
RESEARCH ARTICLE

Marketing Affiliates, Influencers, and Purchase Decisions of Shopaholic Users in Jakarta

Husnayetti¹ ✉ Cantika Awalya Ramadhanty² and Erion³

¹²³*Institut Teknologi dan Bisnis Ahmad Dahlan, Jakarta, Indonesia*

Corresponding Author: Husnayetti, **E-mail:** yetti_pipit99@yahoo.co.id

ABSTRACT

This study aims to examine the influence of Affiliate Marketing with the indicator of content marketing, continuous marketing and personal marketing and influencers with indicators of expertise, attractiveness and trust in purchasing decisions with indicators of product choice, brand choice, purchase choice, and the number of purchases on Shopee users in South Jakarta. The data collection method used a purposive sampling technique with predetermined criteria. The data analysis method used multiple linear regression analysis using SPSS V25 software. To the results of the research, Affiliate Marketing has a significant effect on the purchasing decisions of Shopee users, with a value of 5.489, and the influence has a significant effect on purchasing decisions of Shopee users, with a value of 5.501. The results of the F test of $0.000 < 0.05$, which means H_a is accepted and H_0 is rejected, there is a significant effect. There is a significant relationship between the independent marketing variable (X1) and the effect (X2) on the purchase decision selection variable (Y).

KEYWORDS

Marketing affiliate, Influencer, buying decision, SPSS V25

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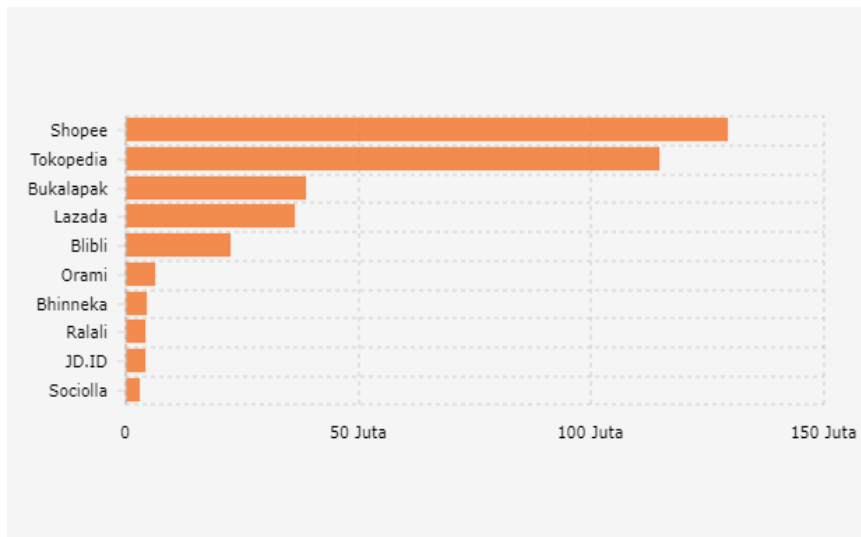
1. Introduction

Since the COVID-19 pandemic hit the whole world, all community activities have changed digitally, such as teaching and learning activities switching to an online system, working from home, and shopping for necessities online through e-commerce. This pandemic's impact is being felt in terms of health and the economic and social sectors. As a result of the cessation of all these activities, many people lost their jobs. That way, people are forced to look for ideas or other alternatives to doing business to continue their survival. Businesses are expected to be able to minimize costs incurred and do not need to prepare products that deal with shipping or product returns through special services. When this anxiety arose in the community, one of the largest companies in Indonesia, Shopee, launched a new program, Shopee Affiliate. Shopee is a marketplace company currently a trend for all walks of life. Any product needed by the community is easy to get on this platform. Additionally, this marketplace's buying and selling system is accessible in the transaction process. One of the goals of this company is to offer an online shopping and selling experience with a wide variety of product choices and easy-to-use fulfilment services from various social communities.

Affiliate marketing is a recently popular marketing strategy among business owners due to the low costs involved and the fact that only online individuals are required to promote and market a company-owned product. This Shopee company's marketing strategy is known as the Shopee Affiliate Program, which is a program that provides additional income to content creators who promote Shopee products on social media by producing content with creative freedom and original innovations. As long as you are active on social media and do not violate the terms of the program, there are no other requirements for joining this program. Because Shopee's commission is not insignificant, this creates job opportunities for those who are struggling during the current pandemic. Typically, the duties of this content creator program are limited to creating content for social media applications such as Tiktok, Instagram, Facebook, and even Twitter, which may include reviewing product quality and pricing and distributing referral links so

that interested consumers can go directly to the product. In addition to being profitable for content creators, this program makes it very simple for consumers to locate the products they require and fosters a sense of trust in the content creators' reviews.

Influencers also contribute to Shopee's success in the marketplace competition. Influencers are individuals who can persuade consumers to purchase products. For this reason, businesspeople currently require influencers. This is because influencers have the potential to reach a large number of consumers and can increase brand awareness and trust. Because influencers typically have many followers and a vast network, an influencer's job entails more than simply uploading photos and videos; it also requires managing their business and keeping up with current trends. However, influencers must constantly engage with their followers on social media. Recently, many influencers have expressed interest in joining the Shopee Affiliate program; therefore, the Shopee company will also benefit from the extremely high sales in 2020 and 2021, when this program was established.



Picture 1. Shopee Sales Chart 2020-2021

Source : <https://www.katadata.co.id> (Diolah tahun 2022)

The rapid growth of business competition and technology encourages entrepreneurs to employ strategies that capture consumers' attention during purchasing decisions. The purchase decision is the point at which the buyer decides to purchase the product we intend to sell. Typically, a buyer will favour one brand over another in this purchase decision. According to Waqar (2020), promotion through advertising influences consumer purchasing decisions. According to him, unique, humorous, and inventive advertisements will strengthen consumer loyalty and remain in their minds. Influencers can also affect purchasing decisions, in addition to advertising.

According to Kotler and Keller (2009), consumers primarily obtain information about a product from commercial sources, such as advertising and marketing materials. However, the most valuable information comes from confidential sources or the experience of a product user, such as influencers in this case. Based on the results of their evaluation, consumers can determine which competing product brands exist, as well as the features or characteristics of each brand, before making a purchase. Persuasive and influential influencers are the foundation of effective marketing and sales (Lisichkova & Othman, 2017). This is consistent with Sendari's statement, which cites Webster's conclusion that consumers trust reviews from third parties, such as influencers, more than they trust reviews from brand marketers.

With influencers uploading content to social media and disseminating information about product reviews, consumers are increasingly persuaded to purchase products because social media influencers are more credible and reliable than sponsored advertisements. Researchers are confident that affiliate marketing and influencer marketing are an excellent combination of marketing strategies for businesses because, in several previous studies, support for purchasing decisions was given to influencers, such as in Abdullah's (hat) study. Affiliate marketing and influencer marketing are an excellent combination of marketing strategies if used by businesspeople because, according to several previous studies, influencers have a significant impact on purchasing decisions. For example, Abdullah (2020) found that influencers significantly impact purchasing decisions. Then, according to Afandi (ing information on product reviews to social media), research revealed that consumers are increasingly convinced they will purchase products because social media influencers are more credible and reliable than sponsored advertisements. Researchers are so confident that affiliate marketing and influencer marketing are an excellent combination of marketing strategies if used by

businesspeople because, in several previous studies, support was given to influencers for purchasing decisions, such as in Abdullah's (2020) study, which stated that influencers have an impact on purchasing decisions. According to Afandi (2021), subsequent research demonstrates that influencers impact the purchasing decisions of the current generation.

2. Research Methods

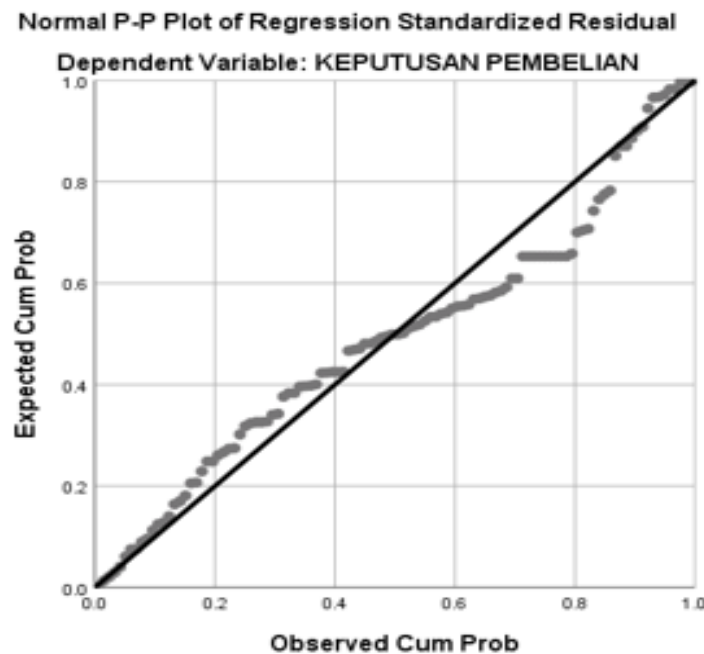
In this study, a quantitative associative approach is used. Associative research can be defined as research that seeks relationships between two variables (Wiratha, 2006). According to (Sugiyono, 2017), associative research seeks relationships between two variables. According to Sugiyono (2017), quantitative research can be interpreted as a research method based on positivism used to examine specific populations or samples by collecting data using quantitative or statistical data analysis research instruments to test previously tested hypotheses. Based on theory, a sample of 110 respondents was calculated for this study (Roscoe, 1975). Using questionnaires for data collection, questionnaires were distributed to respondents who are Shopee users residing in South Jakarta and who have purchased products from Shopee via affiliate links. Data were analyzed using SPSS version 25 software.

3. Results and Discussion

Shopee was first launched in 2015, headquartered in Singapore and under the auspices of the SEA Group (formerly known as Garena), and became the first e-commerce, the form a mobile marketplace in Southeast Asia (Indonesia, Philippines, Malaysia, Singapore, Thailand, Vietnam) and Taiwan. Offering online buying and selling transactions. Shopee Indonesia is located at Pacific Century Place Tower, Lt. 26 SCBD (Sudirman Central Business District), Lot 10, Jl. Jend Sudirman No. 52–53, RT5/RW3, Senayan, and Kec. Kebayoran Baru, in South Jakarta City, 12190. The results showed the characteristics of respondents based on domicile in South Jakarta and gender; the highest proportion of respondents was 66% women and 37 people (34% men), so it can be said that the average user shopkeepers domiciled in South Jakarta are women aged 19–21 years (40.9%), 22–24 years (48.2%), and 25–26 years (10.9%), students (1.2%), college students (69.1%), employees (20%), and 9.1% with other jobs.

The description of the data processing results for each variable shows that affiliate marketing and influencers purchasing decisions for Shopee users are going well and are valid and reliable. The test results on the classical assumption test obtained research data, which are summarized in the following table:

Table 1. Normality Test Result



The results of the normality test and the normal P PLOT (probability plot) graph show that the data is normally distributed and is in accordance with the purchase decision. From the data above, the distribution is around the diagonal line according to the direction. Then the regression model meets the assumption of normality.

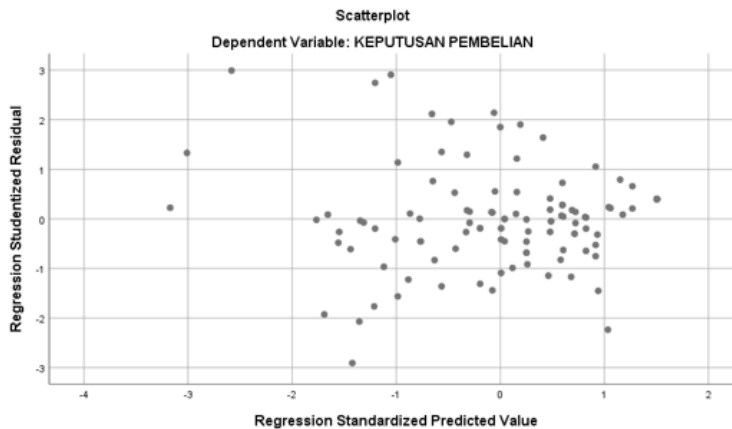
Table 2. Multicollinearity Test Result

		Unstandardized Coefficient		Standard Coefficient			Collinearity Statistic	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	17.177	4.264		4.028	0.000		
	Affiliation Marketing	0.581	0.106	0.423	5.489	0.000	0.706	1.417
	Influencer	0.540	0.098	0.424	5.501	0.000	0.706	1.417

a. Dependent Variable: PURCHASING DECISION

According to the results in the table above, the VIF value of the affiliate marketing variable (X1) and the influencer variable (X2) is 1.417 10, and the tolerance value of the two variables is 0.706 > 0.10, indicating that the data is not multicollinear.

Table 3. Heteroscedasticity Test Result



From the results in the table above, it can be seen that the image pattern produced by the scatterplot shows an unclear pattern, with the dots spreading above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity.

The results of testing the hypothesis obtained research data, which are summarized in the following table:

Table 4. T test Result T (Partial)

		Unstandardized Coefficient		Standard Coefficient		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.177	4.264		4.028	0.000
	Affiliation Marketing	0.581	0.106	0.423	5.489	0.000
	Influencer	0.540	0.098	0.424	5.501	0.000

Testing the affiliate marketing variable hypothesis (X1) on the purchase decision (Y) is called H1. According to the results of the table above, it can be seen that the sig value for the influence of affiliate marketing (X1) on purchase decisions (Y) is 0.000 0.05. The t value is 5.489 > t Table 1.98238, so it can be concluded that there is an influence of affiliate marketing (X1 on purchase decisions (Y) so that affiliate marketing can attract consumers in terms of deciding to buy Shopee products partially. This follows the average answer of respondents who agreed strongly: 50.2% more than strongly disagree: 1.45%. The results were based on respondents' statements that affiliate marketing linked to the Shopee platform and social media became where respondents saw the Shopee products offered, causing respondents to be interested in purchasing Shopee products. In addition, respondents also stated that they bought Shopee products through affiliate marketing links on social media. From the statements above, it is clear that respondents are interested in deciding to buy Shopee products through affiliate marketing links on social media. This data is reinforced by the responses of 80 respondents who strongly agree that affiliate marketing links to the Shopee platform make it easier for consumers to buy products through the affiliate marketing link program.

The affiliate marketing program facilitates more consumers, and the more consumers decide to buy Shopee products, directly increasing the income of affiliates who work with Shopee companies. This research is in line with the theory of Ryan and Jones (2009), who state in their book that affiliate marketing is a web-based marketing practice in which businesses reward their affiliate members for every click or consumer-generated from affiliate members' promotional efforts. This strengthens why the affiliate marketing variable (X1) positively and significantly affects purchasing decisions for Shopee products in South Jakarta.

H2 represents the test of the influence variable hypothesis (X2) on purchasing decisions (Y). According to the table above, the sig value for the influence of influencers (X2) on consumer decisions (Y) is 0.000 0.05. The t value is 5.501 > t = 1.98238, indicating an influence of influencer X2 on purchasing decisions Y and that the influencer variable partially formed consumer trust in purchasing Shopee products. This is consistent with the average response of respondents who strongly agree: 46.3% more than those who strongly disagree: 0.4%. The obtained results were based on the assertions of respondents that influencers always produce content following current trends where social media users are interested in phenomena that are occurring now. For instance, the phenomenon of Citayem Fashion Week, in which numerous influencers participate in marketing the outfits at the event, causes social media users to be interested in and decide to purchase Shopee's products. These influencers' use of Then, respondents indicated that influencers earned the company's trust as individuals who could sway consumers' decisions to purchase products that met their needs and desires. A good public image is one reason consumers purchase products on Shopee due to the influencer's popularity. This information is supported by the opinions of 64 respondents who strongly agree that influencers always create content following current trends. The greater the public's trust in the influencer's expertise and attractiveness, the greater the likelihood that consumers will decide to purchase products from the shopee company if the influencer promotes the Shopee's products.

This research is consistent with Amalia and Sagita's 2019 study, which demonstrates a relationship between the social media influencer variable (independent, X) and the generation Z consumers' purchasing decision variable (dependent, Y) (dependent, Y). Sendari (2021) cites Webster's conclusion that consumers place more faith in third-party reviews, such as those written by influencers than by brand marketers. With influencers uploading content and sharing product reviews on social media, consumers are increasingly persuaded to buy products. Because social media influencers are more credible and reliable than sponsor-paid advertisements, this bolsters the rationale for why the influencer variable (X2) has a positive and statistically significant effect on purchasing decisions for Shopee products in South Jakarta.

Table 5. F Test Result (Simultaneously)

Model		Sum of Squares	ANOVA ^a df	Mean Squares	F	Sig.
1	Regression	2657.951	2	1328.976	65.985	0.000 ^b
	Residual	2115.038	107	20.141		
	Total	4812.991	109			

- a. Dependent variable: PURCHASING DECISION
- b. Predictors: (Constant), INFLUENCER, MARKETING AFFILIATES

The test results using SPSS V.25 are known to test the results of the hypothesis simultaneously, namely the influence of affiliate marketing (X1) and influencers (X2) on purchasing decisions (Y). It can be seen that the simultaneous significance value of X1 and X2 on Y is 0.000 simultaneously, namely the influence of affiliate marketing (X1) and influencers (X2) on purchasing decisions (Y). It can be seen that the simultaneous significance value of X1 and X2 on Y is 0.000 0.05, and the calculated f value is 65.985 > f Table 3.08. So it can be concluded that H0 is rejected and Ha is accepted. So, there is the influence of affiliate marketing (X1) and influencers on purchasing decisions (Y). From the research above, it is clear that affiliate marketing (X1) and influencer marketing (X2) have a significant effect on purchasing decisions (Y).

The results of the multiple linear regression analysis yielded research data, which are summarized in the table below:

Table 6. Multiplier Linear Regressions Analysis Test result

Model		Unstandardized Coefficients		Standard Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.177	4.264		4.028	0.000
	Affiliation Marketing	0.581	0.106	0.423	5.489	0.000
	Influencer	0.540	0.098	0.424	5.501	0.000

Constant (α) The resultant constant value is 17,177; this value is positive, indicating that the purchasing decision score will increase when the affiliate marketing and influencer variable scores are considered. Regression Coefficient (X1) Affiliate Marketing indicates a positive relationship between X1 and Purchase Decision, as indicated by the positive regression coefficient of 0.581 for X1 (Affiliate Marketing) (Y). If the affiliate marketing variable increases, the purchase decision will increase by 0.581%. Inversely, a decrease in the affiliate marketing variable will result in a decrease in the purchase decision of 0.581, assuming that X2 remains constant. Regression Coefficient (X2) Promotion strategy (X2) has a regression coefficient of 0.540, which is positive and strong enough to indicate a positive relationship between influencers (X2) and purchase decisions (Y).

An increase in the influencer variable will result in a 0.540 increase in the purchase decision. If the influencer variable decreases, the purchase decision will also decrease by 0.540, assuming X1 remains unchanged. Thus, it can be concluded that the indicator for continuous marketing on the affiliate marketing variable and the indicator for trust on the influencer variable has a significant impact on consumers' decisions to purchase Shopee products in South Jakarta.

5. Conclusion

This study aims to examine the influence of Affiliate Marketing with the indicator of content marketing, continuous marketing and personal marketing and influencers with indicators of expertise, attractiveness and trust in purchasing decisions with indicators of product choice, brand choice, purchase choice, and the number of purchases on Shopee users in South Jakarta. Based on the results of research that has been done using SPSS V.25 processing on Shopee users in South Jakarta, it can be concluded that affiliate marketing and influencers have a significant effect on purchasing decisions. The influence of affiliate marketing and influencers runs simultaneously.

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