

ABSTRAK

Michel Gabriela Gokasina Sitanggang, 7213220030. Pengaruh Stimulus Pemasaran, *Review* Produk, *Engagement*, dan Biaya Operasional Terhadap Pendapatan Affiliator Pada Layanan Digital Tiktok *Affiliate* di Kota Medan. Skripsi, Jurusan Akuntansi, Fakultas Ekonomi, Universitas Negeri Medan.

Pertumbuhan pesat program TikTok Affiliate di Kota Medan mendorong meningkatnya jumlah affiliator, yang pada akhirnya memicu persaingan tinggi serta fluktuasi pendapatan. Kondisi tersebut menuntut affiliator untuk memahami faktor-faktor yang dapat memengaruhi pendapatan mereka, khususnya stimulus pemasaran, *review produk*, *engagement*, dan biaya operasional. Penelitian ini bertujuan untuk menganalisis secara mendalam bagaimana keempat variabel tersebut berpengaruh baik secara parsial maupun simultan terhadap pendapatan affiliator TikTok *Affiliate* di Kota Medan.

Penelitian ini menggunakan populasi seluruh affiliator TikTok Affiliate di Kota Medan, dengan penentuan sampel menggunakan teknik *purposive sampling* sehingga diperoleh 75 responden. Data dikumpulkan melalui penyebaran kuesioner secara *online* (*GoogleForm*) menggunakan skala Likert yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan melalui uji statistik deskriptif, uji asumsi klasik, serta pengujian hipotesis menggunakan analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa stimulus pemasaran dan biaya operasional terbukti memiliki pengaruh positif dan signifikan terhadap pendapatan affiliator. Sebaliknya, *review produk* dan *engagement* tidak menunjukkan pengaruh signifikan. Kondisi ini disebabkan karena keduanya tidak cukup kuat mendorong konsumen untuk melakukan pembelian melalui tautan afiliasi. Konsumen lebih dipengaruhi oleh faktor yang langsung mendorong keputusan beli.

Kesimpulan peneliti ini adalah stimulus pemasaran berpengaruh signifikan terhadap pendapatan affiliator ($p\text{-value} < 0,05$ dan $t > 1,994$), sehingga H1 diterima. *Review produk* dan *engagement* tidak berpengaruh signifikan terhadap pendapatan affiliator ($p\text{-value} < 0,05$ dan $t < 1,994$), sehingga H2 dan H3 ditolak. Biaya operasional berpengaruh signifikan terhadap pendapatan affiliator ($p\text{-value} < 0,05$ dan $t > 1,994$), sehingga H4 diterima.

Kata kunci: **Stimulus Pemasaran, Review Produk, Engagement, Biaya Operasional, Pendapatan Affiliator, TikTok Affiliate.**

ABSTRACT

Michel Gabriela Gokasina Sitanggang, 7213220030. The Effect of Marketing Stimulus, Product Review, Engagement, and Operational Costs on Affiliator Income in the Digital Service of TikTok Affiliate in Medan City. Thesis, Department of Accounting, Faculty of Economics, State University of Medan.

The rapid growth of the TikTok Affiliate program in Medan City has led to an increasing number of affiliators, which in turn triggers intense competition and fluctuating income. This condition requires affiliators to understand the factors that may influence their earnings, particularly marketing stimulus, product reviews, engagement, and operational costs. This study aims to analyze in depth how these four variables influence the income of TikTok affiliators in Medan City, both partially and simultaneously.

This research uses a population consisting of all TikTok Affiliate affiliators in Medan City, with the sample determined through purposive sampling, resulting in 75 respondents. Data were collected by distributing online questionnaires (Google Forms) using a Likert scale that had previously been tested for validity and reliability. Data analysis was conducted using descriptive statistical tests, classical assumption tests, and hypothesis testing through multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2).

The results indicate that marketing stimulus and operational costs have a positive and significant effect on affiliator income. Conversely, product reviews and engagement do not show a significant influence. This condition occurs because both variables are not strong enough to encourage consumers to make purchases through affiliate links. Consumers tend to be more influenced by factors that directly drive purchasing decisions.

The conclusion of this study is that marketing stimulus significantly affects affiliator income (p -value < 0.05 and $t > 1.994$), thus H_1 is accepted. Product reviews and engagement do not significantly affect affiliator income (p -value > 0.05 and $t < 1.994$), thus H_2 and H_3 are rejected. Operational costs significantly affect affiliator income (p -value < 0.05 and $t > 1.994$), thus H_4 is accepted.

Keywords: Marketing Stimulus, Product Review, Engagement, Operational Costs, Affiliator Income, TikTok Affiliate.