

THE INFLUENCE OF AFFILIATE MARKETING, ADVERTISING AND LIVE STREAMING ON CONSUMER PURCHASE INTEREST ON SHOPEE PLATFORM

Marisa Zamzamiya^{1*}

¹Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Pekalongan, 51111, Indonesia

ABSTRACT

Introduction/Main Objectives: *Every year there is an increase in internet users and this can be used as a business development opportunity for Shopee. This opportunity is shown by Shopee's marketplace market share, which is in first place, beating its competitors. This research was conducted with the aim of finding out several factors that influence the buying interest of Shopee users among Pekalongan University students. The factors studied include live streaming, advertising and affiliate marketing. The population in this study includes users of the Shopee application and students at Pekalongan University. Sampling in this study used a purposive sampling technique for 105 respondents taken as samples in this study. Primary data collection was carried out by distributing questionnaires via Google Form to respondents. Meanwhile, secondary data comes from journals and literature from previous research. From this research, the results showed that live streaming significantly influenced purchasing interest, advertising significantly influenced purchasing interest, while affiliate marketing did not significantly influence purchasing interest.*

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* Corresponding Author at Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Jl. Sriwijaya No. 3 Kota Pekalongan, 51111, Indonesia
E-mail address: marisazamzamiya@gmail.com (author#1)

1. Introduction

What is the purpose of the study? Why are you conducting the study? The main section of the article should start with an introductory section, which provides more details about the paper's purpose, motivation, research methods and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution. The "introduction" in the manuscript is important to demonstrate the motives of the research. It analyzes the empirical, theoretical and methodological issues in order to contribute to the extant literature. This introduction will be linked with the following parts, most noticeably the literature review.

The Internet has fundamentally changed the economic landscape, introducing a new paradigm that connects global society in an infinite way. The development of digital technology has provided a major boost to efficiency, creativity and connectivity in various economic sectors. From large companies to small businesses, the internet provides access to a wider market and enables innovation without geographic boundaries. In this context, it is important to explore how the

internet is not only a communication tool, but also a catalyst for economic growth that influences the way we interact, shop and manage business overall.

In today's rapidly developing digital era, the phenomenon of online sales has become one of the main drivers of transformation in the world of commerce. The development of internet technology and e-commerce platforms has fundamentally changed the way consumers shop. Various factors such as ease of access, speed of transactions, and wide product variety have made online sales a very popular choice for both consumers and business people. Through this convenience, online marketplaces not only allow customers to shop anytime and anywhere, but also provide opportunities for businesses to develop and expand their market reach significantly. Therefore, it is important to understand and appreciate the impact and dynamics caused by the rapid development of online sales in the context of a global economy that continues to change and move forward.

The development of online business has changed the face of global trade significantly in the last few decades. This phenomenon not only creates new opportunities for business actors, but also changes the way consumers interact with products and services. The support of continuously developing internet technology has opened the door to wider market access, allowing businesses to reach a global audience without geographic boundaries. Through e-commerce platforms, customers can browse a wide selection of products easily and make transactions quickly, while businesses can leverage data and analytics to improve their marketing and sales strategies. (Alamin et al., 2023)

This growth is not only changing the traditional way of doing business, but also creating a dynamic ecosystem where innovation constantly drives change. Therefore, it is important to explore the positive impacts and challenges faced in exploiting the full potential of this online business development. By understanding the ever-changing dynamics of digital markets, we can embrace new opportunities and adapt relevant business strategies in this digital era. Shopee has established itself as one of the main leaders in the e-commerce industry in Southeast Asia. Since its launch in 2015 by Sea Limited, the platform has experienced impressive growth and changed the way millions of people shop online. By combining technological innovation and aggressive marketing strategies, Shopee not only provides easy access to various products from around the world, but also provides users with an interactive and engaging shopping experience. With the rapid growth of the internet and smartphone penetration in the region, Shopee is emerging as a major force bringing about major changes in the digital commerce ecosystem. This platform not only offers easy access to millions of products from various categories, but also presents various innovations such as discount programs, promotions and direct sales features that are profitable for both consumers and sellers (Wahyuni et al., 2022).



Source : <https://images.app.goo.gl/bzQhKfaRW9dZF5Co8>

Shopee's current development can be described as an impressive phenomenon in the e-commerce industry in Southeast Asia. Since its launch in 2015, Shopee has recorded significant growth in terms of the number of users, transactions and influence on the regional online market. One of the key factors in Shopee's success is an aggressive and innovative marketing strategy. They

continue to develop various promotional campaigns, discounts and major sales events such as 9.9 Super Shopping Day and 11.11 Big Sale, which have succeeded in attracting the attention of millions of consumers and spurring shopping activity significantly. In addition, Shopee continues to integrate advanced technology in its platform to improve user experience. Features such as Shopee Mall for products from well-known brands, ShopeePay as a digital payment solution, and other initiatives such as Shopee Live which facilitates live streaming for direct interaction between sellers and consumers, have all contributed to Shopee's popularity and growth. At the regional level, Shopee has also expanded its reach to various countries in Southeast Asia and invested in logistics infrastructure to increase delivery efficiency. This allows them to deliver a better and more reliable online shopping experience for users from various backgrounds and locations (Widodo & Prasetyani, 2022).

Overall, Shopee has not only succeeded in maintaining its position as one of the e-commerce market leaders in Southeast Asia, but also continues to take innovative steps to face future challenges and opportunities. With a strong focus on user experience and adaptation to dynamic market changes, Shopee remains a central figure in digital transformation and the digital economy in the region.

In a digital era filled with technological advances, the e-commerce industry has become one of the most dynamic and fast-growing sectors. Platforms like Shopee not only offer easy access to various products, but also present a variety of innovative marketing strategies to attract consumer attention. In this context, affiliate marketing, advertising, and live streaming have become important tools in influencing consumer shopping behavior.

Affiliate marketing leverages the power of influencers and user networks to promote products in a more personal and trustworthy manner, while advertising uses precise targeting to increase brand awareness and influence purchasing decisions. On the other hand, live streaming provides a direct, interactive experience between sellers and consumers, enabling live product testing and real-time discussions.

This research aims to explore the influence of these three strategies affiliate marketing, advertising, and live streaming—on increasing consumer buying interest on the Shopee platform. By deeply understanding how these strategies interact and contribute to a more positive and engaging shopping experience, this research is expected to provide valuable insights for e-commerce practitioners, advertisers, and companies to increase the effectiveness of their campaigns in reaching and influencing consumers in the marketplace increasingly competitive.

1. Literature Review

Purchase Interest

The definition of buying interest according to Kotler and Keller (2009:15), "Buying interest is a behavior that appears as a response to an object that shows the consumer's desire to make a purchase." According to Durianto and Liana (2004:44), "Purchasing interest is something that is related to the consumer's plan to buy a particular product and how many units of the product are needed in a certain period." Based on the description above, it can be concluded that purchasing interest is a mental statement from consumers that reflects their plans to purchase a number of products with a certain brand. A product is said to have been consumed by consumers if the product has been decided by consumers to purchase it. The consumer's personal characteristics that are used to process stimuli are very complex, 7 and one of them is the consumer's drive or motivation to buy. From the opinions above, it can be concluded that buying interest is a sincerity in making a sacrifice, where buying interest arises because consumers feel satisfied with the quality of the products provided by the company.

Live Streaming

Live Streaming, also known as Direct Selling via social media, is a development of promotional media that utilizes real-time communication links which are used to attract consumer buying. Live streaming is often used by sellers to interact with potential consumers directly, sellers or shop owners can provide or convey information about the products being sold, then viewers as potential consumers can freely ask questions about the products being offered. Potential consumers' confidence will increase due to seller reviews during live streaming (Harita & Siregar, 2022). Live streaming is one of several factors that influence purchase intention. Meanwhile, research conducted by (Awwaliya Dhiyaus Syamsiyah & Lia Nirawati, 2024).

Advertising

Advertising is the use of media to tell consumers about something and encourage them to do something. From the eyes of a consumer, advertising is a source of information or simply a form of entertainment. Meanwhile, the social view of advertising is a form of service for a community group. In general, advertising helps explain a product, while for the company itself advertising is a very important marketing tool for the company. For more details, the opinions of several experts regarding advertising. (Khotimah & Febriansyah, 2018)

According to Kotler (2005:277) states that: "Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that must be paid". According to Djaslim Saladin (2002:219) states that: "Advertising is a promotional tool, usually used to direct persuasive communication to target buyers and the public where this form of advertising presentation is non-personal".

According to Stanton, quoted by Bilson Simamora (2003: 305), "Advertising consists of all the activities involved in presenting something to an audience non-personally, with a clear sponsor and the cost of a message about a product or organization." (Ardian, 2018)

Affiliate marketing

Affiliate marketing is a collective activity which, in this case, involves an organization, a particular company, or even a site that aims to bring profit between the two parties involved. The profit obtained must be through an agreement by carrying out advertising activities for the products or services offered. The term for people who advertise this product is Affiliate. (Erifiyanti et al., 2023) If the affiliate is able to influence consumers so that later the consumer will visit a website that is advertised, until at the final stage the consumer will make a purchase transaction thanks to the affiliate's advertising, then the affiliate will get a commission. Simply put, Affiliate Marketing is an offering of advertising services carried out by someone to help market a product which, when it reaches the transaction stage, will receive a commission (Fauza Husna, 2023)

2. Method, Data, and Analysis

In the research, the influence of the independent variables (Affiliate marketing, Advertising and live streaming) on the dependent variable (Purchase Interest). This research will use quantitative research methods. The data collection technique that will be used in this research is by distributing questionnaires via Google Form to respondents using a Likert scale. The Likert scale is a rating scale with responses, starting from 1-5, starting from strongly disagree to strongly agree. The purpose of using these indicators is to measure certain changes in the variables being investigated. The live streaming variables consist of Attractiveness, Trustworthiness, Expertise, Product Usefulness, Purchase Convenience and Product Price. Advertising itself consists of indicators Mission, Message, Media. Meanwhile, Informativeness, Incentive, Perceived Trust, Perceived Usefulness, Perceived ease to locate are indicators of affiliate marketing variables according to. Meanwhile, purchasing

interest itself is formed from indicators of transactional interest, referential interest, preferential interest and exploratory interest. The respondents who will be selected in this research are Shopee users who are Pekalongan University students. Determination of sample size according to Cochran calculations:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04$$

information :

n = total sample

z = normal standard deviation value 5% worth 1,96

p = chances are right 50% = 0,5

q = 1 - p

e = sample error rate 10% = 0,1

From the results of Cochran's calculations above, it can be seen that the n value is 96.04, so the researcher will select 105 subjects to serve as samples. Data collection in this study used a purposive sampling technique, which involves collecting samples using predetermined criteria. The criteria in this study include; Pekalongan University Students; Shopee users. There are two categories of data sources in this research, namely primary data and secondary data. The use of data from filling out questionnaires that researchers give to respondents will be the main source of information. Secondary data was obtained from previous articles and journals as research supporting data. This research will use Partial Least Square (PLS) analysis tools or software. The testing steps that will be carried out in PLS are using two models, including using the Outer Model which includes validity and reliability tests and the Inner Model which includes multicollinearity test, R-square test, Effect Size test, goodness of fit test and hypothesis test.

3. Result and Discussion

The results of the answers to the questionnaire that the researchers distributed to 105 respondents in this study met the following criteria, namely that they were Shopee users and were also Pekalongan University students. Apart from that, the demographics of respondents in this study, namely gender, age and intensity of use of Shopee, can be summarized in the following table :

Tabel 3. Respondent demographics

Gender	Woman	63,8%
	Mens	36,2%
Ages	17 – 20	9,5%
	21 – 25	89,5%
	26 – 30	1%
Intensity of use Shopee	≤ 10 transactions/ month	79%

> 10 transactions/ month

21%

Sumber: Kuesioner, 2023

It can be seen in the discriminant validity table above that discriminant validity using the Fornell & Lacker Criterion shows that the root of the AVE construct is > correlation between constructs and < 0.7. Therefore, all indicators meet Fornell Lacker's discriminant validity requirements.

reliability test

Tabel 5. Construct Reability

Variabel	Cronbach's Alpha	Composite Reliability	Keterangan
<i>Live Streaming</i>	0,897	0,921	<i>Reliabel</i>
<i>Advertising</i>	0,876	0,911	<i>Reliabel</i>
<i>Affiliate Marketing</i>	0,904	0,929	<i>Reliabel</i>
<i>Buying interest</i>	0,869	0,910	<i>Reliabel</i>

Sumber: Pengolahan data dengan SmartPLS, 2023.

In testing reliability, you can look at the Cronbach's Alpha and Composite Reliability values. Data must have a Composite Reliability value > 0.7 so that the data can be considered to meet the standard reliability value, while Cronbach's Alpha data is expected to have a value > 0.7 for all constructs. From the results of the analysis of the Cronbach's Alpha and Composite Reliability tables above, the Cronbach's Alpha test shows a value of > 0.7 for all variables in this study. Likewise, the Composite Reliability value for all variables has a value > 0.7. So it can be concluded that this research has a model with good reliability values.

Multicollinearity Test

Tabel 6. Collinearity Statistics (VIF)

	Minat Beli
<i>Live Streaming</i>	2,425
<i>Advertising</i>	2,457
<i>Affiliate Marketing</i>	2,687

Sumber: Pengolahan data dengan SmartPLS, 2023.

This test is carried out to see how the indicators relate to each other. The Variance Inflation Factor (VIF) value can be used to determine whether an indicator in this study experiences multicollinearity. If the VIF value is between 5 - 10, it indicates that an indicator experiences multicollinearity. In this study, the VIF value determined as a measure is < 5. Based on the value above, it can be seen that the collinearity (VIF) value from data processing via SmartPLS shows that all question items have a VIF value < 5. So it can be said that the VIF value is < 5 free from multicollinearity.

Uji R-Square(R²)

Tabel 7. Coefficient Determination

	R-Square	R Square Adjusted
Buying Interest	0,671	0,661

Sumber: Pengolahan data dengan SmartPLS, 2023.

The goodness-fit model (GoF) test can be determined from the R-Square value. From the table above, Purchase Interest has an Adjusted R-square value of 0.66. So the results found were that Live Streaming (X1), Advertising (X2) and Affiliate Marketing (X3) had an influence on Purchase Interest (Y) of 66% with moderate information while other factors had an influence of 34%.

Uji *F-Square* (F^2)

Tabel 8. *F-Square*

Variabel	<i>F-Square</i>	Keterangan
<i>Live Streaming</i>	0,068	Kecil
<i>Advertising</i>	0,513	Besar
<i>Affiliate Marketing</i>	0,000	Kecil

Sumber: Pengolahan data dengan SmartPLS, 2023.

Effect size (F^2) is used as a test to determine the goodness of an independent variable model (Y) with the dependent variable (X). The value of F^2 which is categorized as small is 0.02, categorized as medium 0.15 and categorized as large 0.35. The results in the table above explain that the F -square value that has a small influence is live streaming worth 0.068 and affiliate marketing worth 0.000, while the F -square value for advertising with a large influence is 0.513.

Model Fit Test

Tabel 9. SRMR

	Saturated Model	Estimated Model
SRMR	0,063	0,063

Sumber: Pengolahan data dengan SmartPLS, 2023.

The model suitability test is declared to be suitable if the saturated value of the SRMR model is < 0.1 and if the saturated model value is > 0.1 it is declared not to be suitable. The SRMR table above is suitable because the value of the saturated model is 0.063 < 0.1.

Hypothesis test

Tabel 10. *Path Coefficient*

Hipotesis	Sample Mean	T Statistics	P Value	Keterangan
<i>Live Streaming</i> → Minat Beli	0,255	2,043	0,042	Signifikan
<i>Advertising</i> → Minat Beli	0,628	5,664	0,000	Signifikan
<i>Affiliate Marketing</i> → Minat Beli	-0,009	0,062	0,950	Tidak Signifikan

Sumber: Pengolahan data dengan SmartPLS, 2023.

Hypothesis testing in this research is seen from the t-statistic value and p-value which are probability values. In hypothesis testing, conditions are said to have a significant effect if the p-value is large < 0.05 or t-statistics > 1.64

The Effect of Live Streaming on Purchase Interest

The results of the calculation above show that the influence of advertising on purchase interest is 0.630 with a t-statistic value of 5.664 at a significance level or p-value of 0.000. Based on the results

of the p-value of $0.000 < 0.05$; It can be said that H2, namely advertising has a significant positive effect on buying interest in the Shopee application (Case Study of Pekalongan University Students) is accepted, so it can be concluded that advertising has a significant positive effect on buying interest in the Shopee application and is the variable that has the most influence on buying interest. Of the three advertising variable indicators used by researchers in this research, the order of indicators that have the most influence on purchasing interest is mission, message and media.

The Influence of Affiliate Marketing on Purchase Interest

The results of the calculations above show that affiliate marketing influences purchasing interest by-0.009 with a t-statistic value of 0.062 at a significance level or p-value of 0.950. Based on the results of the p-value of $0.950 > 0.05$; It can be said that H3, namely affiliate marketing has a significant negative influence on buying interest in the Shopee application (Case Study of Pekalongan University Students), is rejected, so it can be concluded that affiliate marketing does not have a significant influence on buying interest in the Shopee application. The insignificant results of affiliate marketing on buying interest in the Shopee application is because Shopee does not require an affiliate marketing program in the transaction process because Shopee itself can attract consumer buying interest through the advertising program that Shopee carries out.

The Influence of Advertising on Purchase Interest

The results of the calculation above show that the influence of advertising on purchase interest is 0.630 with a t-statistic value of 5.664 at a significance level or p-value of 0.000. Based on the results of the p-value of $0.000 < 0.05$; It can be said that H2, namely advertising has a significant positive effect on buying interest in the Shopee application (Case Study of Pekalongan University Students) is accepted, so it can be concluded that advertising has a significant positive effect on buying interest in the Shopee application and is the variable that has the most influence on buying interest. Of the three advertising variable indicators used by researchers in this research, the order of indicators that have the most influence on purchasing interest is mission, message and media.

4. Conclusion and Suggestion

Based on data obtained from this research regarding the influence of Live Streaming, Advertising and Affiliate Marketing on Purchase Interest at Shopee in 105 Pekalongan University student respondents who use Shopee, the results of research and testing data obtained from data processing using the Partial Least Square (PLS) method are It can be concluded firstly, Live streaming has a significant effect on Purchase Interest in the Shopee application among Pekalongan University Students. So if live streaming increases buying interest will also increase so that Shopee can continue to maximize and develop creativity in the process and increase the frequency of live streaming. Second, advertising has a significant effect on Purchase Interest in the Shopee application among Pekalongan University Students. So if advertising increases, buying interest will also increase so that Shopee can maintain and optimize its advertising efforts. Third, different from the two previous independent variables, Affiliate Marketing does not have a significant effect on Purchase Interest in the Shopee application among Pekalongan University Students. Apart from that, judging from the effect size calculation value, the sequence of variables that most partially influences buying interest is first advertising (0.513), second live streaming (0.068) and lastly affiliate marketing. Meanwhile, looking at the r-square value to see the overall value or simultaneous influence of live streaming, advertising and affiliate marketing variables on purchasing interest, it is 0.66 or 66% with moderate information.

Based on the results of the research that the researchers have conducted, it is explained that live streaming and advertising have a significant influence on purchasing interest, so the researchers suggest that Shopee can further increase its live streaming potential by increasing the Purchase Convenience value or ease of shopping, by providing a feeling of comfort and security in every transaction made. consumers do this via Shopee. Apart from that, Shopee can also improve its advertising program by developing and improving the messages conveyed through Shopee advertising so as to increase attention and interest, thereby increasing interest and interest in buying. Meanwhile, for affiliate marketing which does not have a significant effect on buying interest at Shopee, the researchers suggest that Shopee can ignore its affiliate marketing program. With this research, the researchers hope that it can become reference material in developing existing variables and adding new variables in the future. Apart from that, it is hoped that in the future there will be more samples in the hope of getting better data. The number of samples in this research is not large because it focuses on the Pekalongan University student populati

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