75.00	61.3484	7.32618
Price Discount	376	20.00	45.00	37.9282	4.31650
Purchase Interest	376	23.00	60.00	50.2766	5.61123
Valid N (listwise)	376				

Source: Data processed using SPSS 2026

Based on the results of the descriptive statistical analysis in Table 5, the distribution of the data obtained can be described as follows:

a. Promotion Variable via TikTok Affiliate (X1)

Shows a minimum value of 30 and a maximum value of 75. This minimum value reflects the lowest score given by respondents to the Promotion indicators through TikTok Affiliate, such as the attractiveness of affiliate content, clarity of product information, trust in affiliates, product recommendations or reviews, and ease of purchasing access. Conversely, the maximum value of 75 indicates that there are respondents who give a very high rating to the effectiveness of Promotion through TikTok Affiliate. The average value (mean) of this variable is 61.35, with a standard deviation of 7.33, which indicates a variation in respondents' answers to the assessment of Promotion through TikTok Affiliate.

b. Price Discount Variable (X2)

Shows a minimum value of 20 and a maximum value of 45. The minimum value indicates that there are respondents who give a relatively low assessment of price discounts, including the amount of the discount, the discount period, and the type of product that receives the discount. Conversely, the maximum value of 45 indicates that there are respondents who give a very high assessment of the price discount program offered. The average value (mean) of this variable is 37.93, with a standard deviation of 4.32, which indicates a spread in respondents' answers to perceptions regarding price discounts.

c. Purchase Interest Variable (Y)

The minimum score is 23, the lowest score given by respondents, and indicates that individuals have a relatively low level of purchasing interest in fashion products. Meanwhile, the maximum score of 60 indicates that some respondents have a very high level of purchasing interest. The mean value of this variable is 50.28, with a standard deviation of 5.61, indicating variation in respondents' responses regarding purchasing interest in fashion products.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,319	2,494		6,943	<,001
	Promotion via TikTok Affiliate	.121	.034	.158	3,569	<,001
	Price Discount	.673	.057	.518	11,717	<,001
a. Dependent Variable: Purchase Interest						

Source: Data processed using SPSS 2026

From the regression equation it can be explained that:

1. Constant, The constant value of 17.319 indicates that if all independent variables, namely Promotion through TikTok Affiliate (X1) and Price Discount (X2), are zero, then the value of Purchase Interest (Y) is 17.319. This constant value describes the basic condition of purchase interest when all independent variables are considered to have no influence.
2. Promotion Variable through TikTok Affiliate (X1), Based on the output in Table 4.11, the TikTok Affiliate variable has a significance value <0.001, which is smaller than 0.05. This indicates that the TikTok Affiliate variable has a positive and significant effect on Purchase Intention. The regression coefficient value of 0.121 indicates that every increase in Promotion through TikTok Affiliate by one unit will increase Purchase Intention by 0.121 units, assuming other independent variables remain constant.
3. Price Discount Variable (X2), Based on the output in Table 4.11, the Price Discount variable has a significance value <0.001, which is smaller than 0.05. This indicates that the Price Discount variable has a positive and significant effect on Purchase Interest. The regression coefficient value of 0.673 indicates that every increase in Price Discount by one unit will increase Purchase Interest by 0.673 units, assuming the other independent variables remain constant.

Partial t-Test Results

A t-test was conducted to determine the effect of each independent variable—Promotion via TikTok Affiliate and Price Discount—on the dependent variable, Purchase Intention, partially. The test results are shown in Table 7.

Table 7. Results of the t-test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,319	2,494		6,943	<,001
	Promotion through TikTok Affiliate	.121	.034	.158	3,569	<,001
	Price Discount	.673	.057	.518	11,717	<,001

a. Dependent Variable: Purchase Interest

Source: Data processed using SPSS 2026

Based on the results of the t-test, the Promotion variable through TikTok Affiliate (X1) obtained a regression coefficient value of 0.121, a calculated t-value of 3.569, and a significance value <0.001. Because the significance value is smaller than 0.05, Promotion through TikTok Affiliate has a positive and significant effect on Purchase Intention. This shows that the better the effectiveness of Promotion through TikTok Affiliate, such as content appeal, clarity of information, trust in affiliates, product recommendations, and ease of purchasing access, the higher the purchase interest of fashion products among Generation Z students of the Faculty of Economics and Business, Makassar State University.

The Price Discount variable (X2) obtained a regression coefficient value of 0.673, a t-value of 11.717, and a significance value <0.001. Because the significance value is smaller than 0.05, the Price Discount has a positive and significant effect on Purchase Intention. These results indicate that the more attractive the price discount given, both in terms of the amount of the discount, the discount validity period, and the type of product that receives the discount, the higher the interest in purchasing fashion products among Generation Z students of the Faculty of Economics and Business, Makassar State University.

Based on the results of the t-test, it can be concluded that Hypothesis 1 (H1) which states that Promotion through TikTok Affiliate has a positive and significant effect on Purchase Intention is accepted, and Hypothesis 2 (H2) which states that Price Discounts have a positive and significant effect on Purchase Intention is also accepted.

F-Test Results (Simultaneous)

Table 8. F-Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4081.182	2	2040,591	98,516	<.001 ^b
	Residual	7726.052	373	20,713		
	Total	11807.234	375			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Price Discount , Promotion through TikTok Affiliate

Source: Data processed using SPSS 2026

Based on the table above, the F test results in the ANOVA table obtained an F-count value of 98.516 with a significance level of <0.001. This significance value is smaller than 0.05, so it can be concluded that the Promotion variables through TikTok Affiliate and Price Discounts simultaneously have a positive and significant effect on Purchase Interest of fashion products among Generation Z students of the Faculty of

Economics and Business, Makassar State University. Thus, the regression model in this study is declared feasible to use and the third hypothesis (H3) is accepted.

Analysis of the Coefficient of Determination (R²)

Table 9. Analysis of Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.588 ^a	.346	.342	4,551
a. Predictors: (Constant), Price Discount , Promotion through TikTok Affiliate				
b. Dependent Variable: Purchase Interest				

Source: Data processed using SPSS 2026

Based on Table 9 Model Summary above, the R value is 0.588, which indicates a fairly strong relationship between the Promotion through TikTok Affiliate and Price Discount variables on Purchase Intention. The R Square value of 0.346 indicates that the Promotion through TikTok Affiliate and Price Discount variables together are able to explain 34.6% of the variation in the Purchase Intention variable for fashion products in Generation Z students of the Faculty of Economics and Business, Makassar State University. Meanwhile, based on the Adjusted R Square value of 0.342, it can be interpreted that after adjusting for the number of independent variables in the model, 34.2% of the change in Purchase Intention can be explained by the Promotion through TikTok Affiliate and Price Discount variables, while the remaining 65.8% is influenced by other variables outside this study that are not included in the research model.

DISCUSSION

1) The Influence of Promotion through TikTok Affiliate on Purchase Interest of Fashion Products among Generation Z

Based on the results of the hypothesis testing, the Promotion variable through TikTok Affiliate (X1) was proven to have a positive and significant effect on Purchase Intention (Y), so the first hypothesis (H1) was accepted. This indicates that the better the marketing strategy through Promotion through TikTok Affiliate, the higher the student's purchase interest in fashion products promoted through TikTok Shop. Interesting content, clear product information, trust in affiliates, and product recommendations provided can increase consumer interest and confidence in making purchases.

The descriptive analysis results show that the Promotion variable through TikTok Affiliate obtained an average score of 4.08, which is in the good category. This finding indicates that respondents gave a positive assessment of the role of Promotion through TikTok Affiliate as a digital promotional medium. This study's results align with the digital marketing concept that explains affiliate marketing is able to build more interactive and personalized communication with consumers, and support previous research that stated Promotion through TikTok Affiliate has a positive effect on purchase intention.

The results of this study align with those of Alfarizi et al. (2025), who demonstrated that promotion through TikTok Affiliate Content Marketing positively impacted purchase intention, and research by Burhanudin & Romdonny (2026), which demonstrated that affiliate marketing significantly impacted student purchase intention in the TikTok Shop. These findings reinforce the notion that promotion through TikTok Affiliate Content Marketing is an effective digital promotion strategy for increasing consumer purchase intention.

2) The Influence of Price Discounts on Purchase Interest of Fashion Products among Generation Z

Based on the results of the hypothesis testing, the Price Discount variable (X2) was proven to have a positive and significant effect on Purchase Intention (Y), thus the second hypothesis (H2) was accepted. These results indicate that providing price discounts can increase students' purchase interest in fashion

products through TikTok Shop. The size of the price discount, the discount period, and the type of product being discounted are factors that consumers consider before making a purchase.

The Price Discount variable received an average score of 4.21, which is considered very good. This indicates that respondents have a positive perception of the discount program. Furthermore, the regression coefficient indicates that Price Discount has a greater influence than TikTok Affiliate, making it a significant factor in increasing student purchase intention. This finding aligns with marketing mix theory on price, which explains that price and discount strategies can increase consumers' perceived value of a product.

These findings support the marketing mix theory on price, which states that price is a crucial factor influencing consumer behavior. The research findings also align with those of Slamet et al. (2024) and Putri and Vania (2024), who demonstrated that price discounts have a positive and significant effect on consumer purchasing behavior on the TikTok Shop platform.

3) The Influence of Promotions via TikTok Affiliates and Price Discounts on Purchase Interest in Fashion Products among Generation Z

Based on the results of the simultaneous test (F Test), the Promotion variables through TikTok Affiliate (X1) and Price Discounts (X2) together have a positive and significant effect on Purchase Intention (Y). This is evidenced by the calculated F value of 98.516 and a significance value <0.001 , so that the third hypothesis (H3) is accepted. The results of the determination coefficient show an Adjusted R Square value of 0.342, which means that Promotion through TikTok Affiliate and Price Discounts are able to explain 34.2% of the variation in Purchase Intention, while the remaining 65.8% is influenced by other factors outside this study. These results indicate that digital promotion strategies through Promotion through TikTok Affiliate and price strategies through discounts complement each other in increasing students' purchasing interest in fashion products.

The findings of this study support the theory of consumer behavior and the marketing mix, which explains that promotion and price are important factors in influencing consumer purchasing behavior. TikTok Affiliates play a role in building consumer interest and trust, while price discounts increase the perception of economic benefits. Therefore, the combination of the two can encourage increased interest in purchasing fashion products among Generation Z students of the Faculty of Economics and Business, Universitas Negeri Makassar.

These findings indicate that a combination of digital promotional strategies through TikTok Affiliate and pricing strategies through discounts can increase students' purchasing interest in fashion products. These findings align with Kotler & Keller's (2016) consumer behavior theory and are supported by research by Alfari et al. (2025) and Handryani & Tj, (2026) which states that digital promotional strategies and price discounts are important factors in increasing consumer purchasing interest.

CONCLUSION

Based on the results of research on the Influence of Promotions through TikTok Affiliates and Price Discounts on Purchase Interest in Fashion Products among Generation Z Students of the Faculty of Economics and Business, Makassar State University, the following conclusions can be drawn:

1. Promotion through TikTok Affiliate has a positive and significant impact on fashion product purchase interest among Generation Z students at the Faculty of Economics and Business, Makassar State University. This indicates that the more engaging the affiliate content, the clearer the product information provided, and the higher consumer trust in the affiliate, the higher the students' purchase interest in fashion products promoted through TikTok Shop.
2. Price discounts have a positive and significant effect on fashion product purchase intention among Generation Z students at the Faculty of Economics and Business, Makassar State University. This indicates that discounts, discount periods, and discounted products can increase students' purchase

- intention. Price discounts are a crucial factor because they convey the perception that consumers are receiving economic benefits and added value from the product they purchase.
3. Promotion through TikTok Affiliate and Price Discounts simultaneously have a positive and significant effect on Purchase Intention for Fashion Products among Generation Z Students of the Faculty of Economics and Business, Makassar State University. These two variables together explain 34.2% of the variation in purchase intention, while the remaining 65.8% is influenced by other factors outside this study. This indicates that digital promotion strategies through TikTok Affiliate combined with a pricing strategy in the form of discounts can be a factor supporting increased consumer purchase interest in fashion products.

REFERENCE

1. Alfarizi, A., Wijaya, E., & Febliasa, M. R. (2025). The Influence Of Tiktok Affiliate Content Marketing And Online Customer Reviews On Tiktok E-Commerce Users' Purchase Intention. *Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(1), 15–22.
2. Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2018). *Principles of marketing Edition*. Pearson Education Limited.
3. Burhanudin, M., & Romdony, J. (2026). Influence Live Shopping And Affiliate Marketing On Impluse Buying On Tiktok Shop Application 1,2,3). *International Journal of Humanities and Social Sciences (IJHESS)*, 6(1), 151–159.
4. Chen, Y., Qin, Z., & Yan, Y. (2024). The Power of Influencers : How Does Influencer Marketing Shape Consumers ' Purchase Intentions ? *Sustainability*, 1–18.
5. Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How does the fear of missing out moderate the effect of social media influencers on their followers' purchase intention. *SAGE Open*, 13(3).
6. Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11), e05543. <https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e05543>
7. Handryani, V., & Tj, H. W. (2026). The Effect of Digital Marketing and Sales Promotions on Consumer Purchasing Decisions Mediated by Brand Awareness. *Journal of Digital Business and Marketing (IDBM)*, 2(1), 1–20.
8. Jamil, R. A., Qayyum, U., Hassan, S. R. ul, & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: A TikTok perspective. *European Journal of Management and Business Economics*, 33(3), 366–385.
9. Kotler, P., & Keller, K. L. (2016). *Marketing Management-15/E*.
10. Migkos, S. P., & Giannakopoulos, N. T. (2025). Impact of Influencer Marketing on Consumer Behavior and Online Shopping Preferences. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(111), 1–41.
11. Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15), e35743. <https://doi.org/https://doi.org/10.1016/j.heliyon.2024.e35743>
12. Rakib, M., Azis, M., Najib, M., & Isma, A. (2024). Impact of Digital Literacy, Business Innovation, Competitive Advantage on the Existence of SMEs: A Quantitative Study in Makassar City, Indonesia. *Quality – Access to Success*, 25(198), 277–283.
13. Rakib, M., Marni, & M. (2023). Understanding the impact of digital advertising, product difference and product image on small business expansion: A quantitative investigation. *International Journal of Advances in Engineering and Management*, 5(7), 102–111.
14. Risnawati, S., Rakib, M., & Asdaq, M. (2026). Analysis of the Effectiveness of Marketing Performance on Instagram and TikTok Platforms: A Case Study of Isdshop Makassar. *Pinisi Journal of Art, Humanity, and Social Studies*, 6(1), 125–137.
15. Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). TikTok short video marketing and Gen Z's purchase intention: Evidence from the cosmetics industry in Singapore. *Journal of Asia Business Studies*, 18(4), 930–945.
16. Rosenberg, H., Blondheim, M., & Porat, C. S. (2025). Who in the World Is Generation Z ? The Rise

of Mobile Natives and Their Socio-Technological Identity. *Societies*, 1–20.

17. Rosnerova, Z., Ponisciakova, O., Kicova, E., & Strenitzerova, M. (2025). The Impact of the Digital World on the Buying Behaviour of Generation Z. *Adminisstrative Sciences*, 15(12), 1–38.
18. Sibulan, F. C. T., & Limos-Galay, J. A. (2024). TikTok affiliate marketing: Factors influencing purchase intention of young professional consumers in Santa Cruz, Occidental Mindoro. *International Journal of Research Studies in Management*, 12(3), 47–66.
19. Wildana, A., Kautsar, A., Maulida, N. C., Nashar, J., & Jaya, U. (2026). The Role of Social Media as a Digital Business Tool in Improving Product Marketing and Sales. *Devotion: Journal of Research and Community Service*, 7(8), 1084–1088.
20. Yi-Fen Chen, Chia-Wen Tsai, and P. V. K. (2022). Impact of Premium and Price Cuts on Consumer Purchase Intention. *Jurnal Internasional Teknologi Dan Interaksi Manusia (IJTHI)*, 18(1), 26.