

The Effect of TikTok Affiliate on Nuface Skincare Brand Awareness: Content Quality as a Moderator from an Islamic Business Perspective in Bandar Lampung

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ABSTRACT

This study aims to determine the effect of TikTok affiliates on brand awareness of Nuface skincare, with content quality as a moderating variable. This research is based on the development of marketing strategies through the affiliate system on TikTok, which allows users to directly promote products. However, increasing brand awareness is influenced not only by the use of affiliates but also by quality. This study used a quantitative approach with a survey method. The sample in this study amounted to 97 obtained through a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) through the SmartPLS 4 application. Testing included validity testing, reliability testing, coefficient of determination testing, and hypothesis testing using the bootstrapping method. The variables in the study consisted of TikTok Affiliate (X), Brand Awareness (Y), and Content Quality (Z) as moderating variables. The results showed that TikTok Affiliate has a positive and significant effect on Brand Awareness. Content Quality was also proven to have a positive effect on Brand Awareness. However, the Content Quality variable did not act as a moderator in the relationship between TikTok Affiliate and Brand Awareness. This finding implies that business actors need to optimize affiliate marketing strategies directly to build brand awareness for Nuface skincare products.

Keywords: TikTok Affiliate, Brand Awareness, Content Quality, Digital Marketing, Nuface Skincare.

I. Introduction

The development of digital technology, particularly in the realm of social media, has significantly influenced consumption patterns and consumer behavior. Platforms like TikTok are no longer just entertainment, but also function as educational tools, community spaces, and digital marketing tools with wide reach. One significant impact of social media development is its ability to shape consumption patterns and influence consumer behavior. Currently, social media like TikTok has become an important part of people's digital activities, not only as an entertainment platform, but also as a means of education, community, and digital marketing (Tiara Ramadhani, Budimansyah Budimansyah 2021) . A report by We Are Social and

Meltwater (2024) shows that Indonesia has the highest number of TikTok users in the world, reaching 157.6 million. One rapidly growing feature is the affiliate program, where users can share product links through video content and earn a commission from each sale. This system gives anyone the opportunity to act as a product promoter without requiring popularity or public figure status (We Are Social & Meltwater. Digital 2024). TikTok user engagement in Indonesia is also very high. Data from Meltwater (2025) shows that the average TikTok user in Indonesia spends around 45 hours per month on the platform. This figure strengthens TikTok's position as a potential medium for widely introducing products. Through affiliate programs, many active users help disseminate product information through their own content. However, the effectiveness of this information dissemination depends heavily on the quality of the content created, such as attractive visuals, clarity of information, and relevance to audience needs. Content that doesn't align with user interests can reduce the impact on brand awareness (Aulia 2024). TikTok Affiliate is a promotional approach that allows TikTok platform users to share product links through their video content and earn a commission from every sale made through those links. TikTok Affiliate provides an opportunity for ordinary users to participate in product promotions, creating a more personal and authentic relationship with their audience (Rita Ambarwati Sukmono Andriani, Aisyah 2024). Brand awareness is one of the main goals that companies want to achieve. Brand awareness is the ability of consumers to recognize or remember a brand, which is the first step in the purchasing decision-making process. Through creative content, hashtag challenges, and collaborations with influencers, brands can convey their messages effectively and build stronger relationships with their audience (Pratama 2022).

One sector that has capitalized on this potential is the skincare industry. GlobalData (2023) noted that the Indonesian skincare market is expected to grow from IDR 25 trillion in 2021 to IDR 38.4 trillion in 2026. The presence of TikTok users who are members of affiliate programs also plays a role in disseminating product information through short reviews, tutorials, and personal and spontaneous testimonials (GlobalData 2023). Based on Statista data (2024), the market value of skincare products in Indonesia is estimated to reach USD 2.1 billion, with an annual growth of 6.75% until 2028. Nuface, as a growing local skincare brand, has begun utilizing affiliate programs on TikTok to expand its product reach. In several product launches such as Nu Glow Hydra Lock & Youthful Skin Serum, consumer enthusiasm has been quite high. However, the results achieved are not only determined by how many users share the product, but also depend on how the content is received by the audience. If the content delivered is uninteresting, uninformative, or irrelevant, its contribution to increasing brand awareness will be less significant (Hening Hasna Reswara, Nikodemus Hans 2024). As a local brand that has begun to be recognized, data from the Tokopedia Skincare Report (2024) shows that Nuface only ranks 12th in the list of the most popular local skincare brands in Indonesia. This indicates a fairly lagging position compared to long-established brands with a strong consumer base, such as Scarlett Whitening, Somethinc, and Erha. In fact, based on research by DataIndonesia.id (2024), only around 4% of skincare consumers aged 17–25 years old named Nuface as the main brand they recognize. Meanwhile, Scarlett Whitening achieved awareness of up to 81%, Somethinc 64%, and Erha reached 52%. This fact raises the question: Why is awareness of Nuface not as strong as its competitors despite implementing a TikTok Affiliate strategy? This is the basis of the main problem in this study, especially regarding the effectiveness of affiliate content on brand awareness among young users.

Based on the pre-survey results above, 30 respondents were recruited through an online questionnaire. This survey covered three main variables: TikTok Affiliate, Brand Awareness, and Content Quality. Regarding the TikTok Affiliate variable, 23 respondents (76.7%) stated they frequently saw Nuface product promotions through TikTok Affiliate. Seventeen respondents (56.7%) expressed increased interest in the product after seeing the promotion, while the remainder admitted they were not interested or motivated to purchase. Furthermore, six respondents (20%) admitted they saw the promotional content but had no impression of the brand. This suggests that despite widespread content, some audiences were not emotionally affected or motivated to take further action. In the Brand Awareness variable, the results showed that 12 to 14 respondents (40–46%) stated that they were not yet clearly familiar with Nuface products, either in terms of logo, packaging, or benefits. Only 13 respondents (43.3%) admitted to knowing the advantages of

Nuface compared to other products. In fact, 15 respondents (50%) did not immediately recall the Nuface brand when talking about skincare, which indicates a lack of brand adhesion and visibility in the minds of consumers. This data is evidence that promotions carried out so far have not succeeded in creating strong brand awareness.

Meanwhile, regarding the Content Quality variable, the majority of respondents considered the Nuface Affiliate TikTok content to be presented in an engaging and creative manner (25 respondents or 83.3%), and easy to understand (23 respondents or 76.7%). However, when asked about the content's relevance to their needs, 13 respondents (43.3%) stated that the content did not align with their personal needs or did not directly address their skin concerns. Furthermore, 11 respondents (36.7%) stated that the promotional content was not convincing enough to build trust in the brand. Overall, this pre-survey revealed that although promotions through TikTok Affiliates have reached a large number of users, most respondents are unfamiliar with or do not fully trust Nuface products. Consumer interest and trust remain low, due to a lack of clear information and content relevance. These findings emphasize that content quality plays a crucial role as a moderating variable in bridging promotional exposure with increased brand awareness. Therefore, this study is crucial to assess the strength of TikTok Affiliates' influence on brand awareness, and the extent to which content quality can strengthen this relationship within the context of digital promotions for Nuface skincare products.

This research is motivated by research gaps in previous studies. Research conducted (Chai and Aulia, 2024) shows that TikTok Affiliate is effective in expanding brand reach and building brand awareness through creative content and direct interaction. TikTok Affiliate increases sales and brand awareness through short video content (Dewi R. S 2023). The effectiveness of TikTok Affiliate has a partial and significant effect on Brand Awareness (Tampenawas 2023). Content quality is an important factor in building brand awareness and purchase intention in TikTok Shop (AMI and Others 2024). Content quality (relevance, originality, information value) increases audience engagement and trust (Nur Sapina, Annisa Nanda 2025). Quality content increases brand trust and awareness (Putri N. A 2023). Affiliate marketing and service features have a positive and significant influence on consumer purchasing interest (Marquerette, LU, & Hamidah 2023). However, other studies show that affiliate marketing does not significantly influence purchasing decisions due to factors influencing purchasing decisions such as marketing content and e-WOM (Putri 2024). Affiliate marketing has no significant effect on purchasing decisions, while live streaming and flash sale programs have a positive and significant effect on purchasing decisions (Rahmawati 2022).

II. Literature Review and Hypothesis Development

2.1. Marketing Management

According to Kotler and Keller in Arif, marketing management is a tool for analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with target markets with the aim of achieving the company's main objectives. Companies must implement marketing management and involve it as one of the important strategies to achieve goals (Arif 2025). The marketing concept is needed in carrying out marketing activities to determine and meet the needs of the target market. At this point, marketing is used as a tool to manage consumer fulfillment. Every company that prioritizes consumers will always consider consumer desires, not just their needs. Consumers will decide what products and services to offer based on consumer preferences and purchasing power levels. This kind of thinking implies that companies must be able to adapt to dynamically changing environmental conditions.

2.2. Brand Equity Theory

The Brand Equity Theory developed by David A. Aaker emphasizes the importance of brand value in creating sustainable competitive advantage. Aaker defines brand equity as a set of assets and liabilities

connected to a brand, which contribute to the value provided by a product or service to a company (Mochammad Reza Firmansyah, Ujang Sumarwan 2021) . (Aaker 1991) brand equity consists of five main elements, namely brand loyalty, brand awareness, brand associations, perceived quality, and other proprietary brand assets (other brand assets such as patents and distribution).

2.3. Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) is a persuasive communication theory developed by Petty and Cacioppo. This theory explains that individuals process persuasive messages through two main pathways: the central route and the peripheral route. In the context of digital marketing, such as TikTok Affiliate, this theory is relevant because audiences can be influenced by both the quality of the message delivered and non-verbal elements such as style, expression, and visual appearance of promotional content (Dwikesumasari 2021). In the context of this research, ELM theory explains that content quality plays a crucial role in shaping brand awareness because it can increase the likelihood of message elaboration by the audience. When affiliate content is structured in an informative, credible, and engaging manner, the audience is more likely to process the message through the central channel, thereby increasing brand awareness. Conversely, irrelevant or uninteresting content will divert the audience's attention to peripheral aspects only. These results align with research by Teng et al. in the Journal of Interactive Marketing, which shows that high cognitive elaboration through social media can increase brand perception and consumer purchase intentions.

2.4. TikTok Affiliate

The TikTok Affiliate Program is an innovation that connects content creators with sellers through a commission system based on the performance and creativity they display in their content.

2.5. Brand Awareness

Brand awareness is the ability of potential customers to recognize and remember a brand. Brand awareness refers to the level of consumer knowledge and awareness of a brand (Nicholas Anthony Setiabudi, Ignatius Wisnu Prabaseno 2023) .

2.6. Content Quality

Content quality is the extent to which content conveys a message clearly, engagingly, relevantly, and credibly to the audience. Quality content reflects message clarity, visual appeal, consistency, and high informative value. In a competitive digital landscape like TikTok, content quality is what differentiates one brand from another. Creativity, relevance, and consistency in content delivery are essential to maintaining audience engagement and increasing conversions.

- H1: Tiktok Affiliate has a positive and significant effect on Brand Awareness of Nuface skincare products.
H2: Content Quality positively moderates the influence of TikTok Affiliate on Brand Awareness.

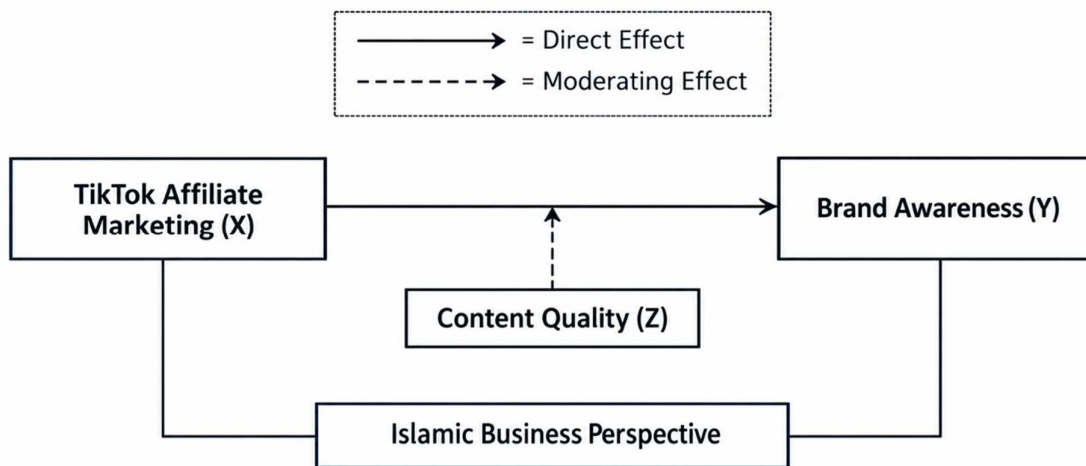


Figure 1. Conceptual Framework

III. Research methods

3.1. Research Approaches and Types

The research method used is quantitative. Quantitative methods are research methods based on the philosophy of positivism, which are used to study specific populations or samples, collecting data using research instruments. This type of research is descriptive, a method used to describe research results, provide descriptions, explanations, and validation of the phenomena being studied. The data used in this study is primary data. Primary data is data obtained directly from primary data sources at the research location or research object.

3.2. Population, Sample, and Data Collection Techniques

A population is the entire object to be studied. (Sugiono 2023) states that a population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study is all active TikTok social media users in Bandar Lampung City who have viewed or interacted with skincare promotional content, specifically Nuface products, through the TikTok Affiliate feature. Sampling in this study used a purposive sampling technique, which is a sampling technique based on considerations, such as the characteristics or properties of a population. The number of samples taken in this study used the Lemeshow formula, this is because the population size is unknown (Makmur 2022) . The respondent criteria in this study include all people who are 17 years old and domiciled in Bandar Lampung City, actively use the TikTok application for shopping, and have seen skincare promotions through TikTok Affiliate, especially Nuface products. The number of samples in this study was 97 respondents. Research Instruments In this study, the author used primary data. The data collection technique in this study was by distributing questionnaires through Google Forms. The tool used as a measurement tool in this study was SEM-PLS (Kevin Jhonathan Kurniawan 2023) .

3.3. Operational Definition of Variables

The operational definition in this study encompasses all understandings of variables based on their observable characteristics. Three types of research variables were used in this study: dependent variables, independent variables, and moderating variables.

3.4. Data Analysis Methods

a. Validity Test

Validity testing was conducted to ensure the validity of the data obtained. An indicator is considered valid if its loading factor is >0.70 . Indicators with values below this limit must be removed and retested until all indicators meet the eligibility criteria.

b. Reliability Test

Reliability testing is conducted by examining Composite Reliability (CR) and Cronbach's Alpha values. An instrument is considered reliable if both values are above 0.70, indicating that the indicators in the variable have good internal consistency and are reliable for use in further analysis (GWC and Others 2024).

c. Hypothesis Testing

Testing was conducted using the bootstrapping method in SmartPLS, by looking at the T-Statistics and P-Value values. A hypothesis is declared significant if it has a T-Statistics value > 1.96 and P-Value < 0.05 , according to the criteria of Hair et al. (2019). If the T-Statistics > 1.96 and P-Value < 0.05 , the relationship between the variables is significant. If the T-Statistics < 1.96 and P-Value > 0.05 , the relationship between the variables is not significant. Complete results are shown in the Path Coefficient Table, which shows the direction, strength, and significance of the influence of each variable.

d. Moderation Test

A moderation test was conducted to determine whether the Content Quality (Z) variable was able to strengthen or weaken the relationship between TikTok Affiliate (X) and Brand Awareness (Y). Moderation was tested by looking at the $X*Z$ interaction value in the SmartPLS bootstrapping output. The moderating variable is declared to act as a moderator if it meets the criteria: T-Statistics > 1.96 , P-Value < 0.05 . If the results meet these requirements, then Content Quality acts as a moderating variable, either as: Moderation strengthens (enhancing moderator) if the interaction coefficient is positive. Moderation weakens (weakening moderator) if the interaction coefficient is negative. However, if the T-Statistics value < 1.96 and P-Value > 0.05 , then Content Quality does not act as a moderator, or is not a moderating variable (non-moderating variable).

IV. Results and Discussion

NuFACE is a technology-based skincare and beauty device brand founded in 2005 by Carol Cole and her two daughters, Tera Peterson and Kim Morales. The brand focuses on microcurrent technology, a low-voltage electrical current that stimulates facial muscles to help tighten skin and reduce signs of aging. This innovation was initially used by beauty professionals in aesthetic clinics, but NuFACE later developed it into a product that can be used independently at home. The products offered by NuFACE generally combine technological devices with supporting skincare. Its main products include the NuFACE Trinity Facial Toning Device, a handheld microcurrent device that functions to tighten facial contours and reduce fine lines; the NuFACE Fix Line Smoothing Device which is intended for specific areas such as the eyes, mouth, and forehead; and the NuFACE Mini+ Starter Kit as a compact version for practical use at home. In addition to these devices, NuFACE also has a range of accompanying skincare products such as the Hydrating Aqua Gel Activator, Super

Vita-C Booster Serum, and Firming & Brightening Activator Cream which function to increase the conductivity and effectiveness of the device's use. (Source: Sephora, Sweetcare, and Felicobeauty).

4.1. Description of Respondent Characteristics

Table 1 Sample Criteria (N = 97)

INFORMATION	N	%
Gender		
Man	6	93.8
Woman	91	6.2
Age		
17 – 20	82	84.4
21 – 25	12	12.5
26 – 30	3	3.1
Work		
Students	67	69.1
Private employees	15	15.5
Housewife	0	0
civil servant	1	1
Businessman	0	0
Other	14	14.4
Income		
<Rp 500,000	43	44.3
Rp. 500,000 – Rp. 1,500,000	28	28.9
Rp. 1,500,000 – Rp. 3,000,000	14	14.4
>Rp 3,000,000	12	12.4
Skincare Use		
<1 Month	49	50.5
1 – 3 Months	21	21.6
4 – 5 Months	14	14.4
>5 Months	13	13.4

4.2. Respondent's Answer Description

Table 2 TikTok Affiliate Respondents' Responses

Item Questionnaire X	Mark					Total
	5	4	3	2	1	
AT1	50.5%	40.2%	9.3%	0%	0%	100%
AT2	32%	49.5%	16.5%	2.1%	0%	100%
AT3	42.3%	40.2%	16.5%	1%	0%	100%
AT4	30.9%	49.5%	17.5%	1%	1%	100%
AT5	33%	47.4%	18.6%	1%	0%	100%
AT6	28.9%	48.5%	21.6%	1%	0%	100%
AT7	37.1%	45.4%	16.5%	1%	0%	100%
AT8	29.9%	47.4%	18.6%	4.1%	0%	100%
AT9	32%	45.4%	20.6%	1%	1%	100%
AT10	22.7%	41.2%	24.7%	9.3%	2.1%	100%
AT11	24.7%	50.5%	22.7%	1%	1%	100%

Respondents' responses to the TikTok Affiliate variable showed excellent results. The majority of respondents rated the program in the agree and strongly agree categories, with the highest percentage at 50.5% for indicator AT1. This indicates that the TikTok affiliate program is considered effective in attracting consumer attention and purchasing interest in Nuface products.

Table 3 Respondents' Responses to Brand Awareness

Item Questionnaire Y	Mark					Total
	5	4	3	2	1	
BA1	18.6%	37.1%	33%	8.2%	3.1%	100%
BA2	24.7%	43.3%	25.8%	6.2%	0%	100%
BA3	19.6%	53.6%	21.6%	5.2%	0%	100%
BA4	23.7%	39.2%	32%	3.1%	2.1%	100%
BA5	22.7%	52.6%	21.6%	3.1%	0%	100%
BA3	19.6%	53.6%	21.6%	5.2%	0%	100%

Respondents' responses to the Brand Awareness variable also showed positive results. Most respondents agreed or strongly agreed, with BA3 at 53.6%, indicating they were familiar with and remembered the Nuface brand. These results indicate that TikTok affiliate marketing has a significant impact on increasing brand awareness among consumers.

Table 4. Respondents' Responses to Content Quality

Item Questionnaire Z	Mark					Total
	5	4	3	2	1	
KK1	27.8%	45.4%	22.7%	4.1%	0%	100%
KK2	29.9%	52.6%	13.4%	3.1%	1%	100%
KK3	25.8%	53.6%	16.5%	4.1%	0%	100%
KK4	20.6%	48.5%	27.8%	3.1%	0%	100%
KK5	23.7%	45.4%	27.8%	3.1%	0%	100%

Respondents' responses to the Content Quality variable showed a positive trend. The majority of respondents chose the agree and strongly agree categories, with the highest indicator being KK2 at 29.9%. This indicates that promotional content through TikTok affiliates is considered engaging, informative, and capable of increasing brand awareness of Nuface skincare products.

4.3. Research Analysis Results

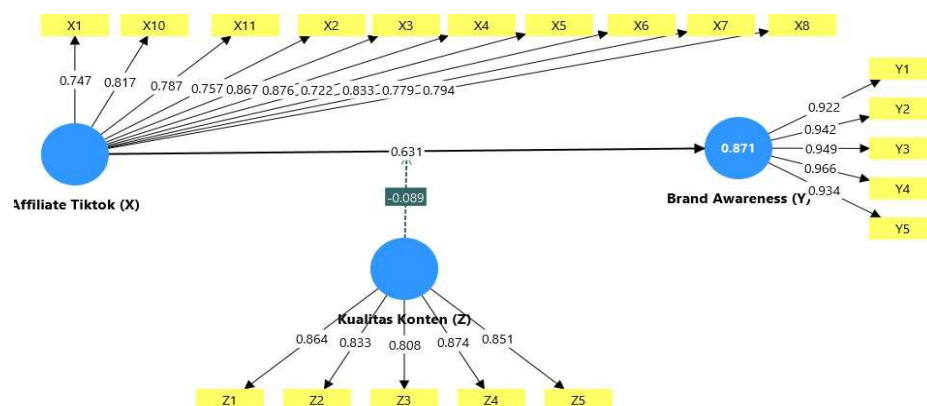


Figure 1. Outer Loading Test Validity Test

All indicators have met the loading factor value >0.7 so they are declared valid.

Table 5 Validity Test

Note	TikTok Affiliate (X)	Brand Awareness (Y)	Content Quality (Z)	Content Quality (Z) X TikTok Affiliate (X)	Note
X.1	0.747				Valid
X.10	0.817				Valid
X.11	0.788				Valid
X.2	0.760				Valid
X.3	0.864				Valid
X.4	0.873				Valid
X.5	0.723				Valid
X.6	0.834				Valid
X.7	0.779				Valid
X.8	0.796				Valid
Y.1		0.922			Valid
Y.2		0.942			Valid
Y.3		0.949			Valid
Y.4		0.966			Valid
Y.5		0.934			Valid
Z.1			0.857		Valid
Z.2			0.829		Valid
Z.3			0.807		Valid
Z.4			0.876		Valid
Z.5			0,853		Valid
Content Quality (Z) X TikTok Affiliate (X)				1,000	Valid

The table above shows that all statement items in the research have met the validity value requirements, and each research indicator has shown a value above 0.7, so it can be said to be valid.

Table 6. Results of Cronbach's Alpha Construct Reliability and Validity

Note	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Affiliate TikTok (X)	0.937	0.947	0.946	0.639
Brand Awareness (Y)	0.969	0.969	0.976	0.889
Quality Content (Z)	0.902	0.918	0.927	0.717

The table above shows that all variable values in the reliability test using Average Variance Extracted (AVE) had values > 0.5 and Composite Reliability values > 0.7 . Therefore, it can be concluded that the tested variables are valid and reliable. The Cronbach's Alpha test results also confirmed that all variables had a high level of internal consistency. The Cronbach's Alpha value for the Content Quality variable was 0.902, TikTok Affiliate was 0.937, and Brand Awareness was 0.969. All of these values are well above the minimum threshold of 0.7, thus concluding that all indicators within each variable have high reliability.

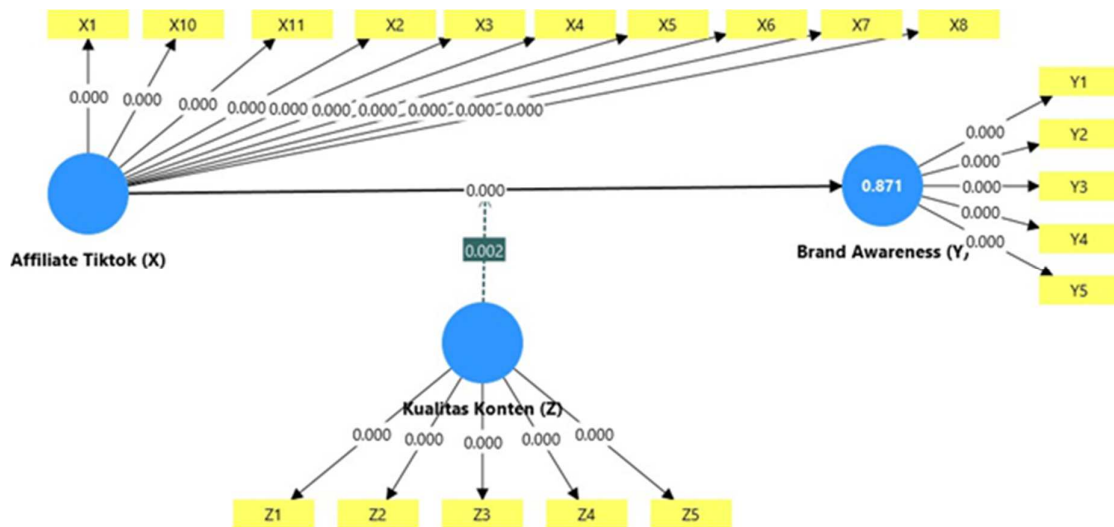


Figure 2. Bootstrapping Testing

Based on the bootstrapping test results shown in the figure above, it can be seen that each relationship path between variables has a different coefficient value. To determine the significance of the relationship, the bootstrapping results are then presented in Table 4.11, which contains the T-Statistics and P-Value. A relationship is declared significant if the T-Statistics > 1.96 and P-Value < 0.05, according to the criteria.

Table 7. Path Coefficient Results

Hypothesis	Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (O/Stdev)	P Values
H1	Affiliate TikTok (X) -> Brand Awareness (Y)	0.631	0.635	0.055	11,442	0,000
H2	Content Quality (Z) X Affiliate TikTok (X) -> Brand Awareness (Y)	- 0.089	- 0.089	0.028	3,141	0.002

The results show that TikTok Affiliates have a positive and significant influence on Brand Awareness. This is proven by looking at the test results in the table above, where the Original Sample value is 0.631, which means that TikTok Affiliates have a positive influence on Brand Awareness, and the T-Statistics value is 11.442, and the P-Value is 0.000 < 0.05, which means that TikTok Affiliates have a significant influence on Brand Awareness. Therefore, it can be concluded that the first hypothesis stating that TikTok Affiliates have a positive and significant influence on Brand Awareness is supported. The interaction between Content Quality and TikTok Affiliates has a negative and significant effect on Brand Awareness. This is evidenced by the test results in the table above, where the Original Sample value is -0.089, which means the relationship between TikTok

Affiliates and Brand Awareness weakens when moderated by Content Quality, with a T-Statistics value of 3.141, and a P-Value of $0.002 < 0.05$, which means the effect is statistically significant. Thus, it can be concluded that the fourth hypothesis, which states that Content Quality significantly moderates the effect of TikTok Affiliates on Brand Awareness, but with a negative moderation direction. Therefore, content quality negatively and significantly moderates the effect of TikTok Affiliates on Brand Awareness, remains Supported.

4.4. Discussion

The analysis of the influence of TikTok Affiliate on Brand Awareness with Content Quality as a moderating variable was conducted using the SmartPLS 4 application. The data processing process involved validity and reliability testing to ensure the quality of the research instrument. Based on the test results, all variables in the study were declared valid and reliable, as indicated by Composite Reliability and Cronbach's Alpha values, each of which were greater than 0.7. Furthermore, the results of the analysis were used to test the research hypotheses and answer the established problem formulation, as explained in the following section:

a. The Influence of TikTok Affiliates on Brand Awareness

The results show that TikTok Affiliates have a positive and significant influence on Brand Awareness. This is proven by looking at the test results in the table above, where the Original Sample value is 0.631, which means that TikTok Affiliates have a positive influence on Brand Awareness, and the T-Statistics value is 11.445, and the P-Value is $0.000 < 0.05$, which means that TikTok Affiliates have a significant influence on Brand Awareness. Therefore, it can be concluded that the first hypothesis stating that TikTok Affiliates have a positive and significant influence on Brand Awareness is supported. According to Kotler and Keller, in Marketing Management theory, innovative promotional activities can increase consumer perception of a brand, as consumers more easily recognize and remember products frequently featured in digital media. The TikTok Affiliate program leverages the power of influencers and creative content to reach a broad audience, thereby strengthening brand recall and recognition. These results align with research by Rusmiati and Tampenawas, who found that TikTok Affiliate had a significant positive effect on brand awareness for Hanasui skincare. Similarly, Vanesa Minardi and Sisca Aulia stated that TikTok's affiliate program is effective in expanding brand reach and building consumer awareness through collaboration with content creators. The more frequently consumers see Nuface products promoted through TikTok Affiliate by creators they trust, the greater their awareness and recall of the brand.

b. Content Quality Moderates the Influence of TikTok Affiliates on Brand Awareness

The results show that the interaction between Content Quality and TikTok Affiliate has a negative and significant effect on Brand Awareness. This is evidenced by looking at the test results in the table above, where the Original Sample value is -0.089, which means the relationship between TikTok Affiliate and Brand Awareness weakens when moderated by Content Quality, with a T-Statistics value of 3.141, and a P-Value of $0.002 < 0.05$. So the relationship is proven to be statistically significant. Thus, the second hypothesis stating that Content Quality moderates the influence of TikTok Affiliate on Brand Awareness is supported, but with a negative moderation direction. This means that when Content Quality increases, the effect of TikTok Affiliate in increasing Brand Awareness actually weakens. This negative coefficient indicates that the higher the content quality, the weaker the direct influence of TikTok affiliates on brand awareness. This means that content that is visually appealing, humorous, edited, or entertaining tends to draw audiences' attention to the content, rather than the brand message promoted by the affiliate.

These results indicate that content quality does not always strengthen the relationship between affiliate promotions and brand awareness. According to Petty & Cacioppo's Elaboration Likelihood Model, when content is too engaging or complex, audiences tend to focus on the entertainment or visuals, rather than the brand message. In this context, increasing content quality can distract audiences from the Nuface

product itself. According to Kotler and Keller's Marketing Management theory, this includes audience saturation due to excessive content exposure. According to Kotler & Keller's Marketing Management theory, this condition is part of the audience saturation phenomenon due to excessive exposure to promotional content, so the main message is no longer effective. Thus, even though the content looks interesting, it is not always able to strengthen the effectiveness of affiliate promotions in building brand awareness. This finding aligns with Dewi's research, which shows that in fashion promotions on TikTok, content quality actually weakens the influence of affiliate marketing on brand awareness because audiences are more interested in the entertainment element. These results are also supported by Puspita & Gunawan, and Putri & Ramadhan, who found that increasing visual quality can reduce focus on brand messages due to information overload. Thus, it can be concluded that Content Quality significantly moderates but in a negative direction, where content that emphasizes the aesthetic side actually reduces the effectiveness of affiliate marketing messages in building brand awareness for Nuface skincare products. The higher the quality of content that only emphasizes the visual and entertainment side, the weaker the influence of TikTok Affiliate promotions on increasing Brand Awareness will be, although the relationship remains significant.

c. A Review of the Influence of TikTok Affiliates, Brand Awareness, and Content Quality from an Islamic Business Perspective

From an Islamic business perspective, marketing activities are part of muamalah activities that are permissible as long as they align with Islamic ethical values. According to Badoer et al., business ethics is a set of values regarding right and wrong and good and bad in business activities that must be implemented to achieve goals safely and be approved by Allah SWT. Therefore, every business actor is obliged to uphold honesty, trustworthiness, justice, and responsibility in marketing activities (Badroen 2021). Analysis and Implementation: Ju'alah is a valid contract as long as the benefits, object, and reward are clear. Therefore, the commission received by affiliates for product promotions is a permissible transaction as long as it meets the elements of clarity and does not contain gharar (Antonio 2020).

The TikTok Affiliate Program can be classified as a business partnership that contains elements of ta'awun, or mutual assistance for good, between the affiliate and the company. This form of cooperation can be categorized as a ju'alah contract, which involves providing compensation for services that provide certain benefits to another party. As long as the compensation, the object being promoted, the benefits, and the cooperation mechanism are clearly explained and free from any elements of ambiguity (gharar), the practice is permissible in Islam. Therefore, marketing through TikTok Affiliates can be Sharia-compliant if executed correctly without harming consumers. In marketing activities, Islam emphasizes the principles of *sidq* (honesty) and *amanah* (responsibility). The Qur'an commands that every transaction and form of information must be conveyed clearly and not be confused with falsehood. This is confirmed in QS. Al-Baqarah verse 42:

Meaning: "And do not mix truth with falsehood, and do not conceal the truth while you know."

This verse is the basis that promotional content, including through TikTok Affiliates, must convey product information honestly, without exaggeration, and without hiding product deficiencies. In addition to honesty, Islam also teaches the principle of *ihsan* (good character) in work, which means doing one's work to the best of one's ability. This is reflected in the quality of content, which is not only visually appealing but also informative, accurate, and educational for consumers. Sharia-compliant content is not only visually appealing but also accurate, informative, and able to educate consumers about the benefits of the product. This aligns with the commandment in Surah An-Nahl, verse 125:

Meaning : Call (people) to the path of your Lord with wisdom and good lessons and refute them in a good way. Indeed, it is your Lord who knows better those who stray from His path and He knows better those who are guided.

This verse indicates that one must convey information in a good, wise manner, and with sound advice. Therefore, content created with trustworthy principles and providing tangible benefits reflects the quality of marketing desired by Islam. The quality of information in Islamic business must reflect benefits (manfa'ah) and avoid elements that harm others (Karim 2021). Promotion through TikTok Affiliates can be considered in accordance with Islamic business principles as long as it is conducted honestly, transparently, and without any elements of fraud. Quality content managed with the values of amanah, sidq, and ihsan not only builds strong brand awareness but also creates blessings, trust, and good long-term relationships with consumers. TikTok Affiliate activities, increasing brand awareness, and managing content quality are permissible in Islam as long as the entire process prioritizes honesty, is free from fraud, is transparent, and provides benefits to consumers. Marketing management based on Islamic teachings not only increases trust and long-term relationships with consumers but also brings blessings (barakah) to the business actors who run it.

V. Conclusion

TikTok affiliates have a positive and significant impact on brand awareness for Nuface skincare products. This indicates that the more active the TikTok affiliate program promotes, the greater the brand awareness among users. Content quality negatively but significantly moderates the effect of TikTok affiliates on brand awareness. These results indicate that as content quality increases, the direct influence of affiliate activity on brand awareness weakens. This may occur because audiences focus more on the content than the affiliate source, thus diminishing the direct relationship between affiliates and brand awareness.

From an Islamic business perspective, TikTok affiliate marketing is permissible as long as it adheres to Islamic ethical values such as honesty (sidq), trustworthiness, transparency, and avoids elements of deception (tadlis). Brand awareness generated through the delivery of accurate information is part of an effort to bring benefits to consumers, in line with the command to help each other in good deeds and avoid harmful actions. The quality of the content produced must also reflect the principle of ihsan, namely providing accurate and useful information in a good and wise manner as taught by the Qur'an. Therefore, if the entire marketing process is carried out in accordance with sharia, TikTok affiliate activities can not only increase brand awareness but also provide blessings (barakah), trust, and sustainable business relationships between companies, affiliates, and consumers.

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