The Effect of Affiliate Promotion on Shopee User Student Purchase Decisions in Banjarmasin

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ABSTRACT

The existence of e-commerce as part of the development of digital technology has changed people's consumption patterns, such as on the Shopee platform. Various marketing strategies, including the Shopee Affiliate Program, are carried out to attract consumer interest in the decision-making process, especially because consumers among Muslim students are a unique segment. Therefore, this study aims to analyze how Shopee Affiliate influences the shopping decisions of Muslim students in Banjarmasin. This study uses a survey method and simple regression analysis. The results of the study indicate a significant influence between promotions through affiliate programs on purchasing decisions among Muslim students in Banjarmasin. These findings provide a strong basis for developing more targeted and effective marketing strategies. The implications of this study indicate that affiliate marketing strategies must be in line with Islamic values, such as promoting halal products, ethical advertising, and avoiding excessive consumerism among students.

Keywords : Affiliate Promotion, E-commerce, Purchase Decisions

ABSTRAK

Keberadaan *e-commerce* sebagai bagian dari perkembangan teknologi digital telah mengubah pola konsumsi masyarakat, salah satunya adalah platform Shopee. Berbagai strategi pemasaran, termasuk Program Afiliasi Shopee, dilakukan untuk menarik konsumen dalam proses pengambilan keputusan, apalagi konsumen di kalangan mahasiswa Universitas Islam merupakan segmen yang unik. Oleh karena itu, penelitian ini bertujuan untuk menganalisis bagaimana pengaruh Afiliasi Shopee terhadap keputusan berbelanja mahasiswa Universitas Islam di Banjarmasin. Penelitian ini menggunakan metode kuantitatif dengan instrumen angket pada 97 siswa. Kemudian teknik analisis data dilakukan dengan menggunakan uji validitas, reliabilitas, asumsi klasik, dan analisis regresi sederhana. Penelitian ini menunjukkan adanya pengaruh yang signifikan pemikiran promosi program afiliasi terhadap keputusan pembelian di kalangan mahasiswa Universitas Islam di Banjarmasin. Oleh karena itu, influencer ini menyediakan banyak alasan untuk menerapkan strategi pemasaran yang lebih bertarget dan efektif.

Kata kunci: Promosi Affiliate, *E-commerce*, Keputusan Pembelian

A. INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including people's consumption patterns. (Muna, 2019). One notable change is how e-commerce platforms, such as Shopee, have managed to attract consumers with various marketing strategies. (Nur & Dahliana, 2023). One of the strategies used is the Shopee Affiliate program, which allows individuals or entities to promote products on Shopee and earn a commission from every sale generated through affiliate links. (Indrasari & Annisa, 2023). This program benefits both Shopee users and affiliates by fostering a mutually beneficial relationship.

Although the Shopee Affiliate program is widely used, there is still a research gap regarding the influence of this program on students' shopping decisions, especially among Islamic college students. For example, Amelia et al. researched the impact of shop affiliates on the purchase decisions of the general public. (Amelia et al., 2023). Generally, previous research has focused more on the effectiveness of affiliate programs in general or on their effect on consumer behavior among the broader community without specifically highlighting student groups that have characteristics and preferences that may be unique and different. (Aydin, 2018).

This research is essential because Islamic college students represent a unique segment of consumers, with values and ethical considerations that can influence their purchasing behavior. A study involving 1,429 young Muslim students in Indonesia found that religious consciousness and content quality significantly impact consumer buying behavior, with brand awareness acting as a mediating factor (Arifin et al., 2022). Understanding how the Shopee Affiliate Program influences the shopping decisions of students within this demographic will offer valuable insights for developing more effective and targeted marketing strategies. The novelty of this study lies in its specific focus on this segment, where purchasing decisions are shaped not only by marketing strategies but also by religious and ethical values.

The findings of this study are expected to provide benefits for various parties, especially Shopee affiliates and Islamic college administrators in understanding how marketing programs through digital technology can influence the consumer behavior of their students. In addition, this study is also expected to be a reference for further research that examines the relationship between affiliate programs and shopping decisions in certain consumer segments. Thus, this study provides an academic contribution to fill the existing research gap and practically helps various parties develop more effective strategies according to market needs.

B. LITERATURE REVIEW

According to Kotler & Keller, there are four indicators of purchase decisions: steadiness in a product, habits in buying products, giving recommendations to others, and making repeat purchases. Furthermore, Kotler explained that purchasing decisions are influenced by four main factors: cultural, social, personal, and psychological. (Guo et al., 2020; Valerry & Moeliono, 2021). One of the main factors that Kotler mentions is social factors. Social factors in purchasing decisions include various influences from social groups and interpersonal relationships that can influence consumer preferences and behavior. These social factors affect how consumers view products, rate brands, and make purchasing decisions. Social factors include reference groups, family, and social roles and status. Some examples of reference groups that influence purchasing decisions are friends, colleagues, hobby or community groups, and idol groups such as celebrities and influencers. (Daga & Indriakati, 2022).

Marketing promotion through celebrities and influencers is becoming a viral strategy. Compared to traditional advertising, consumers tend to trust recommendations from individuals they admire or follow, such as celebrities and social media influencers. (Zak & Hasprova, 2020). One of the famous marketplaces in Indonesia that actively promotes through celebrities and influencers is Shopee. (Nur & Dahliana, 2023). The Shopee Affiliate Program invites all social media users, including influencers and content creators, to promote Shopee products through their social media accounts. Affiliates will earn affiliate commissions after buyers purchase by clicking links and completing orders. (Indrasari & Annisa, 2023).

According to Rossiter and Percy, four leading indicators can be used to measure the effectiveness of marketing promotions through famous figures such as celebrities and influencers: Visibility, Credibility, Attraction, and Power. Popularity refers to the extent to which the public or target audience knows a celebrity or influencer. Credibility is related to the level of expertise and trust a celebrity or influencer has in a particular field. Attractiveness refers to the personal attractiveness of a celebrity or influencer, both physically and personally. Power refers to the ability of celebrities or influencers to influence their audience or followers to take a specific action, such as buying a product or using a promoted service. (Sharma & Khanchandani, 2021).

Based on the description above, affiliate marketing, in this case, Shopee Affiliate, is an independent variable (X), and purchase decisions are bound variables (Y). So, it can be hypothesized that affiliate marketing carried out by content creators or social media influencers significantly affects consumer purchasing decisions (Ha).

C. METHODS

This study uses a quantitative method. The data collection instrument uses a questionnaire. The study population was 199 students from the 2021 batch of the Faculty of Islamic Economics and Business (FEBI) UIN Antasari Banjarmasin. The determination of the number of samples was carried out using the Slovin formula (Sugiono, 2014) with a tolerance level of 10% (0.1), namely $n = N / (1 + Ne^2)$, so that the results obtained were $n = 199 / (1 + 199 \times 0.1^2) = 97$ respondents. They are Shopee users who have made transactions through Shopee affiliate links promoted by content creators or social media influencers. Data analysis techniques used: Summated Rating Scale; validity test using the Product Moment Correlation Test; Reliability test using the Cronbach Alpha Test; Classical Assumption Test consisting of normality and heteroscedasticity tests; and Hypothesis Testing which includes Simple Line Regression Test, T-Test, and Determination Test.

D. RESULT & DISCUSSION
Validity Test

The validity test using the Product Moment Correlation Test produced an r-count value (0.430 – 0.814) more significant than the r-table (0.1966), so it can be concluded that all data collected through the research instrument is valid.

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Reliability Test

The data reliability test using the Cronbach Alpha test resulted in a value of 0.908, more significant than 0.60. Therefore, it can be concluded that all data collected through research instruments are reliable.

Normality Test

The results of the normality test produced an Asymptotic Significance value of 0.079. In the context of the normality test, if the Asymptotic Significance is more significant than 0.05, then the data is considered to be normally distributed, and the assumption of normality is met.

Heteroscedasticity Test

Furthermore, the results of the heteroscedasticity test produced a significance value of 0.753. In the heteroscedasticity test, if the significance value is more than 0.05, there is no heteroscedasticity in the regression model, and the assumption of homoscessiousness is met.

Simple Linear Regression Test

Table 1.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	9,440	1,944		4,855	0,000
X	0,711	0,054	0,799	13,162	0,000

Based on the results of the simple linear regression test in Table 1, the regression equation can be written as follows:

$$Y = 9.440 + 0.711X.$$

A constant of 9,440 states that if there is no promotion through the Shopee Affiliate Program, the purchase decision value is 9,440. The regression coefficient X of 0.711 states that for every additional promotional value through the Shopee Affiliate Program, the purchase decision value increases by 0.711.

T-Test Results

In Table 1 above, it is explained that the t-value for the regression coefficient significance test (0.711) is 13.162 with a significance of 0.000. The t-count value of 13.162 is greater than the t-table of 1.984. The small significance value of 0.05 indicates that Shopee Affiliate promotions significantly influence purchase decisions.

Determination Test

Table 2.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0,799[a]	0,639	0,635	3,472

An R^2 (R Square) value of 0.639 in a simple regression analysis shows that an independent variable (X), which in this case is promotion through the Shopee affiliate program, can explain about 63.9% of the variation in the dependent variable (Y) which is the purchase decision. In comparison, 36.1% of the variation in the purchase decision may be due to other factors not included in this regression model. In other words, your simple regression model shows that promotion considerably influences purchase

decisions. However, other factors also influence purchase decisions that this model has not considered.

This study aims to analyze how promotional strategies through content creators or social media influencers carried out through the Shopee Affiliate Program can influence the purchase decisions of Islamic college students in Banjarmasin. The analysis results showed a t-count value of 13.162 with a significance value of 0.000 and a coefficient of determination (R^2) of 0.639.

The t-count value of 13.162 shows that the influence of Shopee Affiliate promotions on purchase decisions is statistically significant. This value far exceeds the t-critical value at a significance level of 5%, which means that the result is unlikely to have occurred by chance. This signifies a strong link between promotions and purchase decisions. Furthermore, a significance value of 0.000 supports a significant t-count result because this significance value is well below the alpha level of 0.05. So, it can be concluded that the Shopee Affiliate promotion significantly impacts the purchase decision of Islamic college students in Banjarmasin. The significance of this strong influence of Shopee Affiliate promotions shows that companies or platforms that use this method can be expected to increase purchasing decisions among college students significantly. This confirms how essential promotions are in influencing buying behavior. An effective promotional strategy can be the key to growing sales in this market segment.

Furthermore, the R^2 determination coefficient of 0.639 shows that the Shopee Affiliate promotion variable can explain 63.9% of the variation in student purchase decisions. This indicates that these promotional strategies substantially influence students' purchasing decisions. Still, 36.1% of the variation may be influenced by other factors not included in this model. Shopee Affiliate promotion is an essential factor in determining the purchase decision. However, other aspects are still to consider, such as personal preferences, product knowledge, and external factors, such as local economic conditions, that may influence the purchase decision. (Guo et al., 2020; Valerry & Moeliono, 2021).

Given the t-count results and significance value, Shopee Affiliate's promotion strategy must be optimized and expanded through content creators or social media influencers to maximize its impact. Companies and marketers can make various efforts to increase the visibility and effectiveness of these promotions among Muslim students to take advantage of the great potential for influence. In addition, evaluation and monitoring of promotions' effectiveness must be carried out. (Nadia & Dahliana, 2023; Supardi et al., 2021) By understanding the significant impact of promotion, companies can improve and adjust their promotion strategies to remain relevant and effective in influencing future purchasing decisions. (Dahliana et al., 2024; Lee et al., 2021)

In addition to the promotional strategy through Shopee Affiliate, religiosity and brand awareness factors also play an important role in the purchasing decisions of Muslim students. Arifin et al. (2022) found that Muslim consumer behavior is unique because religious awareness can increase their trust and interest in products. Therefore, promotions through affiliate programs must not only be visually appealing, but must also be ethical and religiously relevant.

Overall, the results of this study confirm that Shopee Affiliate promotions have a very significant influence on students' purchasing decisions. This finding is in line with Fitria et al.. (2024) Who found that affiliate-based promotions significantly influence consumer purchase decisions on e-commerce platforms. Research by Erifiyanti et al. (2023) This finding supports this finding by showing that students are more interested in buying if affiliates promote the product creatively, such as creating

engaging video content about the product posted through social media. This means that if the promotion carried out by the influencer or content creator in the affiliate program is well-designed, it can substantially increase consumer engagement and purchase decisions.

These findings are useful for Shopee Affiliate actors and Islamic educational institutions. Affiliates can design content that is aesthetic and in accordance with the characteristics of Muslim consumers, while campuses can use it as a basis for digital literacy education and consumption ethics. Academically, this study fills the gap in studies related to affiliate programs in certain consumer segments and opens up space to explore other factors such as personal preferences, peer influence, and cultural values in purchasing decision making.

E. CONCLUSION

The study results show a significant influence of promotion through affiliate programs on purchasing decisions among students of Islamic universities in Banjarmasin. The main findings of this study underscore the importance of the Shopee Affiliate Program in influencing buying decisions and providing a solid foundation for developing more targeted and effective marketing strategies. These findings provide practical guidance for companies or marketers to design and implement promotional techniques to increase sales conversions in this market segment. However, even though affiliate promotion has proven effective, there is still a 36.1% variation in purchase decisions that this model does not explain. This indicates that there are other factors outside of promotion that also influence students' purchasing decisions. Therefore, further research is needed to identify and analyze additional variables that can provide a more complete picture of the factors influencing purchasing decisions in this market segment.

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