

THE INFLUENCE OF AFFILIATE MARKETING, PRODUCT QUALITY, AND DISCOUNTS ON CONSUMER BUYING INTEREST IN THE MARKETPLACE

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ABSTRACT

This research strives to determine the influence of affiliate marketing, product quality and discounts on consumer buying interest in the Shopee marketplace. Sourced from reviews on the Shopee marketplace, it shows that the lack of product information causes low consumer interest and trust. Differences in product descriptions and products received are also a problem. Limited access to information and uncertainty about product authenticity give rise to negative perceptions such as special discounts for products of questionable quality. This research examines marketing strategies on consumer buying interest with a focus on affiliate marketing, product quality and discounts on the Shopee marketplace. In previous research, only a few studies combined affiliate marketing variables, product quality, and discounts in one study, this research also used a different method from previous research. Apart from that, this research uses the Shopee marketplace as the research object, while previous research used other marketplaces and the locations taken were different from previous research. This study employs a quantitative methodology and utilizes causality analysis tools. This research examines the influence of the independent variables marketing affiliation (X1), product quality (X2), and discounts (X3) on the dependent variable purchasing interest (Y). The population of this research is students from the 2020 Management study program at PGRI Nusantara University, Kediri. This research used a sample of 80 respondents for analysis with a sampling technique using purposive sampling technique. This study employs the data analysis approach of multiple linear regression tests, using the SPSS V25 analytic tool. The findings of this research suggest that Affiliate Marketing, Product Quality, and Discounts possess partial effect on customer purchasing interest in the Shopee marketplace. Affiliate marketing, product quality, and discounts all possess substantial effect on customer purchasing interest in the Shopee marketplace. The conclusion of this research is that Shopee must focus on improving affiliate marketing, product

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quality and discounts to increase consumer purchasing inclination. The implications show that by improving these factors, Shopee can attract more consumers and increase their market share in the online marketplace industry.

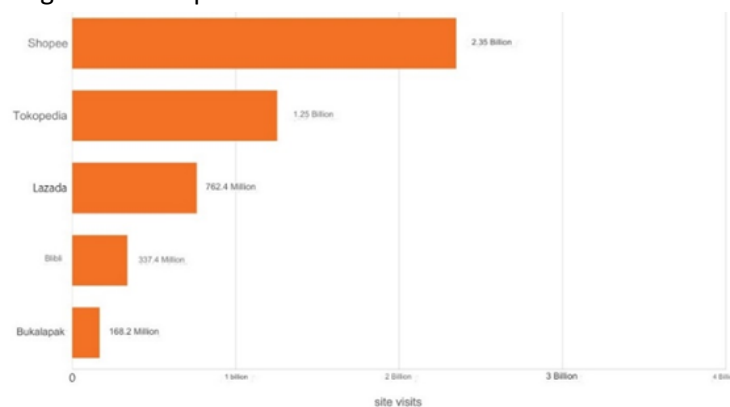
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1. Introduction

The advancement of technology and knowledge has brought significant changes in many facets of existence, one of these options is the rapid growth of the internet. Increasing internet access and speed makes it easier to access various marketplaces such as Shopee, Tokopedia, Lazada, TikTok Shop, Blibli, and Bukalapak, making online shopping even more popular. Sourced from (Kusumaningsih et al., 2021) Marketplace is a platform that functions as an intermediary between sellers and buyers to process product transactions online. Shopping on the marketplace offers a number of benefits, such as consumers being able to compare prices, read product reviews, and make transactions easily and safely without having to leave the house, making it an attractive choice for consumers.

The most popular marketplace in Indonesia currently is Shopee, this is because Shopee is an application that has various features and products offered at varying prices.

Figure 1. Percentage of Marketplace Visitors in Indonesia in 2023



Source: <https://shorturl.asia/xPOYa>

Shopee provides various types of products, but specializes in its offerings in the beauty, fashion and household equipment categories. Shopee offers various features for the benefit of consumers, such as ShopeeLive, sales assistant, chat bot. These features can help consumers get answers to their questions instantly. Apart from that, Shopee equips multiple payment options are available to facilitate the process for consumers in the purchasing process, such as bank transfer, Indomaret, Kredivo, credit card, COD, ShoppePayLater and ShoppePay which can be used as an electronic wallet. Therefore, with the various features and services available on Shopee, consumers can choose the payment method that suits them best. So it can increase consumer buying interest.

Sourced from (Kotler & Keller, 2016) Consumer purchasing interest is a consumer behavior in which consumers have a desire to purchase or select a product based on their experience with the product's selection, use, consumption, or even desire. Consumer purchasing curiosity describes the consumer's desire to own or plan to purchase the product or service offered. Sourced from previous research by (Hafizhoh et al., 2023) Several variables, including product quality, pricing, brand image, and service quality, might impact purchase interest. Purchase interest is derived from customer perceptions and opinions of a product, which are influenced by their trust in the product. Diminished customer trust in a product will result in a decline in consumer purchasing inclination. If customers lack trust in the quality or value of items available on Shopee, it might lead to a decline in consumer purchasing intent. Many factors can influence purchasing interest, one of which is affiliate marketing.

Sourced from previous research by (Puspitasari, 2023) Affiliate is a program that promotes products or services offered on various social media and earns a commission from each purchase transaction that occurs. On the Shopee marketplace, consumers can only see product descriptions as a reference. This can result in a lack of consumer interest and awareness in products they have never seen or heard of before. Based on this, consumers can get more detailed information and reviews about products from affiliates through affiliate marketing. Affiliates usually provide in-depth explanations about the product, including their personal experiences, which can help attract consumer interest by directing them through the link provided to the website until a purchase transaction occurs and they will earn a commission. It is very important for online shops to promote their products so that consumers know more information and are interested in these products to increase consumer knowledge and interest in lesser known products.

Consumers tend to choose a product derived from the quality of the product when shopping at Shopee. Consumers who receive a product that does not match the expectations or description given in the product description will feel disappointed and dissatisfied with their purchase. This can reduce consumer confidence in the quality of products on Shopee, because consumers cannot directly assess the quality of the material, texture or other details of the product which raises doubts about the quality of the product which can affect their purchasing interest. Product quality refers to the comprehensive attributes and qualities of products and services that impact their capacity to fulfill expressed or implicit requirements (Kotler dan Keller, 2017). Good product quality will influence consumers' buying interest, while unsatisfactory quality will make them look for other alternatives, both in offline stores and other online platforms that offer higher quality products.

Another factor that influences purchasing interest besides affiliate marketing is product quality, namely discounts. Discounts can influence consumer buying interest because consumers can get the desired product at a more affordable price. Shopee often holds big discounts every month at special moments such as dates with beautiful combinations of numbers, Independence Day celebrations, shopping discounts using Shopeepay and many more. The presence of discounts in the form of price cuts, vouchers or other promotional offers can open up opportunities for consumers to get the products they want at more affordable prices. Consumers often look for discount offers when shopping online, and when they find the products they need at favorable discounts, their purchasing interest increases significantly. Sourced from (Kotler & Armstrong, 2018) Discounts or rebates are direct price reductions for purchases within a certain period of time or in larger quantities. In offline stores, consumers have the advantage of being able to see the discounted products directly, check the quality, and immediately make a decision. However, when

shopping on a marketplace like Shopee, consumers only have limited access to the information provided by the platform. This can raise concerns and uncertainty regarding the authenticity and quality of the discounted product, which can give rise to negative perceptions such as the product being on a special promotion, or because the product is no longer popular or even damaged. Product discounts for a limited period of time can encourage consumers to buy because they create a feeling or desire to own a product, thereby attracting interest in purchasing. This also benefits the company because it can help short-term sales.

Research conducted by (Brilianita & Sulistyowati, 2023) Affiliate marketing has a favorable and substantial influence on students' purchasing inclination towards the TikTok Shop. In research conducted by (Puspitasari, 2023) states that e-commerce affiliate marketing has a substantial impact on purchasing interest. Sourced from previous research by (Suparwo & Rahmadewi, 2021) shows that the quality of the product has a beneficial impact influence on purchase intention at Lazada. However, in research carried out by (Kasman et al., 2023) stated the quality of the product does not have a beneficial and substantial impact on Lazada marketplace consumers' buying interest. Sourced from previous research by (Jannah et al., 2022) indicates that Discount the variable possesses a somewhat positive and statistically substantial impact on Consumer Purchase Interest on Tokopedia. But on the other hand, research (Evelyna, 2023) indicates that the Price Discount variable does not have a statistically noteworthy impact on the intention to purchase Oriflame products. This shows that there are variations in consumer responses to discounts, some consumers are more interested in discounts when looking at certain brands, while other consumers pay more attention to product quality without considering the size of the discount.

The distinction between this study and prior studies is in the choice of variables. In previous research, only a few studies combined the variables affiliate marketing, product quality, and discounts in one study. Another thing that differentiates this research is using the Shopee marketplace as a research object, whereas previous research used the TikTok Shop, Lazada and Tokopedia marketplaces as research objects. Researchers are motivated to perform study due to the disparities seen in past research findings on the Shopee marketplace with different variables to determine the extent of effect exerted by affiliate marketing, product quality and discounts have for consumer purchasing interest with the title "The Influence of Affiliate Marketing, Product Quality, and Discounts on Buying Interest Consumers on the Shopee Marketplace"

The objective of the investigation is to ascertain the individual furthermore combined impact of affiliate marketing, product quality, furthermore discounts on customer purchasing interest in the Shopee marketplace. The aim of this research is to examine and evaluate the impact of affiliate marketing, product quality, furthermore discounts individually and together on customer purchasing interest in the Shopee marketplace.

2. Literature Review

Affiliate Marketing

Affiliate marketing is a kind of advertising where affiliates earn a reward for recommending items or services on a website. Affiliate marketing channels include the dissemination of video advertisements via the YouTube partner program and the sharing of affiliate links via social media profiles (Tobing, 2022). In this research, affiliate marketing uses appropriate indicators (Ghosal et al., 2020) consisting of Informative, Incentive, Perceived Ease, Trustworthiness. According to

research conducted by (Brilianita & Sulistyowati, 2023) Affiliate marketing has a favorable and substantial impact on the inclination to make purchases. Therefore, this research demonstrates:

H1: Affiliate marketing influences interest

Product quality

Marketers utilize product quality as one of their primary positioning instruments. This directly affects the efficacy of the product. Consequently, quality is deeply interconnected with consumer contentment and value (Kotler & Keller, 2017). This research uses product quality indicators according to (Tjiptono, 2013) consisting of performance, additional features or features, Adherence to requirements, dependability, longevity, visual appeal, and perceived excellence. Sourced from research by (Suparwo & Rahmadewi, 2021) demonstrates that the quality of a product has a favorable impact on the level of interest in making a purchase. Therefore, this research proves that:

H2: Product quality influences purchasing interest

Discount

Discounts are direct price reductions on purchases during a certain period of time (Kotler & Armstrong, 2018). Discounts are also an effective promotional strategy in business. This research uses discount indicators according to (Sutisna, 2016) comprising the discount amount, duration of the discount, and the specific product eligible for the discount, respectively (Jannah et al., 2022) indicates that discounts have a somewhat positive and considerable impact on Purchase Interest. Therefore, this research demonstrates:

H3: Discounts influence purchasing interest

Purchase Interest

Purchase interest is a psychological picture of consumers that shows their plans to purchase a particular product with an emphasis on understanding the consumer's purchase motivation for the product they need. This is important for marketers to understand and predict future consumer behavior (Tonce & Rangga, 2022). This research uses purchasing interest indicators according to (Ferdinand, 2014) comprising transactional interests, referential interests, preferential interests, and exploratory interests which influence consumer actions after considering various things. So this research proves that:

H4: Affiliate marketing, product quality, discounts simultaneously influence purchasing interest

3. Method, Data, and Analysis

This study employs a quantitative methodology. This research uses causality techniques. Research using a causality approach seeks to explain cause and effect relationships and test the influence of the independent variables marketing affiliation (X1), product quality (X2), and discounts (X3) on the dependent variable purchasing interest (Y). This research was conducted at the Management Study Program, Faculty of Economics and Business, Nusantara University, PGRI Kediri. Researchers chose this location as a research location because: The majority of Management Study Program students are active users of the Shopee marketplace on average. This research used a sample of 80 people based on calculations using the Slovin Formula. Purposive sampling was the method of sampling that was employed in this study. This study used a questionnaire instrument implemented using Google Form media. The questionnaire was given to groups of respondents via WhatsApp, and Likert Scale measures were employed. Following the collection of data, validity and reliability tests were conducted using SPSS V25. The results obtained are valid, where the calculated r value has a value greater than the table r and is reliable. The Cronbach alpha value has a value

greater than 0.60 with a sample size of 80 people. This study's data analysis method includes the R2 coefficient of determination test, multiple linear regression testing, and hypothesis testing (T and F tests).

4. Result and Discussion

The research utilizes the multiple linear analysis technique to gain a comprehensive understanding of the independent variables, namely Affiliate Marketing, Product Quality, and Discounts, on the the variable that is dependent, namely Purchase Interest at Shopee. The SPSS for window version 25 program is employed to perform data calculations, as presented in table 1. As follows.

4.1. Multiple Linear Regression Analysis

The refer to the table provided below the outcomes of the multiple linear regression analysis:

Table 1. Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficient
Model		B	Std. Error	Beta
1	(Constant)	,541	1,386	
	Affiliate Marketing	,266	.134	,236
	Product quality	,565	,034	,906
	Discount	,435	.173	,292

A. Dependent Variable: Purchase Interest

Source: SPSS output, 2024

Sourced from the calculation results in table 1, the regression equation is structured as stated below:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0.541 + 0.266 X_1 + 0.565 X_2 + 0.435 X_3 + e$$

It means :

a = 0.541: if affiliate marketing (X1), product quality (X2) and discounts (X3) are assumed to have no influence at all (=0) then purchase interest (Y) is 0.541.

b1 = 0.266: meaning that if affiliate marketing (X1) increases by 1 (one) unit and product quality (X2) and discounts (X3) remain the same then purchasing interest (Y) increases by 0.266 units

b2 = 0.565, implying that if the quality of the goods (X2) increases by 1 (one) unit, affiliate marketing (X1) and discounts (X3) remain the same then purchasing interest (Y) increases by 0.565 units

b3 = 0.435: this indicates that in the event that discount (X3) increases by 1 (one) unit, affiliate marketing (X1) and product quality (X2) remain the same, then purchase interest (Y) increases by 0.435 units

4.2. Coefficient Of Determination Test

The coefficient of determination measures the degree to which the independent variable influences the dependent variable. The coefficients of determination value is determined by the value (Adjusted R²) as shown in table 2:

Table 2. Coefficient of determination test

Model Summary^b				
Model	R	R square	Adjusted R Square	Std. Estimation Error
1	.948a	.898	.894	1.79334

A. Predictors: (Constant), Discounts, Product Quality, Affiliate Marketing

B. Dependent Variable: Purchase Interest

Source: SPSS output, 2024

Sourced from Table 2 shows that the value (Adjusted R²) is 0.894. This displays the magnitude of its influence affiliate marketing, product quality and discount on consumer buying interest of 89.4%, meaning that there are still other variables that influence consumer buying interest of 10.6%, but these variables are not examined in this research, because the number of independent variables has been adjusted. If coefficient of determination (Adjusted R²) is larger (closer to 1), then the influence of the independent variable on the dependent variable is greater, the value (Adjusted R²) is 0.894, then extent of the influence affiliate marketing, product quality and discount on consumer buying interest has a big influence.

4.3. Hypothesis Testing

a. T Test (Partial/individual influence test)

Sourced from The the outcomes of the conducted t-test out obtained the following values:

Table 3. t test

Coefficients^a			
Model		t	signature.
1	(Constant)	2,112	.270
	Affiliate Marketing	2,991	.030
	Product quality	5,510	.000
	Discount	2,522	.014

A. Dependent Variable: Purchase Interest

Source: SPSS output, 2024

Sourced from calculations in table 3 show that:

- 1) Variable affiliate marketing The statistical significance level obtained is 0.030, then smaller than 0.05, so it implies that H₀ is declined and H₁ is approved. Thus it is proven that affiliate marketing (X₁) partially or individually has a big effect. on Consumer Purchase Interest (Y).
- 2) The product quality variable has a statistically significant value of 0.000, it is smaller than 0.05. This denotes the null hypothesis. (H₀) is rejected and the null hypothesis (H₂) is approved. Therefore, it has been shown that the quality of a product (X₂) partially and individually has a significant effect on consumer buying interest (Y).
- 3) The discount variable possesses statistically considerable importance of 0.014, it is smaller than 0.05. This indicates that the null hypothesis (H₀) is rejected and the alternative hypothesis (H₃) is approved. Thus, it is proven that partial or individual discounts (X₃) have a substantial impact on consumer buying interest (Y).

b. F Test (Simultaneous Influence Test)

Sourced from the outcomes of the F test that was conducted obtained the following values:

Table 4. F test

ANOVA

Model		Sum of Squares	df	Means Square	F	signature.
1	Regression	2155,578	3	718,526	223,417	,000b
	Remainder	244,422	76	3,216		
	Total	2400,000	79			

A. Dependent Variable: Purchase Interest

B. Predictors: (Constant), Discounts, Product Quality, Affiliate Marketing

Source: SPSS output, 2024

According to calculations on the table 4, it exists evident that the significance value, which is 0.000, it is smaller than 0.05. This indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (H4) is accepted. Research has shown that Affiliate Marketing (X1), Product Quality (X2), and Discounts (X3) has a substantial influence on Consumer Purchase Interest (Y).

4.4. Discussion

From the results of tests carried out by researchers, it is known it these three many factors influence customer purchasing intent. The explanation of each variable will be explained as follows:

a. The influence of affiliate marketing variables partially has a substantial impact on consumer buying interest in the Shopee marketplace

The Affiliate Marketing variable (X1) partially has a substansial impact on Consumer Purchase Interest (Y). The statistical test findings in table 3 indicate that the affiliate marketing variable has a significance value of 0.030, which is smaller than 0.05. This implies that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is approved. Hence, it has been shown that Affiliate Marketing (X1) partially and individually has a significant effect on Consumer Purchase Interest (Y). This study corroborates the findings of previous studies undertaken by (Brilianita & Sulistyowati, 2023) A study has shown that affiliate marketing has a substantial impact on customer purchasing interest.

Aside from that, this research is furthermore consistent with the idea advanced by (Puspitasari, 2023) Affiliates are programs that promote products or services offered on various social media and earn commissions from every purchase transaction that occurs. According to the findings of the study and expert theory it may be inferred that one of the efforts made by the Shopee marketplace is to choose affiliates who really understand the products offered to consumers and also have many fans on social media so that consumers buy. Interest in this product is increasing.

b. The influence of product quality variables partially has a substantial impact on consumer buying interest in the Shopee marketplace

The variable of product quality (X2) partially has a significant effect on consumer buying interest (Y). The statistical test findings in table 3 indicate that the product quality variable has a significance value of 0.000, is below the boundary or limit of 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H2) is approved. Consequently, it has been shown that quality of product (X2) has a partially and individually impact on customer purchasing interest (Y), which is statistically significant. This study corroborates the findings of previous studies undertaken by (Suparwo & Rahmadewi, 2021) the study

demonstrates that product quality has a substantial influence on customer purchasing inclination.

Apart from that, this research is also in accordance with the theory put forward by (Kotler & Keller, 2017) Product quality refers to the comprehensive attributes and features of products and services that impact their capacity to fulfill expressed or implicit requirements. Based on findings from the research and expert theories, it can be concluded furthermore one of the efforts made by the Shopee marketplace is to maintain the purity and excellence of a product, with quality that meets consumer expectations, buying interest in Shopee will increase.

c. The influence of the discount variable partially has a substantial impact on consumer buying interest in the Shopee marketplace

The discount variable (X3), partially has a significant effect on consumer buying interest (Y). The statistical test findings in table 3 indicate that the discount variable has the crucial value of 0.014, which is smaller than 0.05. This implies that the null hypothesis (H0) is rejected and the alternative hypothesis (H3) is approved. Therefore, it has been shown that offering partial or individual discounts (X3) has a substantial impact on customer purchasing interest (Y). This study corroborates the findings of previous studies undertaken by (Jannah et al., 2022) which stipulates discounts have a substantial impact on consumer buying interest.

Apart from that, this research is also in accordance with the theory put forward by (Kotler & Armstrong, 2018) Discounts or rebates are direct price reductions for purchases within a certain period of time or in larger quantities. According to the findings of the study and expert theories, it is possible to infer that one of the efforts made by the Shopee marketplace is to provide discounts or discounts on certain products so that these products have high buying interest and Shopee can gain profits from these sales.

d. The influence of affiliate marketing variables, product quality and discounts simultaneously has a substantial impact on consumer buying interest in the Shopee marketplace

In table 4, the variables of affiliate marketing (X1), product quality (X2), and discounts (X3) have obtained a significant value of 0.000. This indicates that the probability of 0.000 is smaller than of 0.05. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H4) is accepted. Consequently, customer purchasing interest is influenced by the simultaneous factors of affiliate marketing (X1), product quality (X2), and discounts (X3).

Sourced from (Kotler & Keller, 2016) Purchase intention refers to the likelihood of customers to either purchase a certain brand and service or switch from one brand to another. Consumer buying interest is closely related to affiliate marketing, product quality and discounts. Affiliate marketing can influence consumer buying interest through promoting products or services through affiliates. Affiliates who are trusted and have a relevant audience can increase consumer buying interest. Apart from that, the quality of a product is crucial in garnering customer purchasing attention, high quality products tend to be liked by consumers. Apart from product quality, discount offers can also influence consumer buying interest. Attractive discounts can increase consumer purchasing intent for a product or service.

5. Conclusion and Suggestion

According to the results of the conducted study and data analysis, it has the potential to be inferred that:

- a. Affiliate marketing partially has a substantial impact on consumer buying interest in the Shopee marketplace.
- b. Product quality partially has a substantial impact on consumer buying interest in the Shopee marketplace.
- c. Partial discounts has a substantial impact on consumer buying interest in the Shopee marketplace.
- d. Affiliate marketing, product quality and discounts simultaneously has a substantial impact on consumer buying interest in the Shopee marketplace.

Based on the conclusions and implications of the research, the advice that can be given regarding the results of this research is for the Shopee marketplace to continue making the latest improvements and pay more attention to affiliate marketing, product quality and discounts. with improvements to affiliate marketing by providing affiliates who understand the product and have quite a lot of fans, product quality is guaranteed and meets consumer expectations, and the discounts offered are quite varied for each product, this will maximize consumer buying interest in the Shopee market. For future researchers, because in this research it is proven that there are other variables that influence consumer buying interest but are not discussed in this research, this can be used as material for conducting similar follow-up research by including other variables that have not yet been discussed. has been discussed. in this research such as price, promotion and consumer loyalty variables to get better results.

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