

The Effect of Affiliate Marketing on Consumer Behavior, Purchase Intention and Purchase Decision

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ARTICLE INFO	ABSTRACT
<p>Keyword: Affiliate Marketing; Consumer Behavior; Purchase Intention; Purchase Decision;</p>	<p>In the era of globalization and also the current pandemic problem, competition in all areas of business is inevitable. Based on the 2020 Business Competition Index Executive Summary data, it shows that there is currently increasing business competition in every business sector at the middle level (Economic Directorate of the Business Competition Commission, 2020). This encourages every business owner to be able to foster communication and relationships with consumers for their retention and loyalty to the products or services offered by business people in order to continuously survive in the midst of market competition. As technology and the internet advances, human migration makes traditional marketing techniques less effective, so businesses are now doing marketing through digital marketing, one of which is content marketing. There was a shift in consumer behavior during the COVID-19 pandemic with the government's advice to stay at home making people change shopping patterns by carrying out online shopping activities for their daily needs, the results of a 2020 survey on Balinese people showed that 27.20% of respondents experienced an increase in online shopping activity. And recently Online Shopee offers products at low prices, affordable prices, lots of purchase discounts and free shipping to make consumers interested in making purchasing decisions online. Based on iPrice 2022 data, the app store rank and playstore rank, Shopee is superior to Tokopedia and other online stores. One of the marketing strategies implemented by Shopee to transmit information to customers in an attractive way is through the Affiliate Program known as the Shopee Affiliate Program. This also applies to Bali Semanggi which uses a shopee affiliate. Purchase percentage data at Bali Semanggi recorded 60 percent of purchases online and 40 percent of purchases offline, which means that more buyers buy online as indicated by various factors that influence online buying decisions, such as affiliate marketing, consumer behavior and purchase intention. This research was conducted online by distributing e-questionnaires to Bali Semanggi Instagram followers. The population in this study were Instagram followers with 26.4 thousand followers. In this study, samples were taken to represent all population units. The analysis technique used is a structural equation model (Structural Equation Modeling – SEM) based on variance or component based SEM, known as Partial Least Square (PLS). The results of this study are that affiliate marketing has a positive and significant effect on consumer behavior and purchase intention, but on buying decisions it has an insignificant positive effect. For consumer behavior and purchase intention have a positive and significant effect on buying decisions.</p>

1. Introduction

In the era of globalization and also the current pandemic problem, competition in all areas of business is inevitable. Based on the 2020 Business Competition Index Executive Summary data, it shows that there is currently increasing business competition in every business sector at the middle level (Economic Directorate of the Business Competition Commission, 2020). This encourages every business owner to be able to foster communication and relationships with consumers for their retention and loyalty to the products or services offered by business people in order to continuously survive in the midst of market competition. Today technology and information are growing rapidly, as a basic human need to convey information and new things. This creates new opportunities for every company to use the internet as a marketing medium widely.

As technology and the internet advances, human migration makes traditional marketing techniques less effective, so businesses are now doing marketing through digital marketing, one of which is content marketing. Content marketing at its core involves utilizing various forms of content such as video, writing, images, and sound to interact with your audience and achieve your desired business goals. Content marketing is all about creating, communicating and sharing stories, what organizations and individuals do (Hutabarat P.M., 2021). According to data from the Central Statistics Agency released on 7 September 2022, 62.1 percent of Indonesia's population will have access to the internet in 2021. The high results of the 2021 National Socioeconomic Survey data reflect a climate of information openness and public acceptance of technological developments and changes towards an information society. Apart from that, based on the Indonesia Internet Profile 2022 report released by the Association of Indonesian Internet Service Providers or APJII, recently, it was stated that internet users in Indonesia in 2022 will reportedly reach 210 million people or 77.02 percent of Indonesia's population. This figure has increased compared to the previous period of around 73.7 percent (196.71 million people), and in 2018 the penetration was only 64.8 percent (171.17 million people). Based on these data, it can be seen that there has been an increase in Internet access in Indonesia by 15.1 percent from 2021 to 2022. Based on the latest data from databoks, social media is the first internet content that is most popular among users. and next is a table of data on internet content users that are most frequently accessed by Indonesian people (2020-2021).

Table 1 Data on internet content users who are most frequently accessed by Indonesians (2020-2021)

Internet Content Users	
Media Social	89.15
Chatting Online	73.86
Online Shopping	21.26
Game Online	14.23
News	11.98

Source : (databoks katadata.co.id, 2022)

The rapid development of information technology can make it easier for people to carry out all activities, and increasingly diverse consumer behavior is one of the drivers of development in today's digital era.

Consumer behavior is dynamic, it involves the interaction between affect and cognition, behavior and events around, and it involves exchange. Consumer behavior can be said as a decision-making process by consumers in choosing, buying, using and utilizing products, services and ideas or experiences in order to satisfy consumer needs and desires. Consumer behavior is related to customer habits in making decisions about purchases made. Purchasing behavior is also related to product selection by customers. Service quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. The better the quality of service, the more satisfied consumers will be to buy products from the company. According to Kotler (2001), the factors that influence consumer behavior are cultural, social, personal, psychological factors. Some of these factors are not considered by marketers but actually must be taken into account to find out how far these consumer behavior factors influence consumer purchases. Given the

increasingly dynamic development of technology, humans are required to act quickly and precisely so as not to lose out in competition. According to Kotler (2002), in increasing competition each company must be able to win the competition by displaying the best products and being able to meet consumer tastes that are always developing and changing. There was a shift in consumer behavior during the COVID-19 pandemic with the government's advice to stay at home making people change shopping patterns by carrying out online shopping activities for their daily needs, the results of a 2020 survey on Balinese people showed that 27.20% of respondents experienced an increase in online shopping activity . Based on a survey by the Central Statistics Agency for Bali in 2020, the increase in online shopping among Balinese people by generation and gender can be seen in the following table:

Table 2 The Increase in Online Shopping By Generation and Gender

Generation	Male	Female
Tradisional	0,0%	0,0%
Baby Boomers	3,08%	1,72%
Gen-X	48,97%	26,12%
Milenial	40,75%	54,64%
Gen-Z	7,19%	17,53%

Source : BPS Bali (2020)

From the table, the increase in online shopping activity is mostly in the millennial generation, namely 40.75% for males and 54.65% for females. And recently Online Shopee offers products at low prices, affordable prices, lots of purchase discounts and free shipping to make consumers interested in making purchasing decisions online. The behavior of purchasing decisions towards a product occurs after the consumer experiences a series of thoughts in his mind that occur in consumer perceptions about the brand and the environment that influences it, which will then result in a behavior on brand selection. Before someone decides to make a purchase, an interest in buying will appear in the minds of these consumers (Kotler, 2013).

Purchase intention is part of the consumer behavior component in the attitude of consuming, the tendency of respondents to act before buying decisions are actually implemented. The importance of measuring consumer buying interest is to find out the desires of customers who remain loyal or leave a product or service. Consumers who feel happy and satisfied with the goods or services they have purchased will think about repurchasing these goods or services (Thamrin, 2013). Purchase intention is a person's tendency to buy a brand/take action related to the purchase. The desires and expectations of buyers are usually influenced by previous buying experiences, reviews, product information and attractive company advertising or marketing strategies. With increased competitiveness, many small business actors have increased to become larger businesses. The presence of an online shoppee and service access features whenever and wherever makes a more favorable assessment in the eyes of consumers. If consumers are interested/happy with goods/products, consumers will make purchases. The higher the purchase intention, the higher the purchase decision. According to research by Marquarette, Hamidah (2023), Sutarman Oxygenty, Kusumaningrum (2022), Adiyanti, Farid (2022) states that there is a significant influence of affiliate marketing on buying interest, but according to research by Fadhilah, Wulandari, Afni (2022) states that there is no influence of affiliate marketing on ask to buy.

Purchasing decisions are consumer decisions that include consumer decisions about what to buy, whether to make a purchase or not, when to buy, where to buy, and how to pay for it. The thing that must be considered before making a purchase decision is a unanimous desire to buy the product (Sumarwan & Ujang, 2014). The purchasing decision structure consists of seven components, namely decisions about product types, decisions about product forms, decisions about brands, decisions about sellers, decisions about the number of products, decisions about when to buy, and decisions about how to pay. This is the reason for researchers to examine purchasing decisions because purchasing decisions are related to impressions before and after purchasing, where purchasing decisions are influenced by certain factors (Dharmamesta & Handoko, 2012. In online

shopping transactions there are differences when compared to offline shopping, namely the ability to evaluate or assess the product to be purchased. Online purchases depend heavily on information, descriptions and photos from the seller because the items to be purchased cannot be checked directly. Therefore, buyers usually have other ways to assess and evaluate a product or services when shopping online, namely by seeking information about reviews given by buyers who have purchased goods or services. In other words, shopping online also requires references or reviews from the internet to determine purchasing decisions. Purchasing decisions are consumer behavior about how individuals, groups and organizations choose, buy and use goods, services, ideas or experiences to meet their needs and desires which in this study are measured through the dimensions of product choice, dealer choice, purchase time, purchase amount and payment method. Review is part of the electronic Word of Mouth (Ewom), which is where users get information or opinions from someone about a product.

Reviews on social media have the opportunity to spread information more quickly to many people in cyberspace so that it has the opportunity to reach a large audience. Iprice (2022) records e-commerce competition in Indonesia by ranking e-commerce in Indonesia in the second quarter of 2022 and the result is that there are the top five best e-commerce in Indonesia based on visitor data, namely Shopee, Tokopedia, Lazada, Bukalapak, Blibli. In the table it can be seen that although Shopee is ranked first in the ranking category for the number of downloads on the appstore and playstore, in terms of monthly web visits it is very different because its rival, Tokopedia, is ranked first.

Table 3 Indonesian e-commerce ranking 2022

Online Shop	Rank App Store	Rank Play Store	Monthly Web Visitors	Twitter	Instagram	Facebook
Shopee	#1	#1	131.296.667	842.900	8.727.742	25.778.184
Tokopedia	#2	#5	158.346.667	1.000.000	5.263.104	6.520
Lazada	#3	#2	26.640.000	475.900	3.156.231	32.137.400
Blibli	#5	#3	19.736.667	613.700	2.258.064	8.690
Bukalapak	#7	#6	21.303.33	252.500	2.110.525	2.505.675

Soucer : iprice (2022)

In the table above, it can be seen that although based on monthly web visitors, Tokopedia is superior to Shopee, but in terms of App Store Rank and Play Store Rank, Shopee is superior to Tokopedia and other online shops. One of the marketing strategies implemented by Shopee to transmit information to customers in an attractive way is through the Affiliate Program known as the Shopee Affiliate Program. Affiliate marketing is collaboration to gain profit for both parties in an agreement through advertising activities for products or services. Commissions can be earned by affiliates if the reviews made can influence consumer purchasing decisions and are able to increase traffic to the website or marketplace and lead to purchases. Social media has a crucial influence in facilitating affiliate marketing programs in marketplaces. The review dimension on social media with regard to the Shopee Affiliate program is quite different because the review is shared in video form and is packaged in a video content version or in the form of a special thread which is then shared on social media with a purchase link that is integrated directly into the product at Shopee. . Affiliate marketing is a way of marketing products by selling other people's products and in return we will benefit from the results of the products sold. We often encounter this on social media, when someone lists or shares an affiliate link to their own post with the aim that people who see it will be interested and buy goods through that link. This system is a marketing system in the world of e-commerce that is in great demand and is worked on by many people. The way that is easy and can be accessed anywhere makes this system a person's daily livelihood. An affiliate marketer who is able to broadly influence consumer buying interest so that he is able to bring traffic to websites/links until a transaction occurs will get a commission (Eka Andrayanti, 2022).

This also applies to Bali Semanggi, which uses a shopee affiliate to market their products in the form of buns, brooches, and hairdo accessories. Bali Semanggi itself has an offline shop located at Jln. Turi Gg. Umasari 2 No. 6 Sumerta Kaja, East Denpasar. In addition to offline stores, Bali

Semanggi also markets online, apart from through shopee, as well as through IG with a total of 26.4 thousand followers. Purchasing percentage data for Bali Semanggi recorded 60 percent of online purchases and 40 percent of offline purchases, which means that more buyers buy online as indicated by various factors that influence online buying decisions such as affiliate marketing, consumer behavior and buying interest. This is in line with several studies where previous studies with the influence of independent variables on the dependent variable used one independent variable and one dependent variable in the research of Karina, Darmansyah, Awalludin, Bakhri (2023) which stated affiliate marketing had a positive effect on consumer behavior as well as research from Adiyanti, Farid (2022) states that there is a significant influence of affiliate marketing on buying interest and research from Shilfiyo, Rummyeni (2022) which states that there is a positive influence of affiliate marketing on buying decisions, but these results contradict research results from Fadhilah, Wulandari, Afni (2022) stating there is no influence of affiliate marketing on asking to buy.

The difference in the results of the previous studies above, the researchers added the variables of consumer behavior and buying decisions on the basis of the research of Wadinata, Alam (2022) and Huda, Hulaifi, Zakiyah, Komarudin (2023) which stated that consumer behavior influences buying interest and asking to buy influences buying decisions. With the above description, this research takes the title of affiliate marketing's influence on consumer behavior, purchase intention and purchase decision in order to determine the effect of affiliate marketing on consumer behavior, purchase intention and purchase decision.

2. Research Methods

In this study using quantitative research methods where variables are measured with a Likert scale to measure the effect of independent variables on the dependent variable. Quantitative analysis is an analysis in the form of data obtained from respondents who have been collected, then analyzed and obtained by using statistical theory as a problem-solving tool, so that this method will provide certainty in making decisions. This research is included in the type of explanation. According to (Sugiyono, 2017) explanatory research is research that explains the position between the variables studied and the relationship between one variable and another through hypothesis testing that has been formulated. This research is conducted online by distributing e-questionnaires to Instagram followers. Bali clover. The population in this study were Instagram followers with a total of 26.4 thousand followers. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). Considering that in this study it was not possible to take all population units by considering the ability of researchers in terms of funds, time, and other facilities and support, it was also impossible to carry out a census. For this reason, in this study a sample was drawn that could represent the entire population unit. The number of samples is determined based on indicators, namely the number of representative samples is dependent on indicators multiplied by 5 to 10 (Heir, et,al, 2010). Number of samples = number of indicators (20) x 5 = 100 Respondents. With reference to the calculation of the minimum number of samples; sample and considering the number of existing population, then the number of samples collected was 100 respondents. The sampling technique used in this study is a non-probability sampling technique, namely a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016: 89).

The non-probability sampling technique used by the authors in this study is by using a purposive sampling technique in which the sampling technique is based on certain considerations (Sugiyono, 2016: 96). These considerations are based on followers who have watched live shopee Bali Semanggi products. Quantitative research analysis is an analysis in the form of data obtained from respondents who have collected using statistics as a problem solving tool at hand, so that this method provides certainty in making decisions. The purpose of statistical testing is to ascertain whether the difference in each category is a significant difference or occurs by chance (Sugiyono, 2018). Testing the research instrument is the analysis technique used is the structural equation model (Structural Equation Modeling - SEM) based on variance or component based SEM, known as Partial Least Square (PLS).

3. Results and Discussion

Testing the outer model measurement model has the objective of measuring validity and reliability, by evaluating convergent validity, discriminant validity, cronbach alpha and composite reliability. This validity test is carried out to examine the indicators that make up each indicator. An indicator is said to be valid if it has an outer loading coefficient greater than 0.50

Table 1 of Outer Loading Test Results

Variable Indicator	Marketing Affiliate (X)	Consumer Behavior (Y1)	Purchase Intention (Y2)	Purchase Decision (Y3)
X.1	0.822			
X.2	0.873			
X.3	0.789			
X.4	0.724			
X.5	0.857			
Y1.1		0.887		
Y1.2		0.872		
Y1.3		0.891		
Y1.4		0.770		
Y1.5		0.816		
Y2.1			0.796	
Y2.2			0.897	
Y2.3			0.909	
Y2.4			0.901	
Y3.1				0.898
Y3.2				0.837
Y3.3				0.848
Y3.4				0.812
Y3.5				0.851
Y3.6				0.759

The results of the table above show that each indicator of the research variable has an outer loading coefficient above 0.50, so it can be said that all indicators are valid.

The results of measuring the validity of the indicators that form latent variables can be done through discriminant validity.

Table 2 of Cross Loading Test Results

	Purchase Decision (Y3)	Purchase Intention (Y2)	Consumer Behavior (Y1)	Marketing Affiliate (X)
X.1	0,647	0,701	0,730	0,822
X.2	0,782	0,801	0,777	0,873
X.3	0,676	0,637	0,669	0,789
X.4	0,537	0,399	0,679	0,724
X.5	0,669	0,607	0,820	0,857
Y1.1	0,720	0,714	0,887	0,765
Y1.2	0,799	0,793	0,872	0,802
Y1.3	0,795	0,778	0,891	0,822
Y1.4	0,625	0,562	0,770	0,643
Y1.5	0,671	0,584	0,816	0,785
Y2.1	0,672	0,796	0,604	0,578
Y2.2	0,849	0,897	0,750	0,744
Y2.3	0,855	0,909	0,805	0,756
Y2.4	0,791	0,901	0,686	0,659
Y3.1	0,898	0,804	0,790	0,742
Y3.2	0,837	0,725	0,699	0,670
Y3.3	0,848	0,789	0,702	0,670
Y3.4	0,812	0,771	0,667	0,632
Y3.5	0,851	0,812	0,784	0,768
Y3.6	0,759	0,633	0,630	0,609

The table above shows the results that the cross loadings obtained by latent variables to predict their own indicators are greater than indicators of other latent variables. The interpretation given from the results of the cross loading states that the latent variable has met discriminant validity.

Table 3 of AVE Test results

Variabel	Average Variance Extracted (AVE)
Marketing Affiliate	0.664
Consumer behavior	0.72
Purchase Interest	0.769
Purchase Decision	0.698

The table above shows that the AVE values for marketing affiliates, consumer behavior, purchase intention and purchasing decisions have an AVE value above 0.50, which indicates that the model has good discriminant validity.

Evaluation of the measurement model based on Cronbach alpha and Composite reliability is useful to see the reliability of constructs. A construct is said to be reliable if the value of Cronbach alpha and Composite reliability is above 0.70

Table 4 of Cronbach alpha and Composite reliability

Variabel	Cronbach's Alpha	Composite Reliability
Marketing Affiliate	0,873	0,908
Consumer behavior	0,902	0,928
Purchase Interest	0,899	0,930
Purchase Decision	0,913	0,933

The table above shows that the Cronbach alpha and Composite reliability for each variable are above 0.70. This indicates that the results of Cronbach alpha and Composite reliability are good or the latent variables of the study are reliable.

Testing of the inner model or structural model is carried out to see the relationship between variables, significant value and R-square of the research model. The structural model was evaluated using the R-square for the t-test dependent variable and the significance of the structural path parameter coefficients. In this structural model there are three endogenous (dependent) variables, namely: Consumer Behavior (Y1), Purchase Intention (Y2) and Purchase Decision (Y3). The coefficient of determination (R2) of each dependent variable can be presented in the following table:

Table 5 of R Square Values

Structural Models	Dependent Variable	R-Square
1	Consumer behavior (Y1)	0,865
2	Purchase Intention (Y2)	0,679
3	Purchase Decision (Y3)	0,815
Kalkulasi : $Q^2 = [(1 - R^2) (1 - R^2) (1 - R^2)]$ $Q^2 = 1 - [(1 - 0.856) (1 - 0.679) (1 - 0.815)]$ $Q = 1 - [(0.144) (0.321) (0.185)]$ $= 1 - 0.0376 = 0.9624$		

Based on the table above, the results of the evaluation of the structural model prove that the value of Q2 (0.9624) is close to 1. Thus, the results of this evaluation provide evidence that the structural model has a very good goodness of fit model. This result can be interpreted that the information contained in the data, 96.24 percent can be explained by the model, while the remaining 3.76 percent is explained by errors and other variables that are not yet included in the model.

Hypothesis testing is done by t-test on each path of partial direct influence and indirect influence through mediating variables.

Table 6 of Direct Effects Test Results

Interrelationships Variable	Path Coefficient (Bootstrapping)	T- Statistik	Conclusion
Marketing Affiliate (X) -> Consumer behavior (Y1)	0.903	35.903	Positive significant
Marketing Affiliate (X) -> Purchase Interest (Y2)	0.262	2.037	Positive significant
Marketing Affiliate (X) -> Purchase Decision (Y3)	0.091	0.929	Positive not significant
Consumer behavior (Y1) -> Purchase Interest (Y2)	0.580	4.602	Positive significant
Consumer behavior (Y1) -> Purchase Decision (Y3)	0.270	2.701	Positive significant
Purchase Interest (Y2) -> Purchase Decision (Y3)	0.616	8.005	Positive significant

In order to know the overall effect for each relationship between the variables studied, a recapitulation of direct effects, indirect effects, and total effects can be presented in the following table:

Table 7 of Direct, Indirect, and Total Effect Calculations

No	Variable Relations	Direct Effect	Indirect effect	Total Effect
1	Marketing Affiliate (X) -> Consumer behavior (Y1)	0.903	-	0.903
2	Marketing Affiliate (X) -> Purchase Interest (Y2)	0.262	-	0.262
3	Marketing Affiliate (X) -> consumer behavior (Y1) -> Purchase decision (Y3)	0.091	0.243 (0.903*0.270)	0,334
	Marketing Affiliate (X) -> consumer behavior (Y1) -> Purchase Interest (Y2) -> Purchase decision (Y3)	0.091	0.322 (0.903*0.580*0.616)	0.413

4	Consumer behavior (Y1) -> Purchase Interest (Y2)	0.580	-	0.580
5	Consumer behavior (Y1) -> Purchase Decision (Y3)	0.270	-	0.270
6	Purchase Interest (Y2) -> Purchase Decision (Y3)	0.616	-	0.616

Information based on the table above describes that the mediating effect of consumer behavior (Y1) and purchase intention (Y2) variables on the indirect effect of affiliate marketing (X) on buying decisions (Y3) is larger, with a path coefficient of 0.322 compared to the mediating effect of the interest variable. buy (Y2) on the indirect effect of affiliate marketing (X) on buying decisions (Y3) with a path coefficient of 0.243. Thus overall, the affiliate marketing path (X) → consumer behavior (Y1) → purchase intention (Y2) → purchase decision (Y3) is greater with a total effect obtained of 0.413, compared to the affiliate marketing path (X) → purchase intention (Y2) → purchase decision (Y3) with a total effect of 0.334. These findings provide a good hint that affiliate marketing will increase consumer behavior for online shopping and increase purchase intention so that online buying decisions will increase.

4. Conclusion

Based on the discussion of research results, it can be concluded that the effect of affiliate marketing on consumer behavior, purchase intention and purchase decision is as follows:

1. Affiliate marketing has a positive and significant effect on consumer behavior. This finding means that the more attractive affiliate marketing is offered, the more consumers' behavior to shop online will increase
2. Affiliate marketing has a significant effect on purchase intention. This finding means that attractive affiliate marketing will be able to increase consumer buying interest.
3. Affiliate marketing has no significant positive effect on buying decisions. This finding means that no matter how attractive affiliate marketing is applied it will increase purchasing decisions but not increase significantly, however attractive affiliate marketing will be able to further enhance buying decisions if through consumer behavior generates buying interest which can increase purchasing decisions to buy the products offered.
4. Consumer behavior has a positive and significant effect on purchase intention. This finding means that consumer behavior will increase purchase intention.
5. Consumer behavior has a positive and significant effect on buying decisions. This finding means that consumer behavior will increase buying decisions.
6. Purchase intention has a positive and significant effect on buying decisions. This finding means that when there is an increase in buying interest, the decision to buy increases.

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