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Analysis of the Effect of Shopee Affiliate Marketing on Increasing Consumer Purchase Interest

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A B S T R A C T

Advances in technology increasingly have an impact on consumer buying interest which is now growing. However, the problem was found in the Shopee marketplace which experienced an error for two days. The purpose of this research is to analyze the technology acceptance model through Shopee affiliate marketing as an effort to increase consumer buying interest. This study uses an associative quantitative approach by collecting data through questionnaires distributed online on social media. The population of this research is Shopee users in Bandung with an age range of 17-30 years with a sample of 210 respondents, but this research managed to collect 215 respondents. The data analysis technique used in this study is a simple linear regression data analysis technique with the help of SPSS tools. The results of this study indicate that Shopee affiliate marketing has a positive and significant effect on purchase intention. This is based on the calculated t value of 8.341 with a significance value of 0.000 where the significance value is less than 0.05 (0.000 <0.05). Thus, the better the performance of Shopee Affiliate Marketing on the Shopee marketplace, the higher the consumer's buying interest.

1. INTRODUCTION

Advances in technology increasingly have an impact on consumer buying interest which is now growing. The expanding area of trade that is not limited by time and place is one of the impacts of technological developments (Sulistiyawati & Widayani, 2020). This is supported by the availability of the internet network which now facilitates trading activities so that transactions can be carried out online. Unlike the case decades ago when buying and selling transactions were still carried out by meeting face to face (Japarianto & Adelia, 2020). One of the trading places or places for transactions today is the marketplace. The definition of marketplace according to Kotler & Amstrong (2021) in Marthalia & Wikansari (2022) is the activity of a person in reaching online channels via a computer that is used by businesspeople to support their business activities and consumers use it as a computer-assisted information medium with a flow that begins by providing information services so that consumers can make their choices.

One of the marketplaces in Indonesia is Shopee. Shopee is a Singapore-based company run by Garena but has now changed its name to SEA Group. Garena runs the mobile marketplace concept with a C2C or customer-to-customer business model. Shopee started operating in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. The products it offers also vary, starting from fashion, beauty, electronics, home appliances, and others (Sulistiyawati & Widayani, 2020). Shopee also acts as a forum for MSME players who run their businesses moreover, MSMEs also play a role as contributors to economic development in Indonesia (Maesaroh, 2020).

The problem was discovered from 6 to 8 February 2023 with the news that Shopee had an error. Based on the article Anggraini (2023) In picture 1 the words "Shopee error" became a trending topic on social media Twitter until 11.18 WIB with a total of 57 thousand tweets.

Figure 1. Shopee Error News
(Source: Merdeka.com, 2023)

This phenomenon certainly has an impact on the use of the marketplace, as stated by Pearson et al (2007) on Wafiyyah et al (2021) if a marketplace tends to be difficult to use, the desired product is difficult to find, and the offers provided are unclear, then users will leave it. The bigger impact is the decrease in consumer buying interest, this is because consumers will have an interest in buying when they get a positive experience when using a product or service (Setyorini and Nugraha, 2016 on Wafiyyah et al., 2021). Purchase intention plays an important role in the success of a company or industry. This is because buying interest can provide opportunities for companies to retain their customers in the long term. So that with every consumer's buying interest, companies can prevent their consumers from buying similar products/services from other companies (Lukito & Ikhsan, 2020 dalam Syaharani & Yasa, 2022).

Until now, Shopee has carried out many promotions, one of which is through the

Shopee Affiliate Program. Shopee affiliate is a type of affiliate marketing or affiliate marketing. Companies use affiliate marketing as a technique to promote their products/services through collaboration with trusted individuals or groups (Wicaksono et al., 2022). Affiliate marketing is a strategy in marketing products where an affiliate can earn commissions through the products/services they promote. Until now affiliate marketing is considered a large industry and is the main source of income from online media for bloggers, celebrities, and influencers.

The selection of affiliate marketing variables through the Shopee affiliate program is seen based on the results of previous research, as in research Wicaksono et al (2022) that affiliate marketing or affiliate marketing in the Shopee Affiliate program has a positive effect on buying interest. However, affiliate marketing variables need to be tested again to see the consistency of the results.

This research needs to be carried out as an evaluation material for the marketplace, especially Shopee in maintaining the buying interest of its users. This research can also be used as supporting data for companies engaged in the marketplace in making decisions. Based on the background that has been described, this research was conducted with the research title "Analysis of the Influence of Shopee Affiliate Marketing in Increasing Consumer Purchase Interest"

2. METHODOLOGY

This study uses an associative quantitative approach, which is research with the nature of asking about a relationship between two or more variables (Sugiyono, 2013). This study uses a causal relationship or a relationship that seeks to find out the cause and effect between two or more variables.

These variables consist of independent variables or influencing variables and dependent or influenced variables (Sugiyono, 2013)

According to Sugiyono (2016) the population can be interpreted as a generalization of an area consisting of objects/subjects with certain qualities and characteristics according to those determined by the researcher for further study and concluding. The population in this study is based on the results of research conducted by Snapcart Husaini (2020) with a total of 1000 respondents from all over Indonesia, based on age group categories. The following is Figure 3.1, a marketplace chart that is often used in Indonesia by age group.
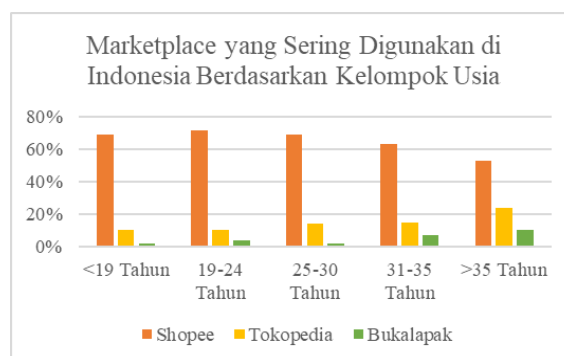

Figure 2. Number of Age Groups that Frequently Use Marketplaces in Indonesia

Based on Figure 2 which shows that the Shopee marketplace is mostly used by people aged less than 19 years (69%), ages 19-24 years (69%), and ages 25-30 years (65%), the population in the study was taken from Shopee users in Bandung with an age range of 17 years to 30 years. The sampling technique uses random sampling or random sampling based on a predetermined population. Hair et al (2010) stated that if the sample size is too large, it will be difficult to obtain a suitable model. The appropriate sample size is recommended between 100-200 respondents so that they can use

interpretation estimates so that the following sample sizes are obtained:

(Number of indicators + Number of latent variables) x (5 to 10 Times)
Maximum Sample = (17+4) x 10 = 210 Respondents

Based on the calculations above, the maximum sample size in this study was 210 respondents who were Shopee users in Bandung based in the 17-30 year old category.

The data collection technique used in this study was a questionnaire. According to Sugiyono (2016) Questionnaires are one of the data collection techniques by providing several questions or statements to be answered by respondents. In this study, questionnaire data were obtained directly by sending questionnaires to a sample of Shopee users in Bandung. Meanwhile, the measuring instrument or instrument used in this study is an interval scale with an assessment weight as shown in Table 1.

Table 1. Bobot Penilaian Skala Interval

Pernyataan Nilai	Nilai
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Setuju (S)	3
Sangat Setuju (SS)	4

The use of an interval scale with 4 alternatives has several advantages including being able to retrieve research data that is more accurate because it avoids undecided answer categories or answers that have multiple meanings or it can be said that the respondent has not been able to decide and give an answer. Thus the data can be obtained without any neutral or hesitant answers from the respondents.

The data analysis technique used in this study is a simple linear regression data analysis technique. This is because this study only uses one dependent variable (Purchasing Interest) and one independent variable (Shopee Affiliate Marketing). According to Sugiyono (2016), the model was formed based on research objectives, the following is a model from simple linear regression analysis:

$$Y = a + bX$$

Y: The dependent variable (buying interest)
X: Independent variable (Shopee affiliate marketing)
a: Intercept or constant
b: Directional number or regression coefficient

The hypothesis was tested using the Individual Parameter Significance Test (t-test), Simultaneous Significance Test (F Test), and Analysis of the Coefficient of Determination (R^2).

3. RESULT AND DISCUSSION

3.1. Characteristics of Respondents

This study obtained 215 respondents with the characteristics they had as in Table 2.

Table 2. Characteristics of Respondents

Karakteristik	Responden	Jumlah (orang)	Proporsi (%)
Jenis Kelamin	Laki-Laki	55	25,6
	Perempuan	160	74,4
Usia	18-20	62	28,8
	21-25	144	67
	26-30	9	4,2
Pendidikan	SMA	146	67,9
	Diploma	6	2,8
	Sarjana	63	29,3
Domisili	Kabupaten Bandung	82	38,1
	Kota Bandung	133	61,9
Intesitas Belanja dalam 1 Bulan	1-5x	168	78,1
	6-10x	40	18,6
	11-15x	4	1,9
	Lebih dari 15	3	1,4
Media	Mobile App	212	98,6
	Website	3	1,4

Table 2 shows the results that the number of respondents with gender is dominated by women, while in terms of age most range from 21-25 years, last education is dominated by high school, most domiciles come from the city of Bandung, the most spending intensity is 1-5 times a month and the media that the most widely used is the mobile app.

Whether or not there is an influence on the Shopee Affiliate Marketing variable on Buying Interest, can be determined through the following data analysis:

a. Simple Regression Analysis

The following are the results of a simple regression analysis presented in the following table.

Table 3. Results of Simple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	7.060	.714		9.891	.000
Shopee Affiliate Marketing	.386	.046	.496	8.341	.000

a. Dependent Variable: Minat Beli

Based on Table 3, a simple linear regression calculation can be done through the following equation:

$$Y = a + bX$$
$$Y = 7.060 + 0.386X$$

The calculation results above can be interpreted as follows:

1. A constant value of 7.060 means that when the Shopee affiliate marketing variable is considered zero, then buying interest is worth 7.060

2. The variable regression coefficient value of Shopee affiliate marketing is 0.386 with a positive coefficient direction. This value shows that if Shopee affiliate marketing increases, then buying interest increases. Conversely, when Shopee affiliate marketing declines, buying interest also decreases.

b. T-test

The t-test is intended to determine how much the independent variables can influence individually (partial). The results of the t-test in this study are presented in the following table.

Table 4. Result of t-test

Coefficients

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.
1 (Constant)	7.060	.714		9.891	.000
Shopee Affiliate Marketing	.386	.046	.496	8.341	.000

a. Dependent Variable: Minat Beli

Table 4 shows the significant value of the Shopee Affiliate Marketing variable is 0.000, with a significant level of α = 5%, according to the decision-making basis that if the significant value is <0.05 then it is rejected, whereas if the significant value is > 0.05 then it is accepted. Based on this, it can be concluded that there is a significant influence from Shopee affiliate marketing on buying interest.

c. F-test

The f-test is intended to determine the effect of the independent variables on the dependent variable simultaneously. The results of the f-test in this study are presented in the following table.

Tabel 5. Result of F-test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.210	1	212.210	69.567	.000b
	Residual	649.744	213	3.050		
	Total	861.953	214			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Shopee Affiliate Marketing

Table 5 shows the significant value of the Shopee Affiliate Marketing variable is 0.000, with a significant level of α = 5%, according to the decision-making basis that if the significant value is <0.05 then it is rejected, whereas if the significant value is > 0.05 then it is accepted. Based on this, it can be concluded that there is a significant influence from Shopee affiliate marketing on buying interest simultaneously.

d. Determination Coefficient Test (R^2)

Determination Coefficient Test (R^2) intended to measure the level of ability of a model to explain the variation in the dependent variable. The coefficient of determination has a criterion value between zero and one. Coefficient of determination test results (R^2) presented in the following table.

Tabel 6. Result of Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496a	.246	.243	1.74655

a. Predictors: (Constant), Shopee Affiliate Marketing

Table 5 shows that the R Square value is 0.496 which means that there is an influence of Shopee affiliate marketing on purchase intention of 49.6% while the remaining 50.4% is influenced by other variables not included in this study. These results are in accordance with what was explained by Ghozali (2018) that the higher the R value, the higher the influence between variables.

4. CONCLUSION & RECOMMENDATIONS

This research is intended to determine whether there is an influence from Shopee Affiliate Marketing on consumer buying interest. Based on the research that has been carried out, this research shows the results that the research was dominated by female respondents, totaling 160 respondents or 74.4%, and male respondents amounting to 55 respondents or 25.6%. Meanwhile, in terms of spending intensity, as many as 168 respondents chose 1-5 shopping times in a month.

Based on the results and discussion, it is concluded that Shopee affiliate marketing has a positive and significant effect on purchase intention. This is evidenced by the value of the regression coefficient which has a positive value (0.386), the value of the

correlation coefficient (R) which is positive (0.496), the calculated t value of 8.341 with a significance value of 0.000 where the significance value is less than 0.05 (0.000 < 0.05). Thus, the better the performance of Shopee Affiliate Marketing on the Shopee marketplace, the higher the consumer's buying interest

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