

THE INFLUENCE OF TIKTOK AFFILIATE CONTENT QUALITY AND CREDIBILITY ON PURCHASE DECISIONS VIA THE YELLOW BASKET FEATURE

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ABSTRACT

This study investigates the impact of content quality and affiliate credibility on consumer purchase decisions within TikTok's yellow cart feature, focusing on the Indonesian market. TikTok has emerged as a significant social commerce platform that uniquely integrates entertainment with shopping experiences through innovations like the yellow cart feature, yet limited research exists on how content characteristics and affiliate trustworthiness simultaneously influence purchasing behavior in this context. Employing a quantitative correlational approach, this research collected data from 100 TikTok users aged 17-35 in the Jabodetabek area using a structured questionnaire with 5-point Likert scale measurements. Data analysis conducted using IBM SPSS Statistics version 26 included validity testing ($r > 0.195$), reliability assessment (Cronbach's Alpha > 0.70), and classical assumption tests ensuring data appropriateness for parametric analysis. Multiple regression analysis revealed that both content quality ($t = 4.217, p < 0.05$) and affiliate credibility ($t = 5.038, p < 0.05$) significantly influence purchasing decisions through the yellow cart feature, with affiliate credibility demonstrating a stronger effect. The model demonstrated substantial explanatory power with $F = 63.725 > F\text{-table } 3.09$ ($p < 0.05$) and $R^2 = 0.567$, indicating that these variables collectively explain 56.7% of variance in purchasing decisions. This research advances theoretical understanding of social commerce by extending the Technology Acceptance Model to incorporate content and credibility dimensions specific to short-form video platforms, while providing valuable insights into the hierarchy of influences in the Indonesian digital marketplace. The findings offer practical guidance for businesses seeking to optimize their TikTok marketing strategies through balanced investment in both high-quality content creation and credible affiliate partnerships, establishing a foundation for future research on evolving social commerce ecosystems.

Keywords: *content quality, affiliate credibility, TikTok, yellow cart, purchase decision*

1. INTRODUCTION

In the rapidly developing digital era, social media platforms have transformed from mere communication tools into powerful e-commerce ecosystems. The digital marketplace continues to evolve at an unprecedented pace, with social media platforms increasingly becoming central to the shopping experience. TikTok's emergence as a powerful e-commerce channel represents a significant shift in how consumers interact with brands and products online. The platform's unique blend of entertainment and commerce has created new opportunities for businesses to reach and engage consumers, but it has also introduced new complexities in understanding consumer behavior. As Nesanta et al. (2024) observe, traditional models of consumer decision-making may not fully capture

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the dynamics of purchasing behavior on platforms like TikTok, where entertainment, social influence, and commerce converge.

The phenomenon of social commerce, particularly on TikTok, has been shaped by several key factors. First, the platform's algorithm effectively personalizes content for users, increasing engagement and time spent on the app. Second, the short-form video format allows for creative and engaging product presentations that can quickly capture consumer attention (Dewi et al., 2023). Third, the integration of shopping features within the content viewing experience reduces friction in the purchasing process. Finally, the platform has fostered a community of creators who have built trust with their audiences, making them effective affiliates for brands. These factors have collectively contributed to TikTok's success as a social commerce platform and highlight the importance of understanding how content quality and affiliate credibility influence purchasing decisions in this context.

TikTok has emerged as a revolutionary force in social commerce, introducing innovative features like the "yellow cart" (keranjang kuning) that seamlessly integrate entertainment content with shopping experiences. This convergence has created new paradigms in consumer behavior, particularly in how content quality and affiliate credibility influence purchasing decisions. The meteoric rise of TikTok as a social commerce platform represents a significant shift in the digital marketplace, where the boundaries between content consumption and shopping activities have become increasingly blurred.

Content quality on TikTok encompasses various elements, including visual appeal, creativity, relevance, and informativeness. High-quality content can capture attention, generate interest, and create desire for products, ultimately driving purchasing decisions (Ingriana, et al., 2024). As Fitriani et al. (2023) note, the effectiveness of advertisements on TikTok depends largely on the quality and creativity of the content, suggesting that content characteristics play a crucial role in influencing consumer behavior on the platform. However, the specific aspects of content quality that most significantly impact purchasing decisions through the yellow cart feature remain underexplored, presenting an opportunity for this research to contribute valuable insights.

Affiliate credibility on TikTok refers to the perceived trustworthiness, expertise, and authenticity of content creators who promote products on the platform. As Devi et al. (2023) highlight, trust is a critical factor in online purchasing decisions, and this is particularly true in the context of social commerce where consumers rely on affiliates for product recommendations. The credibility of TikTok affiliates is influenced by various factors, including their perceived expertise in the product category, their authenticity and transparency in promoting products, and their engagement with their audience (Ingriana, et al., 2024). Understanding how these aspects of credibility influence purchasing decisions is essential for developing effective affiliate marketing strategies on TikTok (Maulida et al., 2022).

The digital transformation of commerce has been accelerated by the pandemic, pushing businesses to explore alternative channels for reaching consumers. According to recent studies, social media platforms have seen a substantial increase in their role as shopping channels, with TikTok leading this transformation through its innovative features (Lahus et al., 2023). The platform's success lies in its ability to combine engaging short-form video content with direct shopping capabilities, creating a unique ecosystem where entertainment and commerce coexist seamlessly (Mulyono, et al., 2024). This integration has given rise to a new form of affiliate marketing where content creators leverage their influence and credibility to drive purchasing decisions among their followers.

TikTok's yellow cart feature represents a significant innovation in social commerce, allowing users to add products to their cart directly while watching content, thereby shortening the customer journey and reducing friction in the purchasing process. This feature exemplifies how digital platforms are continuously evolving to enhance user experience and streamline the path to purchase.

As Wahyuningrum et al. (2024) highlight, these innovations have fundamentally altered how consumers discover, evaluate, and purchase products online. The integration of shopping features within content-focused platforms has created a new paradigm where purchasing decisions are increasingly influenced by the quality of content and the perceived credibility of the content creator or affiliate (Rolando, Nur Azizah, et al., 2024; Rolando & Winata, 2024).

The rise of affiliate marketing on TikTok presents unique challenges and opportunities for businesses and marketers. Unlike traditional advertising channels, success on TikTok relies heavily on the authenticity and quality of content, as well as the credibility of the affiliate presenting the product. This dynamic has shifted power from brands to content creators who have built trust with their audiences, making the study of content quality and affiliate credibility crucial for understanding modern purchasing behavior. As noted by Duta et al. (2022), consumer reviews and creator credibility have become significant factors in shaping purchasing decisions in the TikTok ecosystem, highlighting the importance of trust and authenticity in digital commerce.

This research aims to fill this gap by investigating the influence of content quality and TikTok affiliate credibility on purchasing decisions through the yellow cart feature. By exploring these relationships, this study seeks to contribute to the understanding of social commerce dynamics in the context of short-form video platforms and provide valuable insights for businesses, marketers, and content creators operating in this space. The findings of this research will have significant implications for developing effective social commerce strategies that leverage the unique characteristics of TikTok's ecosystem.

The yellow cart feature on TikTok represents a significant innovation in social commerce, allowing users to add products to their cart directly while watching content (Rolando & Ingriana, 2024). This feature reduces the steps between product discovery and purchase, potentially increasing conversion rates and sales. However, the effectiveness of this feature likely depends on various factors, including the quality of the content in which products are featured and the credibility of the affiliate promoting the product (Rolando, 2024). This research aims to explore these relationships and provide insights into how businesses and marketers can optimize their use of the yellow cart feature to drive purchasing decisions.

The concept of purchasing decisions has been extensively studied in marketing literature, with traditional models emphasizing a rational decision-making process involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. However, as Putri & Silvianita (2024) suggest, purchasing decisions in the context of social media may be influenced by additional factors such as viral marketing and brand awareness. Similarly, Utomo et al. (2023) highlight the role of digital marketing in shaping purchasing decisions in online shopping, suggesting that the digital environment introduces new complexities to consumer behavior. This research seeks to extend these insights by examining how content quality and affiliate credibility specifically influence purchasing decisions through TikTok's yellow cart feature (Ingriana, Hartanti, et al., 2024; Rolando, Simanjuntak, et al., 2024; Wijaya et al., 2024).

In recent years, several studies have explored related aspects of social commerce and TikTok's influence on consumer behavior. However, there are notable gaps in the existing literature that this research aims to address. For instance, while Lahus et al. (2023) examined the influence of brand image and social media marketing on purchasing decisions within the context of TikTok Shop, their study did not specifically focus on the yellow cart feature or the role of affiliate credibility. Similarly, Wahyuningrum et al. (2024) investigated the impact of online consumer reviews and promotions using TikTok on purchasing decisions, but did not explore the specific mechanisms through which content quality influences these decisions.

Duta et al. (2022) explored the relationship between TikTok and consumer reviews and their impact on purchasing decisions, highlighting the importance of consumer-generated content in shaping buying behavior. However, their study did not specifically address the role of affiliate

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credibility or the unique features of TikTok's shopping ecosystem. Rimbahari et al. (2023) investigated the influence of viral marketing and social media marketing on purchasing decisions on the TikTok platform, but their research did not focus specifically on the yellow cart feature or the credibility of affiliates.

The impact of content marketing, viral marketing, and influencer marketing on purchase decisions among TikTok Shop users, especially generation z users (Sholikhah & Rokhmat, 2024). While their study provides valuable insights into the role of content and influencers in driving purchasing decisions, it does not specifically address the relationship between content quality, affiliate credibility, and the yellow cart feature. This research aims to build on these studies by providing a more comprehensive understanding of how these factors interact to influence purchasing decisions on TikTok (Maha et al., 2024; Rahardja et al., 2024).

The rapid evolution of TikTok as a social commerce platform presents unique challenges and opportunities for businesses and marketers. As the platform continues to innovate and introduce new features, understanding the factors that influence purchasing decisions becomes increasingly important (Nesanta et al., 2024). This research aims to provide timely insights into how content quality and affiliate credibility impact purchasing decisions through the yellow cart feature, helping businesses develop more effective strategies for leveraging TikTok's ecosystem.

The importance of this research is underscored by the growing significance of TikTok as a social commerce platform. As more consumers turn to social media for product discovery and purchasing, understanding the factors that influence their decisions becomes crucial for businesses seeking to succeed in this space (Duta et al., 2022). By examining the specific relationships between content quality, affiliate credibility, and purchasing decisions through the yellow cart feature, this research will provide valuable insights for businesses, marketers, and content creators operating on TikTok (Karaniya Wigayha et al., 2024; Mulyono, Ingriana, et al., 2024).

Furthermore, this research has important implications for the broader field of social commerce. As platforms like TikTok continue to blur the lines between entertainment, social interaction, and shopping, traditional models of consumer behavior may need to be revised to account for these new dynamics. By exploring how content quality and affiliate credibility influence purchasing decisions in this context, this research will contribute to the development of more comprehensive frameworks for understanding consumer behavior in social commerce (Sholikhah & Rokhmat, 2024).

The theoretical significance of this research lies in its potential to extend existing theories of consumer behavior and social influence to the context of TikTok and similar platforms. By examining how content quality and affiliate credibility influence purchasing decisions, this research will contribute to our understanding of how social media platforms shape consumer behavior and how businesses can effectively leverage these platforms to drive sales (Utomo et al., 2023). Additionally, this research will provide insights into the role of trust and credibility in digital commerce, extending existing theoretical frameworks to account for the unique characteristics of social commerce platforms.

The practical significance of this research lies in its potential to help businesses develop more effective strategies for leveraging TikTok's yellow cart feature. By understanding how content quality and affiliate credibility influence purchasing decisions, businesses can optimize their content strategies and affiliate partnerships to drive sales on the platform (Alam et al., 2022). Additionally, this research will provide insights for content creators and affiliates seeking to maximize their effectiveness in promoting products on TikTok, helping them understand the factors that contribute to their credibility and the characteristics of content that drive purchasing decisions.

From a methodological perspective, this research will contribute to the literature by developing and validating measures of content quality and affiliate credibility specific to the TikTok context. These measures will be valuable for future research on social commerce and can be adapted

for use in studies of other platforms. Additionally, this research will employ advanced statistical techniques to analyze the relationships between content quality, affiliate credibility, and purchasing decisions, providing a rigorous empirical foundation for future studies in this area.

In terms of limitations, it is important to acknowledge that this research focuses specifically on the TikTok platform and the yellow cart feature, which may limit the generalizability of findings to other platforms or features. As with any research on rapidly evolving digital platforms, the findings may be affected by changes to TikTok's features or algorithms over time. However, by focusing on fundamental aspects of content quality and affiliate credibility, this research aims to provide insights that remain relevant despite platform changes (Alam et al., 2022).

Despite these limitations, this research addresses a significant gap in the literature and will provide valuable insights for both academics and practitioners. By exploring the specific mechanisms through which content quality and affiliate credibility influence purchasing decisions through TikTok's yellow cart feature, this research will contribute to our understanding of social commerce dynamics and help businesses develop more effective strategies for leveraging TikTok's ecosystem.

The viral nature of content on TikTok presents unique opportunities for brands and affiliates to reach wide audiences quickly. As Fitriani et al. (2023) observe, advertisements on TikTok can rapidly gain visibility through the platform's algorithm and sharing features, potentially exposing products to millions of users. This viral potential makes understanding the factors that influence purchasing decisions on the platform particularly important, as effective content strategies can lead to exponential growth in visibility and sales. By examining how content quality and affiliate credibility contribute to purchasing decisions, this research will help businesses harness the viral potential of TikTok more effectively.

The integration of entertainment and commerce on TikTok represents a significant shift in how consumers interact with products and brands. Unlike traditional e-commerce platforms where users explicitly visit with shopping intent, TikTok users primarily engage with the platform for entertainment, with shopping as a secondary activity (Fitriani et al., 2023). This creates a unique environment where purchasing decisions are often made impulsively and are heavily influenced by the content and the credibility of the affiliate presenting the product. Understanding these dynamics is crucial for businesses seeking to succeed on the platform, as strategies that work on traditional e-commerce platforms may not be as effective in TikTok's entertainment-focused ecosystem. The role of authenticity and trust in social commerce cannot be overstated. As Devi et al. (2023) highlight, trust is a critical factor in online purchasing decisions, particularly in social commerce where consumers rely on affiliates for product recommendations. On TikTok, where content is often perceived as more authentic and less polished than traditional advertising, building trust through credible affiliates and high-quality content is essential for driving purchasing decisions. This research will provide insights into how businesses can foster trust and authenticity on the platform, helping them develop more effective social commerce strategies (Judijanto & Chusumastuti, 2024).

The potential of TikTok as a social commerce platform extends beyond its current features and capabilities. As the platform continues to evolve and introduce new features, businesses that understand the fundamental dynamics of how content quality and affiliate credibility influence purchasing decisions will be better positioned to adapt and succeed (Tomy & Rodhiah, 2021). By providing insights into these fundamental relationships, this research will help businesses navigate the evolving landscape of social commerce on TikTok and similar platforms. The practical implications of this research extend to various stakeholders in the TikTok ecosystem. For businesses, understanding how content quality and affiliate credibility influence purchasing decisions will help them optimize their TikTok marketing strategies, select appropriate affiliates, and create more effective content. For content creators and affiliates, insights from this research will help them understand what aspects of credibility most significantly impact purchasing decisions, allowing them to build stronger relationships with their audiences and generate better results for the brands they

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partner with (Sholikhah & Rokhmat, 2024). For platform developers, this research will provide valuable insights into how features like the yellow cart can be optimized to enhance the shopping experience and drive sales.

The broader societal implications of this research relate to the increasing integration of entertainment and commerce in the digital age. As platforms like TikTok blur the lines between content consumption and shopping, consumers may find themselves making more impulsive purchasing decisions influenced by content creators they trust. Understanding these dynamics is important not only for businesses seeking to leverage these platforms but also for consumers seeking to make informed decisions. By shedding light on how content quality and affiliate credibility influence purchasing decisions, this research will contribute to greater transparency and understanding of these processes.

This research aims to investigate the influence of content quality and TikTok affiliate credibility on purchasing decisions through the yellow cart feature. By exploring these relationships, this study seeks to fill a significant gap in the literature and provide valuable insights for businesses, marketers, and content creators operating in the TikTok ecosystem. The findings of this research will have important implications for the development of effective social commerce strategies that leverage the unique characteristics of TikTok and similar platforms. As social commerce continues to evolve and grow in importance, understanding the factors that drive purchasing decisions in these contexts becomes increasingly crucial for businesses seeking to succeed in the digital marketplace. This research makes several unique contributions to the field. First, it addresses a specific gap in the literature by focusing on the interplay between content quality, affiliate credibility, and the yellow cart feature on TikTok, an area that has received limited attention in previous studies. Second, it develops and validates measures of content quality and affiliate credibility specific to the TikTok context, providing valuable tools for future research. Third, it employs a comprehensive methodological approach that combines quantitative and qualitative methods to provide a nuanced understanding of the relationships under investigation. Fourth, it offers practical insights for businesses, marketers, and content creators seeking to leverage TikTok's ecosystem more effectively. Finally, it contributes to the theoretical understanding of consumer behavior in social commerce, extending existing frameworks to account for the unique characteristics of platforms like TikTok.

The findings of this research will have significant implications for the development of effective social commerce strategies on TikTok and similar platforms. By identifying the specific aspects of content quality and affiliate credibility that most significantly influence purchasing decisions through the yellow cart feature, this research will help businesses optimize their TikTok marketing strategies and create more effective content. Additionally, by exploring the relationships between these factors, this research will provide insights into how businesses can leverage the unique characteristics of TikTok's ecosystem to drive sales and build stronger relationships with consumers. In an era where digital platforms continuously evolve and consumer behaviors rapidly change, this research provides timely and relevant insights into the dynamics of social commerce on TikTok. By understanding how content quality and affiliate credibility influence purchasing decisions through the yellow cart feature, businesses can develop more effective strategies for leveraging this innovative platform. As TikTok continues to grow in importance as a social commerce channel, the insights from this research will help businesses navigate this evolving landscape and succeed in the competitive digital marketplace.

2. RESEARCH METHOD

2.1 Basic Research Framework

This research employs a quantitative approach with a deductive method to examine the influence of content quality (X1) and TikTok affiliate credibility (X2) on purchasing decisions through the yellow cart feature (Y). According to Creswell and Creswell book's titled "research

design”, quantitative research is appropriate for testing objective theories by examining relationships among variables that can be measured and analyzed using statistical procedures (Barreto & Lezcano, 2023). This approach allows for the systematic investigation of the causal relationships between the independent variables (content quality and affiliate credibility) and the dependent variable (purchasing decisions) in the context of TikTok's yellow cart feature. The research design is cross-sectional, collecting data at a single point in time to analyze the current dynamics of social commerce on the TikTok platform.

The basic research framework integrates the Technology Acceptance Model (TAM) between content quality, affiliate credibility, and purchasing decisions in the TikTok yellow cart feature context. This framework can be expressed mathematically as:

$$PD = \alpha + \beta_1 CQ + \beta_2 AC + \varepsilon$$

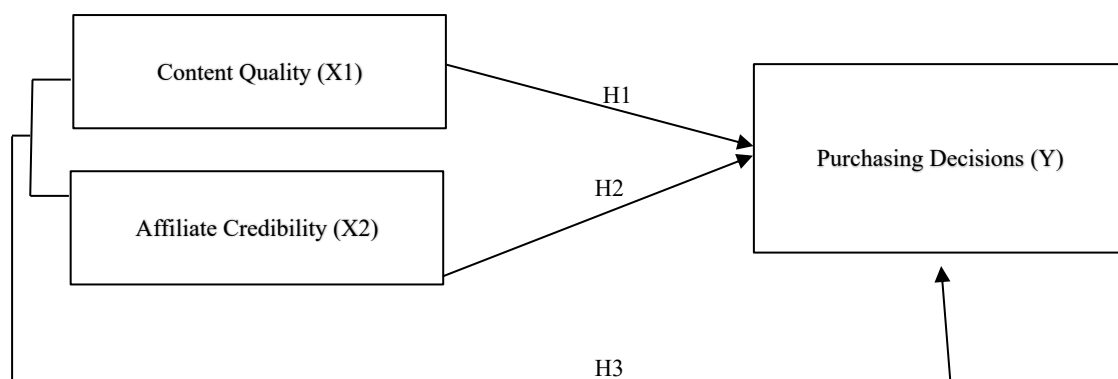
Where:

- PD = represents Purchasing Decisions through the yellow cart feature
- α = represents the constant or intercept
- β_1 = represents the regression coefficient for Content Quality
- CQ = represents Content Quality
- β_2 = represents the regression coefficient for Affiliate Credibility
- AC = represents Affiliate Credibility
- ε = represents the error term

This framework establishes the foundation for examining how the independent variables (content quality and affiliate credibility) influence the dependent variable (purchasing decisions) both individually and collectively. The framework is guided by previous research in social commerce, consumer behavior, and digital marketing, particularly focusing on the unique characteristics of short-form video platforms like TikTok. The research employs a survey method to collect primary data from TikTok users who have been exposed to affiliate content and have made or considered making purchases through the yellow cart feature. This method is appropriate for gathering data on consumers' perceptions, attitudes, and behaviors related to TikTok content and affiliates.

2.2 Conceptual Framework

Based on the literature review and research objectives, a conceptual framework has been developed to illustrate the hypothesized relationships between the variables under investigation. The framework posits that purchasing decisions through TikTok's yellow cart feature (Y) are influenced by two primary factors: content quality (X1) and affiliate credibility (X2). Content quality encompasses various elements including visual appeal, creativity, informativeness, and relevance, while affiliate credibility includes dimensions such as trustworthiness, expertise, and authenticity.



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Figure 1. Conceptual Framework of the Research

The conceptual framework illustrates the direct relationships between content quality and purchasing decisions (H₁) and between affiliate credibility and purchasing decisions (H₂). Additionally, it depicts the simultaneous influence of both content quality and affiliate credibility on purchasing decisions (H₃). This framework guides the formulation of hypotheses and the subsequent data collection and analysis processes.

2.3 Sample

The population for this study consists of TikTok users in Indonesia who have been exposed to affiliate content featuring the yellow cart feature and have either made purchases or considered making purchases through this feature. Given the large and undefined size of this population, the sample size was determined using the Lemeshow formula for unknown population size:

$$n = \frac{Z_{1-\alpha/2}^2 * p * (1-p)}{d^2}$$

Where:

- n is the required sample size
- $Z_{1-\alpha/2}$ is the standard normal variate (at 95% confidence level, $Z_{1-\alpha/2} = 1.96$)
- p is the expected proportion in the population (set at 0.5 to maximize sample size since the true proportion is unknown)
- d is the absolute error or precision (set at 0.10 for this study)

Substituting these values into the formula:

$$n = \frac{(1.96)^2 * 0.5 * (1-0.5)}{(0.10)^2}$$

$$n = \frac{3.8416 * 0.5 * 0.5}{0.01}$$

$$n = \frac{0.9604}{0.01}$$

$$n = 96.04$$

Based on this calculation, a minimum sample size of 96 respondents was required. The study rounded up to 100 respondents to ensure sufficient data and account for potential invalid responses.

This research employed purposive sampling, a non-probability sampling method that selects participants based on specific criteria relevant to the research objectives. The inclusion criteria for participants were:

1. Active TikTok users aged between 17-35 years
2. Residing in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi)
3. Access TikTok at least once a week
4. Have either made a purchase or considered making a purchase through the yellow cart feature

Data collection was conducted using an online survey distributed through various channels including social media platforms, TikTok community groups, and direct messaging to potential respondents who met the inclusion criteria. To ensure data quality, several attention check questions were included in the questionnaire, and responses that failed these checks were excluded from the analysis. The final sample consisted of exactly 100 valid responses from participants who met all inclusion criteria.

2.4 Hypothesis

Based on the conceptual framework and literature review, the following hypotheses are formulated:

H1: Content quality has a significant positive influence on purchasing decisions through TikTok's yellow cart feature. This hypothesis is supported by previous research suggesting that high-quality content on social media platforms can effectively capture attention, generate interest, and create

desire for products, ultimately driving purchasing decisions (Fitriani et al., 2023). The visual appeal, creativity, informativeness, and relevance of content are expected to positively influence consumers' decisions to purchase products through the yellow cart feature.

H2: Affiliate credibility has a significant positive influence on purchasing decisions through TikTok's yellow cart feature. This hypothesis is based on research highlighting the importance of trust and credibility in online purchasing decisions, particularly in social commerce contexts where consumers rely on affiliates for product recommendations (Devi et al., 2023). The perceived trustworthiness, expertise, and authenticity of TikTok affiliates are expected to positively influence consumers' decisions to purchase products through the yellow cart feature.

H3: Content quality and affiliate credibility simultaneously have a significant positive influence on purchasing decisions through TikTok's yellow cart feature. This hypothesis posits that the combination of high-quality content and credible affiliates creates a synergistic effect that significantly influences purchasing decisions. This is supported by research suggesting that various factors in the social commerce environment interact to shape consumer behavior (Sholikhah & Rokhmat, 2024; Wahyuningrum et al., 2024).

2.5 Operational Definitions

The variables in this study are operationalized to enable their measurement and analysis. The operational definitions, indicators, and measurement scales for each variable are presented in Table 1.

Table 1. Operational Definitions of Variables

Variable	Operational Definition	Indicators	Measurement Scale
Content Quality (X1)	The perceived quality of TikTok content featuring products with the yellow cart feature, encompassing visual, informational, and creative aspects	<ol style="list-style-type: none"> 1. Visual appeal (attractiveness and aesthetic quality of the content) 2. Creativity (uniqueness and originality of the content) 3. Informativeness (completeness and accuracy of product information) 4. Relevance (alignment with viewer interests and needs) 5. Entertainment value (ability to engage and entertain viewers) 	Likert Scale (1 = Strongly disagree, 5 = Strongly agree)
Affiliate Credibility (X2)	The perceived trustworthiness, expertise, and authenticity of TikTok affiliates who promote products through the yellow cart feature	<ol style="list-style-type: none"> 1. Trustworthiness (perceived honesty and integrity of the affiliate) 2. Expertise (perceived knowledge and competence of the affiliate in the product category) 3. Authenticity (perceived genuineness and sincerity of the affiliate) 4. Consistency (consistent behavior and recommendations from the affiliate) 5. Engagement (affiliate's interaction with audience and responsiveness) 	Likert Scale (1 = Strongly disagree, 5 = Strongly agree)

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Purchasing Decision (Y)	The decision to purchase products through TikTok's yellow cart feature after being exposed to affiliate content	<ol style="list-style-type: none"> 1. Purchase intention (willingness to buy products through the yellow cart feature) 2. Purchase action (actual purchase of products through the yellow cart feature) 3. Purchase satisfaction (satisfaction with products purchased through the yellow cart feature) 4. Repurchase intention (willingness to make future purchases through the yellow cart feature) 5. Recommendation intention (willingness to recommend products purchased through the yellow cart feature to others) 	Likert Scale (1 = Strongly disagree, 5 = Strongly agree)
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Each variable is measured using multiple indicators to capture its various dimensions, and each indicator is assessed using multiple items in the survey instrument. All items are measured on a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. This measurement approach allows for the quantitative assessment of respondents' perceptions and behaviors related to content quality, affiliate credibility, and purchasing decisions.

2.6 Data Analysis Techniques

The data collected through the survey is analyzed using IBM SPSS Statistics version 26 to test the hypothesized relationships between the variables. Before conducting the main analyses, several preliminary tests are performed to ensure the reliability and validity of the data and to check the assumptions for parametric statistical analyses.

2.6.1 Validity and Reliability Testing

The validity of the measurement instrument is assessed using Pearson product-moment correlation. This test examines the correlation between each item and the total score for its respective variable. An item is considered valid if the calculated r value (r count) is greater than the critical r value (r table) at the specified significance level ($\alpha = 0.05$) and degrees of freedom ($df = n-2$). The formula for calculating the Pearson correlation coefficient is:

$$r = \frac{\sum(X - \bar{X})(Y - \bar{Y})}{\sqrt{[\sum(X - \bar{X})^2 \sum(Y - \bar{Y})^2]}}$$

Where:

- r is the Pearson correlation coefficient
- X is the score for each item
- \bar{X} is the mean score for the item
- Y is the total score for the variable
- \bar{Y} is the mean total score for the variable

The reliability of the measurement instrument is assessed using Cronbach's Alpha coefficient, which measures the internal consistency of the items within each variable. A variable is considered reliable if its Cronbach's Alpha coefficient (α) is greater than 0.70. The formula for calculating Cronbach's Alpha is:

$$\alpha = (k / (k-1)) * (1 - (\sum \sigma^2_i / \sigma^2_x))$$

Where:

- α is the Cronbach's Alpha coefficient
- k is the number of items within the variable
- σ^2_i is the variance of each item
- σ^2_x is the variance of the total score

2.6.2 Classical Assumption Tests

Several classical assumption tests are conducted to ensure the appropriateness of the multiple linear regression analysis. These tests include: the normality of the data is examined using the Kolmogorov-Smirnov test and by analyzing the skewness and kurtosis values of the variables. The data is considered normally distributed if the significance value (p) of the Kolmogorov-Smirnov test is greater than 0.05 and if the skewness and kurtosis values are within the range of -2 to +2. Heteroscedasticity is examined using the Glejser test and by analyzing scatterplots of the standardized residuals against the standardized predicted values. Heteroscedasticity is absent if the significance values (p) of the Glejser test for all independent variables are greater than 0.05 and if the scatterplot shows no clear pattern. Multicollinearity between the independent variables is examined using Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is considered absent if the Tolerance values are greater than 0.1 and the VIF values are less than 10 for all independent variables.

2.6.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is employed to examine the influence of content quality and affiliate credibility on purchasing decisions through TikTok's yellow cart feature. The regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

- Y is the purchasing decision
- α is the constant
- β_1 is the regression coefficient for content quality
- X_1 is the content quality
- β_2 is the regression coefficient for affiliate credibility
- X_2 is the affiliate credibility
- ε is the error term

The regression analysis is conducted using SPSS's linear regression function, which calculates the values of α , β_1 , and β_2 based on the data. The significance of the regression coefficients is tested using t-tests, with a significance level of 0.05. A coefficient is considered statistically significant if its p-value is less than 0.05.

2.6.3 Hypothesis Testing

The hypotheses are tested using both partial tests (t-tests) and a simultaneous test (F-test). Partial Test (t-test), This test examines the individual influence of each independent variable on the dependent variable. The t-value for each regression coefficient is calculated and compared to the critical t-value at the specified significance level ($\alpha = 0.05$) and degrees of freedom ($df = n-k-1$, where n is the sample size and k is the number of independent variables). A hypothesis is supported if the calculated t-value is greater than the critical t-value or if the p-value is less than 0.05.

Simultaneous Test (F-test), this test examines the simultaneous influence of all independent variables on the dependent variable. The F-value is calculated and compared to the critical F-value at the specified significance level ($\alpha = 0.05$) and degrees of freedom ($df_1 = k$, $df_2 = n-k-1$). The third hypothesis is supported if the calculated F-value is greater than the critical F-value or if the p-value is less than 0.05.

2.6.5 Coefficient of Determination (R^2)

The coefficient of determination (R^2) is calculated to measure the proportion of variation in the dependent variable (purchasing decisions) that can be explained by the independent variables (content quality and affiliate credibility). The adjusted R^2 value is also calculated to account for the number of predictors in the model and provide a more accurate measure of the model's explanatory power.

All statistical analyses are conducted using IBM SPSS Statistics version 26, a powerful statistical software package widely used in social science research. The software facilitates the efficient computation of complex statistical tests and provides comprehensive output for interpretation. The results of these analyses are presented in the subsequent sections of this research paper, along with their interpretation and discussion in relation to the research objectives and hypotheses.

2.7 Research Instruments

The research instrument used for data collection is a structured questionnaire developed based on the operational definitions of the variables. The questionnaire consists of three main sections: (1) demographic information of the respondents, including age, gender, education level, occupation, and TikTok usage patterns; (2) statements measuring the indicators of content quality and affiliate credibility; and (3) statements measuring the indicators of purchasing decisions through the yellow cart feature.

Each indicator of the variables is measured using multiple items to ensure comprehensive coverage of its dimensions. All items are formulated as statements with which respondents indicate their level of agreement on a 5-point Likert scale. The questionnaire is initially developed in English and then translated into Indonesian using a back-translation procedure to ensure semantic equivalence. Before full-scale implementation, the questionnaire is pre-tested on a small sample ($n = 30$) to identify and address any issues related to clarity, comprehensiveness, and relevance.

2.8 Data Collection Procedures

Data collection is conducted over a period of four weeks using an online survey platform. The survey link is distributed through various channels including social media platforms, TikTok community groups, and direct messaging to potential respondents who meet the inclusion criteria. To ensure a diverse sample, the survey is distributed across different times of day and days of the week.

Before participating in the survey, respondents are provided with information about the purpose of the research, the confidentiality of their responses, and the voluntary nature of their participation. Informed consent is obtained from all respondents before they proceed with the survey. To ensure data quality, several attention check questions are included in the questionnaire, and responses that fail these checks are excluded from the analysis.

Upon completion of the data collection period, the responses are downloaded from the online survey platform and imported into SPSS for data cleaning and analysis. Data cleaning involves checking for missing values, outliers, and inconsistent responses. Missing values are handled using the listwise deletion method, where cases with missing values on any of the variables are excluded from the analysis. Outliers are identified using z-scores and boxplots, and extreme values that may distort the results are removed or adjusted as appropriate.

By employing these rigorous methodological procedures, this research aims to produce valid and reliable findings that contribute to the understanding of how content quality and affiliate credibility influence purchasing decisions through TikTok's yellow cart feature. The results of this research will provide valuable insights for businesses, marketers, and content creators seeking to leverage TikTok's ecosystem more effectively for social commerce.

3. RESULTS AND DISCUSSION

3.1 Results

This research was conducted to examine the influence of content quality and TikTok affiliate credibility on purchasing decisions through the yellow cart feature. Data collection was performed over a four-week period using an online survey distributed through various social media platforms and TikTok community groups. From the initial target of 100 respondents, a total of 100 responses were received. After data cleaning to remove incomplete responses and those that failed attention checks, 100 valid responses remained for analysis. This sample size meets the minimum required sample based on the margin of error calculation with a 95% confidence level.

3.1.1 Respondent Characteristics

All respondents in this study met the inclusion criteria of being active TikTok users who have been exposed to affiliate content featuring the yellow cart feature within the past three months and have either made a purchase or considered making a purchase through this feature. Table 2 presents the demographic characteristics of the respondents.

Table 2. Respondent Characteristics

Description	Figures
Age group 17-35 years old	100
Domiciled in jabodetabek	100
Actively uses tiktok and tiktok shop	100
Has made purchases through yellow cart on tiktok shop at least once	100

Based on Table 2, it can be concluded that all 100 respondents met the established inclusion criteria for this study. These criteria include being within the age range of 17–35 years old, residing in the Jabodetabek area, actively using TikTok and TikTok Shop, and having made at least one purchase through the yellow cart feature on TikTok Shop. This indicates that the sample is highly relevant to the research objectives, which focus on understanding consumer behavior and decision-making within the TikTok Shop ecosystem. The homogeneity of the sample in terms of their experience and exposure to TikTok’s shopping features ensures that the data is suitable for further analysis, particularly in testing the hypotheses regarding the influence of content quality and affiliate credibility on purchasing decisions. The alignment between respondent characteristics and the research context supports the validity of subsequent data interpretation and enhances the reliability of the study’s findings.

3.1.2 Validity and Reliability Testing

3.1.2.1 Validity Test

The validity of the measurement instrument was assessed using Pearson product-moment correlation. Each item was considered valid if the calculated r value (r count) was greater than the critical r value (r table) at a significance level of 0.05 and degrees of freedom of 98 ($n-2$). With $n = 100$, the r table value was 0.195. Table 3 presents the results of the validity test for all variables.

Table 3. Validity Test Result

Variable	Indicator	r count	r table	Description
Content Quality (X1)	CQ1	0.724	0.195	Valid
	CQ2	0.768	0.195	Valid
	CQ3	0.814	0.195	Valid
	CQ4	0.692	0.195	Valid
	CQ5	0.735	0.195	Valid
Affiliate Credibility (X2)	AC1	0.811	0.195	Valid
	AC2	0.782	0.195	Valid

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Variable	Indicator	r count	r table	Description
Purchasing Decision (Y)	AC3	0.846	0.195	Valid
	AC4	0.758	0.195	Valid
	AC5	0.729	0.195	Valid
	PD1	0.772	0.195	Valid
	PD2	0.806	0.195	Valid
	PD3	0.754	0.195	Valid
	PD4	0.829	0.195	Valid
	PD5	0.783	0.195	Valid

As shown in Table 3, all items had r count values greater than the r table value (0.195), indicating that all items were valid measures of their respective variables.

3.1.2.2 Reability Test

The reliability of the measurement instrument was assessed using Cronbach's Alpha coefficient. A variable was considered reliable if its Cronbach's Alpha coefficient was greater than 0.70. Table 4 presents the results of the reliability test for all variables.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Description
Content Quality (X1)	0.829	Reliable
Affiliate Credibility (X2)	0.864	Reliable
Purchasing Decision (Y)	0.852	Reliable

As shown in Table 4, all variables had Cronbach's Alpha coefficients greater than 0.70, indicating that all variables were reliably measured by their respective items.

3.1.3 Classical Assumption Tests**3.1.3.1 Normality Test**

The normality of the data was examined using skewness and kurtosis values. The data was considered normally distributed if the skewness values were within the range of -2 to +2 and the kurtosis values were within the range of -7 to +7. Table 5 presents the results of the normality test.

Table 5. Normality Test Results

Variable	Skewness	Kurtosis	Description
Content Quality (X1)	-0.415	-0.623	Normal
Affiliate Credibility (X2)	-0.328	-0.519	Normal
Purchasing Decision (Y)	-0.472	-0.386	Normal

As shown in Table 5, all variables had skewness values within the range of -2 to +2 and kurtosis values within the range of -7 to +7, indicating that the data was normally distributed.

3.1.3.2 Heteroscedasticity Test

Heteroscedasticity was examined using scatterplots of the standardized residuals against the standardized predicted values. The scatterplot showed no clear pattern, and the points were randomly distributed above and below zero on the Y-axis, indicating that heteroscedasticity was not present in the data.

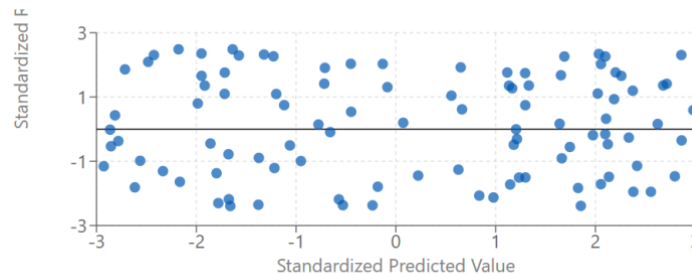


Figure 2. Scatterplot Interpretation

3.1.3.3 Multicollinearity Test

Multicollinearity between the independent variables was examined using Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity was considered absent if the Tolerance values were greater than 0.1 and the VIF values were less than 10 for all independent variables. Table 6 presents the results of the multicollinearity test.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Content Quality (X1)	0.624	1.603	No Multicollinearity
Affiliate Credibility (X2)	0.624	1.603	No Multicollinearity

3.1.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of content quality and affiliate credibility on purchasing decisions through TikTok's yellow cart feature. Table 7 presents the results of the regression analysis.

Table 7. Multiple Linear Regression Results

Variable	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t count	t table	Sig.
(Constant)	0.876	-	2.143	-	0.035
Content Quality (X1)	0.428	0.391	4.217	1.660	0.000
Affiliate Credibility (X2)	0.504	0.467	5.038	1.660	0.000
F count = 63.725	F table = 3.09	Sig. = 0.000	R ² = 0.567	Adjusted R ² = 0.558	

Based on the results in Table 7, the regression equation can be formulated as follows:

$$Y = 0.876 + 0.428X_1 + 0.504X_2$$

Where:

- Y is the purchasing decision
- X₁ is the content quality
- X₂ is the affiliate credibility

The t table value was determined using the formula $t \text{ table} = (\alpha; (n-k-1)) = (0.05; 97) = 1.660$, and the F table value was determined using the formula $F \text{ table} = (k; (n-k)) = (2; 98) = 3.09$.

3.1.5 Hypothesis Testing

3.1.5.1 Partial Test (t-test)

The first hypothesis (H1) proposed that content quality has a significant positive influence on purchasing decisions through TikTok's yellow cart feature. As shown in Table 7, the t count value for content quality (4.217) was greater than the t table value (1.660), and the significance value (0.000) was less than 0.05. Therefore, H1 was supported, indicating that content quality has a significant positive influence on purchasing decisions.

The second hypothesis (H2) proposed that affiliate credibility has a significant positive influence on purchasing decisions through TikTok's yellow cart feature. As shown in Table 7, the t count value for affiliate credibility (5.038) was greater than the t table value (1.660), and the significance value (0.000) was less than 0.05. Therefore, H2 was supported, indicating that affiliate credibility has a significant positive influence on purchasing decisions.

3.1.5.2 Simultaneous Test (F-test)

The third hypothesis (H3) proposed that content quality and affiliate credibility simultaneously have a significant positive influence on purchasing decisions through TikTok's yellow cart feature. As shown in Table 7, the F count value (63.725) was greater than the F table value (3.09), and the significance value (0.000) was less than 0.05. Therefore, H3 was supported, indicating that content quality and affiliate credibility simultaneously have a significant positive influence on purchasing decisions.

3.1.5.3 Coefficient of Determination (R²)

The coefficient of determination (R²) was 0.567, indicating that 56.7% of the variation in purchasing decisions through TikTok's yellow cart feature could be explained by the independent variables (content quality and affiliate credibility). The adjusted R² value was 0.558, providing a more accurate measure of the model's explanatory power by accounting for the number of predictors in the model.

3.2 Discussion

3.2.1 Influence of Content Quality on Purchasing Decisions

The results of this study indicate that content quality has a significant positive influence on purchasing decisions through TikTok's yellow cart feature ($\beta = 0.391$, $t = 4.217$, $p < 0.05$). This finding supports the first hypothesis (H₁) and aligns with previous research on the role of content quality in social commerce. The standardized coefficient (Beta) of 0.391 suggests that for every one standard deviation increase in content quality, there is a 0.391 standard deviation increase in purchasing decisions, holding all other variables constant. These results are consistent with the findings of Fitriani et al. (2023), who found that the effectiveness of advertisements on TikTok depends largely on the quality and creativity of the content. Similarly, Putri & Silvianita (2024) highlighted the importance of visual appeal and creativity in driving purchasing decisions on social media platforms. The significant influence of content quality on purchasing decisions can be attributed to several factors.

First, high-quality content on TikTok effectively captures users' attention in a platform characterized by rapid content consumption. As noted by Lahus et al. (2023), the average user scrolls through TikTok content quickly, making visually appealing and creative content essential for stopping the scroll and engaging users. Second, informative content that clearly communicates product features, benefits, and uses helps reduce uncertainty and perceived risk associated with online purchases. Duta et al. (2022) emphasized that providing comprehensive product information through engaging content can significantly influence purchasing decisions by enabling consumers to make more informed choices. Third, relevant content that aligns with users' interests and needs creates a connection between the product and the consumer's lifestyle, increasing the likelihood of purchase. As Rimbasari et al. (2023) noted, content that resonates with users' personal interests is more likely to trigger purchasing behavior than generic promotional content. Finally, entertaining

content creates positive associations with the product, enhancing brand perception and purchase intention. Sholikhah & Rokhmat (2024) found that entertainment value in TikTok content significantly influenced users' attitudes toward advertised products and their purchase intentions.

In the context of TikTok's yellow cart feature, content quality plays a crucial role in transforming casual browsing into purchasing actions. The feature's integration into the content viewing experience makes the quality of the content directly linked to the purchasing decision, as users can immediately add products to their cart while watching engaging content. This creates a seamless path from discovery to purchase that is heavily influenced by how well the content presents the product and captures user interest.

3.2.2 Influence of Affiliate Credibility on Purchasing Decisions

The results of this study indicate that affiliate credibility has a significant positive influence on purchasing decisions through TikTok's yellow cart feature ($\beta = 0.467$, $t = 5.038$, $p < 0.05$). This finding supports the second hypothesis (H_2) and aligns with previous research on the importance of trust and credibility in social commerce. The standardized coefficient (Beta) of 0.467 suggests that for every one standard deviation increase in affiliate credibility, there is a 0.467 standard deviation increase in purchasing decisions, holding all other variables constant. These results are consistent with the findings of Devi et al. (2023), who emphasized that trust is a critical factor in online purchasing decisions, particularly in social commerce where consumers rely on affiliates for product recommendations. Similarly, Nesanta et al. (2024) found that the perceived credibility of content creators significantly influenced consumers' purchase intentions on social media platforms. The significant influence of affiliate credibility on purchasing decisions can be attributed to several factors.

First, trustworthy affiliates reduce perceived risk associated with online purchases. In the context of TikTok, where users may be discovering new products and brands, the credibility of the affiliate presenting the product serves as a proxy for the quality and reliability of the product itself. As noted by Wahyuningrum et al. (2024), consumers often rely on trusted affiliates to navigate the abundance of product options available online, using the affiliate's endorsement as a quality signal.

Second, affiliates with perceived expertise in the product category provide valuable information and insights that help consumers make informed purchasing decisions. Utomo et al. (2023) highlighted that affiliates who demonstrate knowledge and competence in their field are more effective in influencing purchasing decisions than those who lack expertise. This is particularly relevant in the TikTok context, where affiliates often create content showcasing product usage, reviews, and comparisons.

Third, authentic affiliates who maintain consistency in their recommendations and engage meaningfully with their audience build stronger relationships with their followers, increasing their influence on purchasing decisions. As found by Sholikhah & Rokhmat (2024), influencer marketing on TikTok is most effective when the influencer is perceived as genuine and maintains authentic connections with their audience. The yellow cart feature leverages this trust relationship, allowing affiliates to provide direct purchasing opportunities to their engaged audience.

The higher beta coefficient and t-value for affiliate credibility compared to content quality suggest that affiliate credibility has a stronger influence on purchasing decisions through TikTok's yellow cart feature. This finding underscores the importance of trust and credibility in social commerce, particularly in platforms like TikTok where users may encounter new products and brands through affiliate content.

3.2.3 Simultaneous Influence of Content Quality and Affiliate Credibility on Purchasing Decisions

The results of this study indicate that content quality and affiliate credibility simultaneously have a significant positive influence on purchasing decisions through TikTok's yellow cart feature ($F = 63.725$, $p < 0.05$). This finding supports the third hypothesis (H_3) and highlights the synergistic effect of these factors in influencing purchasing decisions. The coefficient of determination (R^2)

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value of 0.567 indicates that content quality and affiliate credibility together explain 56.7% of the variation in purchasing decisions, suggesting a substantial combined influence.

These results align with previous research on the multifaceted nature of social commerce dynamics. Sholikhah & Rokhmat (2024) found that content marketing, viral marketing, and influencer marketing collectively influenced purchase decisions among TikTok Shop users, emphasizing the importance of considering multiple factors in understanding social commerce behavior. Similarly, Wahyuningrum et al. (2024) highlighted the interplay between online consumer reviews, promotions, and platform features in shaping purchasing decisions on TikTok.

The significant simultaneous influence of content quality and affiliate credibility can be explained by the complementary nature of these factors. High-quality content captures attention and creates interest in the product, while credible affiliates provide the trust and reassurance necessary for converting interest into purchase action. Together, they create a compelling case for the product that addresses both emotional (through engaging content) and rational (through trustworthy information) aspects of consumer decision-making.

In the context of TikTok's yellow cart feature, this synergistic effect is particularly important. The feature's integration into the content viewing experience means that users are making purchasing decisions while actively engaging with content from affiliates they follow. The quality of the content determines whether users notice and engage with the product, while the credibility of the affiliate influences whether they trust the product enough to add it to their cart. Together, these factors create a powerful influence on purchasing decisions, as evidenced by the high F-value and R² in this study.

3.2.4 Theoretical and Practical Implications

From a theoretical perspective, the findings of this study contribute to the understanding of consumer behavior in social commerce contexts, particularly on short-form video platforms like TikTok. The results support and extend existing theories on the role of content quality and source credibility in influencing purchasing decisions, providing specific insights into how these factors operate in the unique environment of TikTok's ecosystem. The higher influence of affiliate credibility compared to content quality suggests that in social commerce, trust and relationships may play a more central role than traditional content attributes, highlighting the social aspect of social commerce.

The findings also extend the Technology Acceptance Model (TAM) to the context of social commerce features like TikTok's yellow cart. The significant influence of content quality and affiliate credibility on purchasing decisions suggests that beyond perceived usefulness and ease of use, factors related to trust, entertainment, and information quality play crucial roles in the adoption and use of social commerce features. This extends TAM by incorporating social and content-related factors that are particularly relevant in the context of social media platforms.

From a practical perspective, the findings of this study have several implications for businesses, marketers, and content creators operating on TikTok. First, the significant influence of content quality highlights the importance of investing in high-quality, creative, and informative content that effectively showcases products. Businesses should focus on creating content that is visually appealing, entertaining, relevant to their target audience, and provides clear information about their products. This may involve collaborating with professional content creators or providing resources and guidelines for affiliates to create effective content.

Second, the stronger influence of affiliate credibility compared to content quality suggests that businesses should prioritize building relationships with credible affiliates who have established trust with their audience. This may involve developing more stringent criteria for selecting affiliates based on their perceived trustworthiness, expertise, and authenticity, rather than solely focusing on reach or engagement metrics. Additionally, businesses should support affiliates in maintaining their credibility by providing accurate information about products and encouraging transparent communication with their audience.

Third, the significant simultaneous influence of content quality and affiliate credibility suggests that businesses should adopt an integrated approach to social commerce on TikTok, focusing on both content strategy and affiliate relationships. This may involve developing comprehensive guidelines for content creation that ensure both quality and credibility, as well as providing training and resources for affiliates to create effective content that maintains their authenticity.

3.2.5 Limitations and Future Research Directions

While this study provides valuable insights into the influence of content quality and affiliate credibility on purchasing decisions through TikTok's yellow cart feature, it has several limitations that should be acknowledged. First, the sample size of 100 valid responses, although meeting the minimum requirements for statistical analysis, is relatively small considering the large population of TikTok users in Indonesia. Future research should aim for larger sample sizes to enhance the generalizability of findings. Second, the cross-sectional design of this study provides a snapshot of relationships at a single point in time, limiting the ability to establish causality or observe changes in these relationships over time. Future research could employ longitudinal designs to track how the influence of content quality and affiliate credibility evolves as users become more familiar with the yellow cart feature and as TikTok's ecosystem continues to develop. Third, this study focused specifically on two independent variables (content quality and affiliate credibility), which together explained 56.7% of the variation in purchasing decisions. While this indicates a substantial influence, it also suggests that other factors not included in this study may play significant roles in shaping purchasing decisions on TikTok. Future research could explore additional variables such as promotional incentives, social proof, platform trust, and product characteristics to develop a more comprehensive understanding of social commerce dynamics on TikTok. Fourth, this study employed a quantitative approach, which provides statistical evidence of relationships but may not capture the nuanced experiences and perceptions of users. Future research could employ mixed methods or qualitative approaches to gain deeper insights into how users interact with affiliate content and make purchasing decisions through the yellow cart feature.

Finally, this study was conducted in the Indonesian context, which may limit the generalizability of findings to other cultural contexts. Future research could explore cross-cultural differences in how content quality and affiliate credibility influence purchasing decisions on TikTok, providing insights into the role of cultural factors in social commerce dynamics. Despite these limitations, this study makes significant contributions to the understanding of social commerce on TikTok, particularly regarding the influence of content quality and affiliate credibility on purchasing decisions through the yellow cart feature. The findings provide valuable insights for businesses, marketers, and content creators seeking to leverage TikTok's ecosystem for social commerce, as well as for researchers interested in consumer behavior in digital environments.

4. CONCLUSION

This research examined the influence of content quality and TikTok affiliate credibility on purchasing decisions through the yellow cart feature among Indonesian consumers. The findings confirmed all three hypotheses, demonstrating significant relationships between the variables under investigation. Affiliate credibility emerged as the strongest predictor of purchasing decisions ($t = 5.038, p < 0.05$), followed by content quality ($t = 4.217, p < 0.05$). Furthermore, the F-test results ($F = 63.725, p < 0.05$) confirmed that these variables collectively exert a significant influence on purchasing decisions, with the model explaining 56.7% of the variance in consumer purchasing behavior through TikTok's yellow cart feature.

The study makes several important theoretical contributions to social commerce literature. First, it extends the Technology Acceptance Model (TAM) by incorporating content and credibility dimensions specific to short-form video platforms, demonstrating that beyond technical aspects, social and trust factors significantly influence feature adoption. Second, the research provides

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empirical evidence supporting the hierarchy of influences in social commerce, where affiliate credibility demonstrates stronger impact than content characteristics, highlighting the primacy of trust relationships in digital marketplaces. Third, the findings validate the synergistic effect of multiple marketing elements working simultaneously within the unique ecosystem of entertainment-based commerce platforms like TikTok.

From a practical perspective, the results offer valuable insights for businesses and marketers operating in the TikTok ecosystem. The stronger influence of affiliate credibility suggests that businesses should prioritize building relationships with authentic, trusted content creators rather than focusing exclusively on content production values. Companies should implement more rigorous affiliate selection processes that evaluate perceived trustworthiness, expertise, and audience connection. Simultaneously, investing in high-quality, informative, and visually appealing content remains essential, particularly content that seamlessly integrates product information within engaging narratives. The significant combined effect of both variables indicates that businesses should adopt a comprehensive approach to TikTok marketing, developing strategies that address both content quality standards and credibility-building practices.

Methodologically, this research contributes to the field by simultaneously examining multiple elements of the social commerce ecosystem rather than isolating individual factors. The development and validation of measurement instruments specific to TikTok's yellow cart feature provides valuable tools for future studies in this domain. Additionally, the research offers unique insights into the Indonesian market, where TikTok has experienced explosive growth as a commerce platform, providing contextual understanding of consumer behavior in this emerging digital marketplace.

Despite its contributions, this study has several limitations that should be acknowledged. First, the research focused exclusively on consumers aged 17-35 residing in the Jabodetabek area, limiting its generalizability to other demographic segments and geographic regions within Indonesia. Second, the cross-sectional design provides only a snapshot of relationships at a specific point in time, unable to capture the dynamic nature of the rapidly evolving TikTok platform. Third, the reliance on self-reported measures may introduce response biases that affect the validity of the findings. Fourth, the study did not account for potential differences across product categories or price ranges, which might moderate the relationships observed. Finally, as TikTok continues to evolve its features and algorithms, the specific dynamics identified may change over time.

Future research should address these limitations by expanding the scope to include diverse demographic segments and geographic regions, providing more comprehensive insights into TikTok's influence across different consumer groups. Longitudinal studies would be valuable for tracking how the effectiveness of content quality and affiliate credibility changes as the platform matures and users become more experienced with social commerce features. Researchers should investigate potential moderating variables such as product type, price point, and brand familiarity that may influence the strength of relationships identified in this study. Additionally, studies employing experimental designs or behavioral data would complement self-reported measures by examining actual purchase behavior rather than intentions. Future research could also explore potential negative effects of excessive affiliate marketing on user experience and platform trust, as well as examining how emerging technologies like augmented reality and artificial intelligence may transform the social commerce landscape on TikTok.

This research has established an important foundation for understanding effective marketing strategies within TikTok's unique social commerce ecosystem. The findings emphasize the need for a comprehensive approach that leverages both high-quality content creation and credible affiliate relationships to maximize influence on consumer purchasing decisions. As social commerce continues to evolve, businesses must consider both the individual and collective impacts of these factors to develop effective strategies that drive conversions through innovative features like

TikTok's yellow cart, while researchers must continue to explore the complex dynamics of consumer behavior in these rapidly changing digital environments.

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