

ABSTRACT

The rapid development of digital has made TikTok an effective marketing platform, especially in promoting skincare products to Generation Z. Creative content produced by influencers has proven to attract audience attention, but its effectiveness in driving purchases has not been widely studied, especially in the context of cooperation with affiliates. This understanding is important so that businesses can develop marketing strategies that are well targeted and have a direct impact on increasing sales. This study uses affiliate marketing as an intermediary variable to examine how TikTok marketing content affects consumer interest in marketing purchases. Data were collected from 190 TikTok user respondents who had seen skincare products marketing content. This study adopts a quantitative approach using the PLS-SEM method from SmartPLS 4.0. Testing was conducted on the outer model, inner model, mediation test, and descriptive analysis. The results indicated that both directly and indirectly through affiliate marketing, marketing content significantly and positively influences purchase intention. Purchase intention is also positively and significantly influenced by affiliate marketing. Because affiliate marketing has been proven to enhance this relationship, combining affiliate marketing with content is crucial to improving the effectiveness of digital marketing on TikTok.

Keywords: *content marketing, affiliate marketing, purchase intention, tiktok*