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## Monetization of Tiktok Affiliate Marketing on Customer Engagement for Skin Care Product: Halal Social Media Perspective

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**Abstract:** Halal industry is not only in products such as food, drinks or products that can be consumed directly, but also in the use of social media. The content available on social media, in this case TikTok, is not only content in entertainment packaging but also marketing a product. Skin care products are no exception. There is content that has been created by affiliates on TikTok to attract consumers to make purchases. This study provides findings on how halal social media in moderating the relationship between tiktok affiliates and the number of consumers interested in skin care products. The implication is that, for business actors, investing in social media, especially to make their products in accordance with Islamic sharia, will provide benefits, especially so that Muslim consumers can choose or buy these products. As for the research conducted, it was found that In the model, the results of the analysis show findings that the determinants of consumer intention to purchase halal cosmetic products are significantly influenced through all variables, namely Tiktok Affiliate Marketing, Customer Engagement, and Halal Social Media where all the hypotheses proposed are proven to fulfill the initial hypothesis proposed.

**Keyword:** Tiktok Affiliate Marketing, Customer Engagement, & Halal Social Media

### INTRODUCTION

Social media, especially for international brands, minimizes geographical distance to reach potential customers. (Yulianto et al., 2022) In 2017, about 33% of global advertising was transacted through digital media. However, the effectiveness of advertising efforts on social media is still controversial because its effectiveness cannot be accurately measured (Herjanto et al., 2023).

Religiosity is an important element in Islam. Because being a pious Muslim means following the instructions of the Qur'an and the Prophet Muhammad SAW (Sheak & Abdulrazak, 2023). Some literature states that a person's religiosity is one of the factors that determine the level of satisfaction with the product or service consumed (Oyner & Korelina, 2016). The internet can be used to find information and knowledge, as a communication tool,

and to facilitate marketing. Sellers use social media as a means of interaction between sellers and buyers to sell their services and products (Ag Majid et al., 2021).

One of them is using TikTok. According to Hootsuite data, TikTok is the 6th most used social media and TikTok is the 6th most popular social media. TikTok is a social media marketing tool. According to Mangulir (Javornik & Mandelli, 2012) in (Sakas et al., 2023) social media marketing uses the cultural context of a society, such as social networks, visual worlds, and social news sites, to promote something communication and brand building goals to be achieved (Issn et al., 2023).

According to Kompas.com, TikTok is estimated to have 775 million active users by 2022. TikTok is a social media platform that allows users to create, edit, and share videos using various filters and video durations of 15 seconds, 60 seconds, and 3 minutes. (Sulaiman et al., 2023) according to Heurer the dimensions of social media measurement are: Context, which is a way of conveying messages to the audience to get attention, information, advertisements, etc (Review, 2022).

Communication is the process of delivering messages, the information conveyed must be understood by the recipient of the message, and communication requires proper delivery (Bhutto et al., 2022) Collaboration, which is working together to produce something efficient and effective (Sakas et al., 2023) Connection, which is maintaining the relationship built to provide comfort in the next relationship).According to the Influencer Marketing Hub report, TikTok has 1 billion monthly active users. A large number of TikTok users spend money on TikTok Shop (Sholihin et al., 2023).

In February 2021, TikTok was recorded as one of the apps with the highest user spending, with a value of \$110 million or IDR 1.6 trillion (Herjanto et al., 2023). Basically, how TikTok affiliates work is very similar to other affiliate marketing platforms (Sakas et al., 2023). It is common to include links to related products directly in the profile video or profile. The seller can then track the transactions of each affiliate marketer and pay commissions accordingly.

According to Al-Qardawi, "Halal" means everything and activity that is permissible to consume or do according to Islamic Law (Sheak & Abdulrazak, 2023). The use of social media has the potential to build deep relationships that result in greater harmony for Muslims with non-Muslims (Ag Majid et al., 2021). In a broader sense, this means that Muslims can utilize digital technology to spread Islamic spirituality and rituals (Oyner & Korelina, 2016). A common argument is that digital technology changes people's religiosity and piety (Binsaheed et al., 2023).

This has a greater impact on societies with conservatism and traditionalism than societies with pluralism and openness (Lee et al., 2024). Today, most Islamic countries that access websites also access social media (Sulaiman et al., 2023). The acceptance of social media in the religious sphere in Islamic societies varies. For example, some Islamic scholars have issued fatwas against social media for allegedly using it for false trade and propaganda (Bhutto et al., 2022).

Muslim consumers generally like products with a halal approach (Fox & Wareham, 2010). However, because all Muslims have different levels of religiosity, all Muslim consumers have different levels of Sharia compliance, thus affecting one's attitude (Issn et al., 2023). Companies continue to strive to achieve new breakthroughs in building sustainable relationships with consumers, which can have an impact on consumer loyalty to the company (Pholen & Londe, 1998).

To win this era of intense business competition, economic actors must also be able to understand the circumstances and conditions of consumers, make them loyal, and connect them with their products (Lee et al., 2024). One way to achieve the company's goal of being able to sell large quantities of products and generate high profits, (Binsaheed et al., 2023) is to

make consumers aware of the event as if they were doing it to a product, or to what is commonly referred to in marketing language as customer loyalty (Choi et al., 2022).

Customer loyalty is a state in which consumers feel a psychological connection and commitment to a brand, as if they have an ongoing relationship with the brand (Review, 2022). Customer loyalty has a positive impact on the company because of the bond between consumers, thus influencing the development of a sense of consumer loyalty to the company's products. of course this is very profitable for the company because it can attract these customers (de Silva, 2021).

The concept of customer loyalty has become an important learning point for business professionals (Fox & Wareham, 2010). In this era of intense competition, economic actors must not only produce high-quality products, but also find ways to keep consumers loyal and not switch to other brands (Sandhu, 2023). By successfully implementing the concept of customer engagement, companies are able to gain valuable loyal consumer assets (Yulianto et al., 2022). Having loyal consumers is very beneficial for businesses because they have a container that is ready to accept the products they produce and can reduce advertising costs for businesses (Dhankhar et al., 2023).

Pollen, W. and Londe, S. state that customer engagement is the level of physical, cognitive, and emotional presence of consumers towards a company (Pholen & Londe, 1998). Success in creating emotional relationships between consumers and businesses is certainly highly desired by businesses around the world. Because, many companies in the world cannot last long if they only focus on producing products and do not think about what to do with these products. Building relationships with customers (Phuong Dung et al., 2023).

Implementing customer engagement improves employee performance, increases sales, and increases competitive advantage (Feizollah et al., 2021). The factors that influence customer loyalty are: Marketing content, information quality, reliability, and brand image. (Osman et al., 2022). Content marketing is an advertising strategy via the internet or social media (Javornik & Mandelli, 2012). The use of social media and the Internet has a significant impact on the adoption of a company's products. The development of communication technology also has an impact, where most people now have smartphones that they usually use to access the internet, and most also have social media accounts (Chen et al., 2024).

Content is also one of the factors that attract web products or virtual cursive (Kosiba et al., 2018). Skin care products also use this strategy to attract consumers (Kim & Kim, 2014). Skin care products use social media and websites not only to promote their products but also to build relationships with consumers, such as providing information about outdoor events organized by management (Yulianto et al., 2022). Skin care products are designed to retain customers and influence consumer commitment to skin care products. Apart from marketing content, another factor that affects customer loyalty is information quality (Bozkurt et al., 2022).

The quality of information is determined by the fact that the message has content, form, and time that is important to the recipient (Dhankhar et al., 2023). Quality information from trusted sources gives people confidence in the information they receive (Choi et al., 2022). When consumers receive information about a product or service from someone who seems to know more about the product or service they want to use, they are likely to trust that person (Phuong Dung et al., 2023). Consumers who share information about products with others indirectly involve them in the marketing of a company's products (Kumar Sunny, 2022).

The quality of the right information provided by businesses and consumers has a significant impact on businesses (Bozkurt et al., 2022). Influencer marketing became a \$10 billion industry in 2020, and platforms like TikTok are popular for user collaboration (de Silva, 2021). However, many marketing managers still lack understanding of these platforms compared to their knowledge of traditional media channels, making it difficult to make the right decisions in this fast-paced environment (Sandhu, 2023).

**METHOD**

The approach used in this research is a quantitative approach. According to Sugiyono (2019), quantitative research is research that uses statistical analysis and research data in the form of numbers. This approach is a scientific method that is empirical, objective, measurable, rational and systematic. The research design is a reference to the research strategy used by researchers to obtain valid data and research tools in accordance with the characteristics and objectives of the study. The research design itself consists of the main activities: data collection design and sampling design. The purpose of this study is to determine the role of Halal social media in influencing Tiktok Affiliate Marketing in customer interaction with skin care products. This research uses quantitative descriptive analysis with data collection through a survey in the form of a questionnaire. The conceptual framework is as follows:

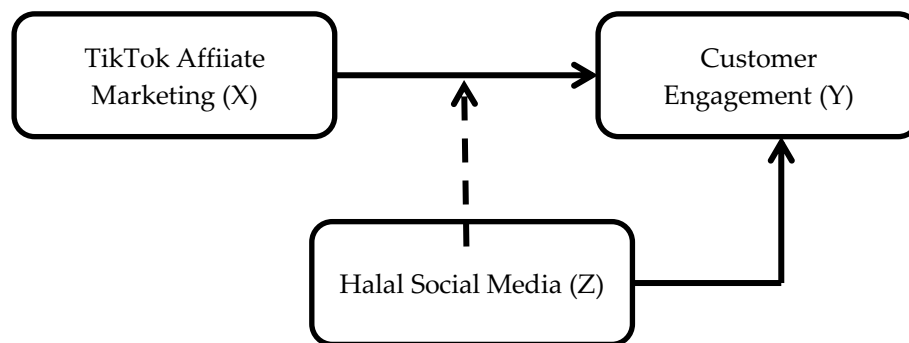


Figure 1. Conceptual Framework

**RESULT AND DISCUSSION**

Testing the validity of the instrument aims to determine the level of accuracy of the use of measuring instruments on the variables being measured. To test the validity of an instrument, a product moment correlation calculation is used, namely the correlation of each statement item with the total score. Device reliability testing is carried out to determine the level of reliability or consistency of a measurement device. Cronbach's alpha was used for reliability testing. The results of detailed testing of the validity and reliability of the instrument are presented in the following summary table

Table 1. Validity and Reliability Test Results

Variable	Code	Indicator	Sig. 2-tailed	Person Correlation	Alpha Coefficient	Result
<i>Tiktok Affiliate Marketing</i>	X	<i>Trustworthiness</i>	0,000	0,799	0,759	Valid and Reliable
		<i>Expertise</i>	0,000	0,824		
		<i>Attractiveness</i>	0,000	0,546		
<i>Customer Engagement</i>	Y	<i>Communication</i>	0,000	0,812	0,824	Valid and Reliable
		<i>Customer Profilling</i>	0,000	0,790		
		<i>Using Knowledge</i>	0,001	0,733		
<i>Halal Social Media</i>	Z	<i>Creation</i>	0,000	0,827	0,863	Valid and Reliable
		<i>Sharing</i>	0,000	0,874		
		<i>Connecting</i>	0,002	0,665		

Source : Primary Data Processed (2024)

Based on Table 1, all items of the Tiktok Affiliate Marketing (X), Customer Engagement (Y), and Halal Social Media (Z) variable research instruments are declared valid because the probability value  $<0.05$  ( $p < 0.05$ ) and are also said to be reliable because the Cronbach alpha coefficient value  $> 0.5$ , so that all items in this research instrument can be said to be suitable for further testing.

As for the next research results in table 2, it can be seen that the correlation coefficient between the independent variable and the dependent variable is 0.703. This proves that there is a positive correlation between the Tiktok Affiiate Marketing variable (X), the Customer Engagement variable (Y) and Halal Social Media (Z) where the correlation between these variables can be classified in the very strong category. The coefficient of determination (Adjusted R Square) as

**Table 2. Variable Analysis Test Results**

Variable	Code	Standardized Coefficient	Tcount	Sig.	Result
(Constant)			-5.722		
<i>Tiktok Affiliate Marketing</i>	X	.181	2.967	.003	Significant
<i>Customer Engagement</i>	Y	.395	5.741	.000	Significant
<i>Halal Social Media</i>	Z	.273	3.485	.005	Significant
R			.703		
<i>Adjusted R Square</i>			.478		
F count			32.034		
F table			9,16		
Sig. F			.000		
A			.05		

Source: Primary Data Processed (2024)

The material tested is to answer all hypotheses proposed using multiple regression. The aim is to determine whether the independent variable Tiktok affiliate marketing has a simultaneous or partial effect on the dependent variable Halal social media (via Customer Engagemnet) on the purchase of Halal cosmetics. A summary of the calculation results is shown in the table below.

**Table 3. F Test Result**

Code	Statement	Value	Status
Hmodel	It is suspected that Tiktok Affiliate Marketing and halal social media simultaneously affect customer engagement.	F = 32,034 Sig F = 0 Ftabel = 9,16	Meet
H1	It is suspected that Tiktok Affiliate Marketing has an effect on customer engagement	Thitung = 2,967 Sig = 0,003	Support Hypothesis
H2	It is suspected that halal social media has an effect on customer engagement	Thitung = 5,741 Sig = 0,001	Support Hypothesis
H3	It is suspected that halal social media moderates the influence of Tiktok Affiliate Marketing on customer engagement.	Thitung = 4,965 Sig = 0,000	Support Hypothesis

Table 3 proves the first hypothesis (Model Hypothesis) through the F Test, which is a simultaneous test of the influence of the Tiktok Affiliate Marketing and Halal Social Media variables on Customer Engagement for halal cosmetic products. The conclusion obtained is that the  $H_0$  test results are rejected, this can be proven by the amount of Fcount of 32.034. This Fcount value is greater than the F table ( $32.034 > 9.16$ ) which proves that in the model there is a significant influence between the Tiktok Affiliate Marketing and Halal Social Media variables on Customer Engagement for halal cosmetic products.

Testing the next hypothesis partially ( $H_1$ ) to  $H_3$  through the t test. For  $H_1$ , the tcount value is 2.967. This value is greater than the t table ( $2.967 > 1.980$ ). Thus the test results show that  $H_0$  is rejected. This shows that Tiktok Affiliate Marketing has a significant influence on customer engagement on consumer preferences for halal cosmetic products. For  $H_2$ , the tcount value is 5.741. This value is greater than the t table ( $5.741 > 1.980$ ). Thus it is evident that the test shows  $H_0$  is rejected. This shows that Halal Social Media has a significant influence on consumer Customer Engagement towards purchasing halal cosmetic products. While in  $H_3$  the tcount value is 4.965. This value is greater than the t table ( $4.965 > 1.980$ ). Thus proving that  $H_0$  is rejected. This proves that halal social media moderates the influence of Tiktok Affiliate Marketing on customer engagement in consumer purchases of halal cosmetic products.

## CONCLUSION

Regarding this model, the analysis results show that the determinants of consumer intention to purchase halal cosmetics are significantly influenced by all variables such as Tiktok affiliate marketing, customer loyalty, halal social media, etc. This fulfills the initial hypothesis proposed. This fulfills the initial hypothesis proposed. The fact shows that in the model, the variables that determine consumer intention to buy halal cosmetics are influenced by variables such as Tiktok affiliate marketing, customer loyalty, and halal social media.

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