

The Effect of Affiliate Marketing on Trust and Repurchase Intention: A Study of Tokopedia Marketplace in Pontianak City

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ABSTRACT

This study aims to analyze the effect of Affiliate Marketing on Trust and Repurchase Intention on Tokopedia marketplace users in Pontianak City. The method used is a quantitative method with an associative approach. Primary data was obtained through a questionnaire to 200 respondents who are Tokopedia users. The independent variable in this study is Affiliate Marketing, the mediator variable is Trust, and the dependent variable is Repurchase Intention. Data analysis was carried out using the Structural Equation Modeling (SEM) technique through SmartPLS software. The results of the study indicate that Affiliate Marketing has a positive and significant effect on Trust, Trust has a positive and significant effect on Repurchase Intention, but Affiliate Marketing does not have a direct effect on Repurchase Intention. However, it was found that Trust significantly mediates the effect of Affiliate Marketing on Repurchase Intention. This finding shows the importance of consumer trust in strengthening the effectiveness of affiliate marketing strategies to encourage repeat purchases. This study provides implications for e-commerce players in designing marketing strategies that focus on increasing customer trust through an affiliate approach.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Affiliate Marketing* terhadap *Trust* dan *Minat Beli Ulang* pada pengguna *marketplace* Tokopedia di Kota Pontianak. Metode yang digunakan adalah metode kuantitatif dengan pendekatan asosiatif. Data primer diperoleh melalui kuesioner kepada 200 responden yang merupakan pengguna Tokopedia. Variabel bebas dalam penelitian ini adalah *Affiliate Marketing*, variabel mediator adalah *Trust*, dan variabel terikat adalah *Minat Beli Ulang*. Analisis data dilakukan dengan menggunakan teknik *Structural Equation Modeling* (SEM) melalui *software* SmartPLS. Hasil penelitian menunjukkan bahwa *Affiliate Marketing* berpengaruh positif dan signifikan terhadap *Trust*, *Trust* berpengaruh positif dan signifikan terhadap *Minat Beli Ulang*, namun *Affiliate Marketing* tidak berpengaruh langsung terhadap *Minat Beli Ulang*. Meski demikian, ditemukan bahwa *Trust* memediasi secara signifikan pengaruh *Affiliate Marketing* terhadap *Minat Beli Ulang*. Temuan ini menunjukkan pentingnya kepercayaan konsumen dalam memperkuat efektivitas strategi *affiliate marketing* untuk mendorong pembelian ulang. Penelitian ini memberikan implikasi bagi pelaku *e-commerce* dalam merancang strategi pemasaran yang berfokus pada peningkatan kepercayaan pelanggan melalui pendekatan *affiliate*.

1. Introduction

Technology is advancing rapidly and has become one of society's essential needs [1]. The internet, which is growing faster and more expansive, can now be easily accessed via smartphones, laptops, or other devices. The data on internet users can be seen in Figure 1. Figure 1 shows that the number of internet users in Indonesia reached 213 million as of January 2023. This figure equals 77% of Indonesia's total population, which stood at 276.4 million at the beginning of 2023. Compared to 2022, Indonesia's internet user count increased by 5.44%.

The internet enables people to perform various activities, such as: connecting people across both short

and long distances without requiring face-to-face interaction; facilitating online learning and remote work that can be done anywhere; providing access to entertainment like watching movies and listening to music; and even serving as a platform for online shopping [2]. Moreover, online shopping provides convenience by eliminating the need to visit physical stores. With e-commerce platforms available, this activity saves time, costs, and energy as it can be done anywhere and anytime using internet-connected devices. The payment process for online shopping is also simpler and faster.

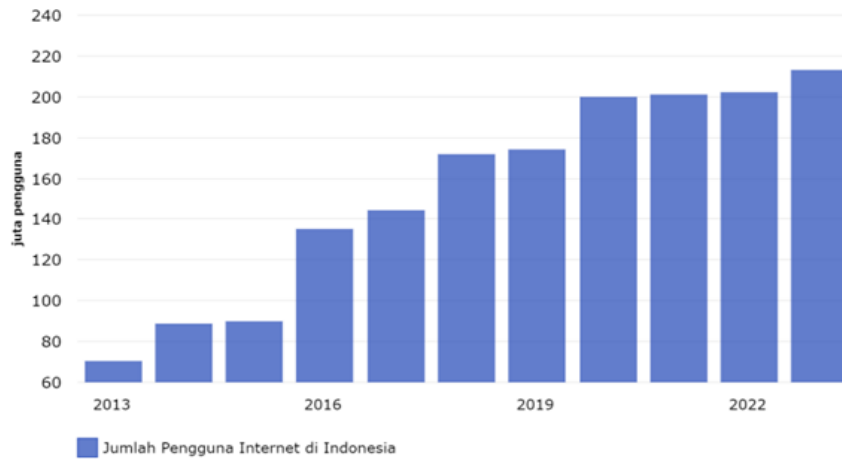


Figure 1. Number of Internet Users in Indonesia [3]

Online shopping isn't limited to websites and social media - it's made even more convenient through dedicated e-commerce applications [4]. The most

popular online shopping platforms in Indonesia include Shopee, Tokopedia, Lazada, Blibli.com, and Bukalapak, as shown in the following Figure 2.

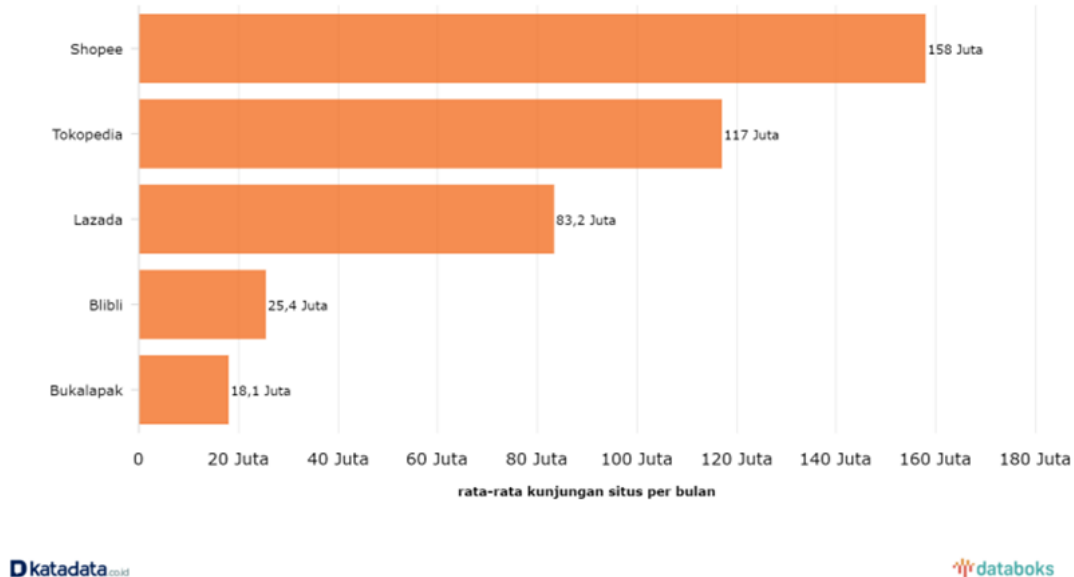


Figure 2. 5 E-Commerce with the Highest Visitors in Q1 2023 [5]

According to Figure 2, Shopee was Indonesia's most-visited e-commerce platform in Q1 2023 (January–March period), with its website averaging 158 million monthly visits [6]. Tokopedia ranked second with 117 million average monthly visits, followed by Lazada (83.2 million), while Blibli and Bukalapak trailed behind with 25.4 million and 18.1 million visits per month, respectively.

In Indonesia, e-commerce platforms have become the preferred shopping choice for most consumers to purchase products like electronics, household goods, and healthcare items [7]. The top three e-commerce brands favored by Indonesian consumers are Shopee, Tokopedia, and Lazada. Notably, Tokopedia ranks among the most visited marketplaces in Indonesia.

Leading e-commerce brands in Indonesia, such as Shopee, Tokopedia, Lazada, Blibli.com, and Bukalapak, continue to implement diverse strategies to attract consumers and expand their market share in the online shopping industry. The growth of each platform is driven by innovations, promotions, and services they offer, resulting in intense competition among them [8]. This rivalry is evident in their efforts to enhance user experience, including massive discounts, fast delivery, and customer loyalty programs. The following Figure 3 illustrates how this competition is reflected in the number of visits and consumer preferences for e-commerce platforms in Indonesia.

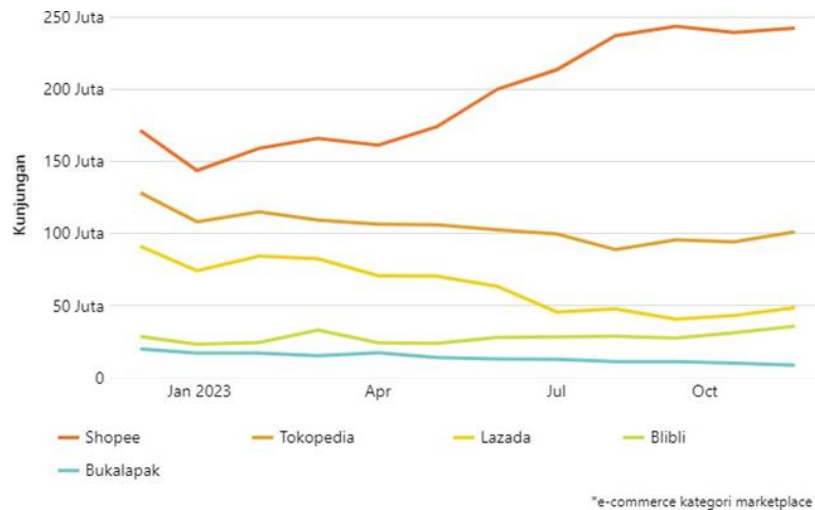


Figure 3. Traffic Competition Among Indonesia's Top 5 E-Commerce Platforms (January – December 2023) [9]

According to Figure 3, Shopee remained Indonesia's most-visited marketplace e-commerce platform throughout 2023, recording 242.2 million website visits in December 2023 - a 41.39% increase from its January 2022 baseline. Tokopedia secured second position with 101.1 million visits during the same month, though this reflected a 21.08% year-on-year decline. Lazada ranked third with 48.6 million December visits, representing a 46.72% drop compared to 2022 figures. Meanwhile, Blibli demonstrated positive growth with 35.8 million visits (a 25.18% year-over-year increase), while Bukalapak experienced the most significant downturn at just 8.7 million visits - a dramatic 56.5% decrease from its 2022 performance.

Tokopedia has experienced declining visitor traffic as one of Indonesia's major e-commerce platforms. This reduction in transactions primarily stems from two key factors: (1) decreased promotional discounts, and (2) seasonal influences including an increased number of public holidays [10].

Table 1. Total Revenue of PT GoTo Gojek Tokopedia Tbk

Year	Total Revenue (In Millions IDR)	Growth / Decline (%)
2021	31,150,908	-
2022	29,009,177	6.87
2023	24,843,952	14.35

PT GoTo Gojek Tokopedia Tbk recorded consecutive annual revenue declines between 2021 and 2023. The company experienced a 6.87% revenue decrease in 2021 compared to 2020, followed by a more substantial 14.35% year-on-year decline in 2023 versus 2022. This downward trend primarily resulted from reduced platform traffic due to increasingly fierce competition in Indonesia's e-commerce marketplace sector. The revenue contraction reflects the challenges of maintaining market share against rival platforms that have been aggressively capturing consumer attention through competitive pricing and promotional strategies.

Tokopedia stands as one of Indonesia's largest e-commerce platforms. Founded on February 6, 2009, and officially launched to the public on August 17, 2009, by William Tanuwijaya and Leontinus Alpha Edison, the company operates as a digital marketplace utilizing an online mall business model [11]. As a market leader, Tokopedia now serves 99% of Indonesia's districts and boasts over 100 million monthly active users, demonstrating its nationwide penetration and dominant position in the country's digital commerce sector [12].

Tokopedia empowers individuals, small retailers, and established brands to create and manage online stores through its platform. The marketplace currently hosts over 12 million merchants, with 86.5% representing new entrepreneurs entering the digital economy. Maintaining its market leadership position, Tokopedia ranks among Indonesia's most visited and widely used e-commerce platforms, serving as a critical driver of the nation's digital commerce growth [12].

Beyond its core marketplace business, Tokopedia has expanded into additional product verticals. In 2016, the company introduced financial technology solutions, including a digital wallet, digital credit, investment services, and other financial products. Continuing its innovation, Tokopedia launched the Tokopedia Affiliate Program in 2022, designed to enable users to become influencers and earn supplemental income by promoting Tokopedia products or stores. The program is inclusive, requiring no minimum follower count—anyone can participate by creating relevant content and including affiliate links. Affiliates (participants in the program) can earn commissions of up to 10% for each successful sale generated through their affiliate links. Additionally, they receive a bonus of Rp 10 per verified visit to the promoted product or store pages, incentivizing both conversions and traffic generation.

Affiliate programs help convey explanations about products or services to consumers, thereby fostering

trust [13]. Consumer trust can be built through the delivery of products that match the specifications promoted by the affiliate. When consumers receive products or services that meet their expectations, it can enhance their trust in those offerings. Interaction, communication, and ethics in Affiliate Marketing practices play a significant role in building customer trust. Transparency, providing valuable content, and affiliates disclosing their relationship with the brand are key factors in establishing a strong foundation of trust [14].

Trust also influences consumers' interest in making repeat purchases. Research stated that customer trust can generate interest in repurchasing [7]. This means that the higher the level of trust, the greater the interest in buying the product again [15]. Trust is the foundation of a business that must be built from the beginning and demonstrated consistently—without trust, a business cannot sustain itself in the long term.

2. Research Method

This research is associative in nature. Primary data in this study was obtained through the distribution of questionnaires. Meanwhile, the secondary data consists of the number of internet users in Indonesia and the top 5 e-commerce platforms with the highest number of visitors in the first quarter of 2023. The population in this study consists of individuals who use the Tokopedia marketplace as a platform for online shopping, with a sample size of 200 respondents. The variables in this research include Affiliate Marketing (X) as the independent variable, Trust (Y1) as the moderating variable, and Repurchase Intention (Y2) as the dependent variable.

The researcher used Structural Equation Modeling (SEM) to test the hypothesis model. Data processing was carried out with the assistance of SmartPLS software [16]. Explain the preparation methods and characterization techniques used. Provide a concise yet accurate description, including details such as size, volume, replication, and processing techniques. New methods should be described in detail to allow other researchers to replicate the experiment. Meanwhile, established methods can be explained by citing references.

3. Results and Discussion

3.1. Respondent Characteristics

The respondents involved in this study totaled 200 individuals, consisting of customers who had made repeat purchases on the Tokopedia marketplace. One of the purposes of describing respondent characteristics is to provide an overview of the sample used in this research [17]. The profile of the respondents was obtained from personal data included in the questionnaire, which covered aspects such as gender, age, highest education level, occupation, monthly expenditure, shopping frequency, frequently purchased products, internet usage, payment methods, and the main factors considered when shopping. These characteristics are presented and explained in the following tables:

3.1.1. Number of Respondents Based on Gender

Based on the research findings, the characteristics of respondents based on gender can be seen in the following Table 2.

Table 2. Respondent Characteristics by Gender

No	Gender	Number of Respondents	Percentage (%)
1	Female	187	93.5
2	Male	13	6.5
Total Respondents		200	100.0

From Table 2, it shows that the majority of respondents in this study are female, with 187 respondents, accounting for 93.5%.

3.1.2. Number of Respondents Based on Age

Based on the research findings, the characteristics of respondents based on age can be seen in the following Table 3.

Table 3. Respondent Characteristics by Age

No	Age (Years)	Number of Respondents	Percentage (%)
1	21-30	175	87.5
2	31-40	25	12.5
Total Respondents		200	100.0

From Table 3, it shows that the majority of respondents in this study are aged between 21 and 30 years, accounting for 87.5%.

3.1.3. Number of Respondents Based on Highest Education Level

Based on the research findings, the characteristics of respondents based on their highest level of education can be seen in the following Table 4.

Table 4. Respondent Characteristics by Highest Education Level

No	Highest Education Level	Number of Respondents	Percentage (%)
1	Senior High School	107	53.5
2	Bachelor's Degree	93	46.5
Total Respondents		200	100.0

From Table 4, it shows that the majority of respondents in this study have the highest level of education as high school (SMA), with 107 respondents, accounting for 53.5%.

3.1.4. Number of Respondents Based on Occupation

Based on the research findings, the characteristics of respondents based on their occupation can be seen in the following Table 5.

Table 5. Respondent Characteristics by Occupation

No	Occupation	Frequency	Percentage (%)
1	Employee	30	15.0
2	Entrepreneur	149	74.5
3	Undergraduate Student	10	5.0
4	Government Employee	11	5.5
Total Respondents		200	100.0

From Table 5 above, it shows that the majority of respondents in this study work as entrepreneurs, with 149 respondents, accounting for 74.5%.

3.1.5. Number of Respondents Based on Monthly Expenditure

Based on the research findings, the characteristics of respondents based on their monthly expenditure can be seen in the following Table 6.

Table 6. Respondent Characteristics by Monthly Expenditure

No	Monthly Expenditure (IDR)	Frequency (n)	Percentage (%)
1	>1 million	95	47.5
2	2-3 million	78	39.0
3	<3 million	27	13.5
Total Respondents		200	100.0

From Table 6 above, it shows that the majority of respondents in this study have a monthly expenditure of more than 1 million, accounting for 47.5%.

3.1.6. Number of Respondents Based on Shopping Frequency

Based on the research findings, the characteristics of respondents based on their shopping frequency can be seen in the following Table 7.

Table 7. Respondent Characteristics by Shopping Frequency

No	Shopping Frequency	Respondents	Percentage (%)
1	1 - 2	22	11
2	3 - 4	58	29
3	> 4	120	60
Total		200	100

From Table 7 above, it shows that the majority of respondents in this study shop more than 4 times per month, accounting for 60%.

3.1.7. Number of Respondents Based on Frequently Purchased Products

Based on the research findings, the characteristics of respondents based on the products they frequently purchase can be seen in the following Table 8.

Table 8. Respondent Characteristics Based on Frequently Purchased Products

No	Product	Quantity	Percentage (%)
1	Clothing	70	35.0
2	Cosmetics	15	7.5
3	Accessories	1	0.5
4	Others	14	7.0
Total Respondents		200	100.0

From Table 8 above, it shows that the majority of respondents in this study frequently purchase clothing, with 70 respondents, accounting for 35%.

3.1.8. Number of Respondents Based on Internet Usage

Based on the research findings, the characteristics of respondents based on their internet usage can be seen in the following Table 9.

Table 9. Respondent Characteristics Based on Internet Usage

No	Internet Usage	Quantity	Percentage (%)
1	<1 Hour	50	25.0
2	1-2 Hours	15	7.5
3	2-3 Hours	1	0.5
4	3-4 Hours	14	7.0
5	>4 Hours	120	60.0
Total Respondents		200	100.0

From Table 9 above, it shows that the majority of respondents in this study use the internet for more than 4 hours, accounting for 60%.

3.1.9. Number of Respondents Based on Payment System

Based on the research findings, the characteristics of respondents based on their payment system can be seen in the following Table 10.

Table 10. Respondent Characteristics Based on Payment System

No	Payment System	Quantity	Percentage (%)
1	COD	165	82.5
2	Transfer	30	15.0

From Table 10 above, it shows that the majority of respondents in this study prefer the Cash on Delivery (COD) payment system, with 165 respondents, accounting for 82.5%.

3.1.10. Number of Respondents Based on Repeat Purchases from the Same Seller

Based on the research findings, the characteristics of respondents based on repeat purchases can be seen in the following Table 11.

Table 11. Respondent Characteristics Based on Purchase from the Same Seller

No	Purchase from the Same Seller	Quantity	Percentage (%)
1	Yes	180	90
2	No	20	5
Total Respondents		200	100

From Table 11 above, it shows that the majority of respondents in this study prefer to make repeat purchases from the same seller, with 180 respondents, accounting for 90%.

3.1.11. Number of Respondents Based on the Main Factors Considered

Based on the research findings, the characteristics of respondents based on the main factors they consider can be seen in the following Table 12.

Table 12. Respondent Characteristics Based on Main Factors Considered

No	Factor	Quantity	Percentage (%)
1	Convenience	90	45.0
2	Utility	15	7.5
3	Reliability	61	30.5
4	Other Factors	34	17.0
Total Respondents		200	100.0

From Table 12 above, it shows that the majority of respondents in this study consider convenience as the main factor, with 90 respondents, accounting for 45%.

3.2. Measurement Model

The Measurement Model is evaluated based on reliability and validity values. The results of the outer loadings can be seen on Table 13.

Table 13. Results of Outer Loadings

	Affiliate Marketing (X1)	Trust (Y1)	MBU (Y2)
X1.1	0.749		
X1.2	0.831		
X1.3	0.833		
Y1.1		0.837	
Y1.2		0.799	
Y1.3		0.748	
Y2.1			0.736
Y2.2			0.722
Y2.3			0.805
Y2.4			0.740

Based on the outer loading values in Table 13, it can be seen that all items or indicators have an outer loading value greater than 0.7. Therefore, it can be concluded that all items or indicators are valid in terms of item validity. Next, an analysis was conducted on Construct Reliability and Validity. Construct Reliability and Validity measure the reliability and validity of the latent variable constructs. The results of the testing for Construct Reliability and Validity can be seen in the following table. Based on the outer loading values in Table 14, it can be observed that all items or indicators have an outer loading value greater than 0.7. Therefore, it can be concluded that all items or indicators are valid in terms of item validity.

Table 14. Results of Construct Reliability and Validity Test

	Cronbach's alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affiliate Marketing (X1)	0.728	0.734	0.847	0.649
Trust (Y1)	0.791	0.828	0.837	0.632
MBU (Y2)	0.762	0.756	0.838	0.565

Based on Table 14 above, it can be seen that all constructs have a Cronbach's Alpha value greater than 0.7. Therefore, it can be concluded that all constructs used are reliable. The table above also provides information about the results of the convergent validity test, which can be seen from the Average Variance

Extracted (AVE) values. The AVE values for all constructs are greater than 0.5. Therefore, it can be concluded that all constructs are valid in terms of convergent validity.

The next step is to conduct the discriminant validity test, as shown in the following Table 15.

Table 15. Discriminant Validity (Fornell-Larcker)

	Affiliate Marketing (X1)	MBU(Y2)	Trust (Y1)
Affiliate Marketing (X1)	0.805		
MBU(Y1)	0.473	0.751	
Trust (Y2)	0.093	0.319	0.795

Based on Table 15, it shows that the square roots of the AVE (Fornell-Larcker Criterion) for each construct are greater than the correlations with other variables. Therefore, the discriminant validity requirement for the model in this study has been met. Other model testing outputs were conducted by examining the R Square value, which tests the Goodness of Fit of the model in the research's inner model. The results of the test can be seen in the following Table 16.

Table 16. Goodness Fit Model

	R-square	Adjusted R-square
Trust (Y1)	0.390	0.387
MBU (Y2)	0.569	0.455

Based on the Table 16 above, it shows that the R Square values for Trust and Repeat Purchase Interest have moderate models of 0.390 and 0.569, respectively. This means that Trust is influenced 0.390 or 39% by the Affiliate Marketing variable, while the remaining 61% is influenced by other variables. For Repeat Purchase Interest, it is influenced 0.569 or 46% by the Trust variable, while the remaining 54% is influenced by other variables. To validate the model as a whole, the Goodness of Fit is used to evaluate both the measurement model and the structural model, as well as simple measures for the overall prediction of the model.

3.3. Structural Model

In this section, the results of hypothesis testing are explained by examining the results for Direct Effects

Table 17. Direct Effect

Hypothesized path	Standardized path coefficient	t- statistic	P Values	Results
H1: Affiliate Marketing - Trust	0.066	7.199	0.000	Accepted
H2: Affiliate Marketing - MBU	0.111	0.672	0.502	Rejected
H3: Trust - MBU	0.090	3.925	0.000	Accepted

It can be seen from the output that the direct effects between Affiliate Marketing and Trust, as well as Trust and Repeat Purchase Interest (MBU), have p-values less than the significance level of 0.05, indicating that they are significant. On the other hand, the direct effect

of Affiliate Marketing on Repeat Purchase Interest (MBU) has a p-value greater than the significance level of 0.05, indicating that it is not significant.

The results of the testing for indirect effects can be seen in the following Table 18.

Table 18. Indirect Effect

	Standardized path coefficient	t- statistic	P Values	Results
H4: Affiliate Marketing – Trust - MBU	0.050	3.356	0.001	Accepted

It can be seen from the output on Table 18 that the indirect effect of Affiliate Marketing on Trust, mediated by Repeat Purchase Interest (MBU), has a p-

value less than the significance level of 0.05, indicating that it is significant. The results of hypothesis testing can be seen in the following Figure 4.

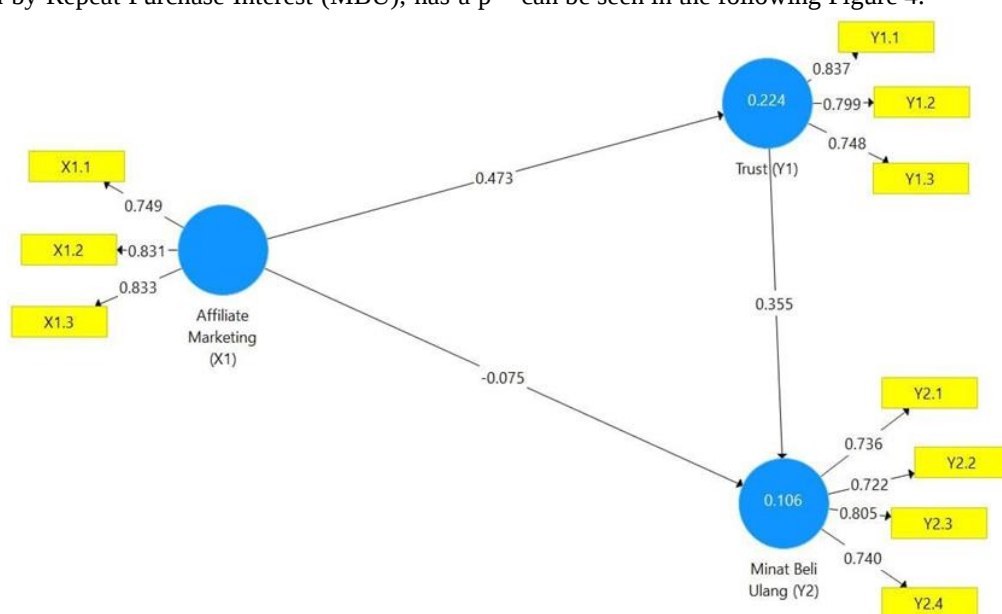


Figure 4. Hypothesis Test Results

3.3.1. The effect of Affiliate Marketing on Trust.

The direct effect testing between Affiliate Marketing and Trust yielded a t-statistic value of 7.199 with a p-value of 0.000. This indicates a significant direct effect between Affiliate Marketing and Trust. Therefore, it can be concluded that H1, which states that Affiliate Marketing has a positive and significant effect on Trust, is accepted. The results of this study support the research conducted by another researcher with the finding that affiliate marketing has a significant effect on customer trust [18].

3.3.2. The Effect of Affiliate Marketing on Repeat Purchase Interest

The direct effect testing between Affiliate Marketing and Repeat Purchase Interest yielded a t-statistic value of 0.672 with a p-value of 0.502. This indicates that there is no significant direct effect between Affiliate Marketing and Repeat Purchase Interest. The t-statistic value suggests that the relationship between the two is weak. Therefore, it can be concluded that H2, which states that Affiliate Marketing has a positive and significant effect on Repeat Purchase Interest, is rejected. The results of this study contradict the research conducted by a researcher which shows that

affiliate marketing has a positive effect, both partially and simultaneously, on repeat purchase interest among consumers [19].

3.3.3. The Effect of Trust on Repeat Purchase Interest

The direct effect testing between Trust and Repeat Purchase Interest yielded a t-statistic value of 3.925 with a p-value of 0.000. This indicates a significant direct effect between Trust and Repeat Purchase Interest. Therefore, it can be concluded that H3, which states that Trust has a positive and significant effect on Repeat Purchase Interest, is accepted. The results of this study support the research conducted by certain researcher which shows that trust has a positive and significant effect on repeat purchase interest [20].

3.3.4. The Effect of Affiliate Marketing on Trust through Repeat Purchase Interest

The direct effect testing between Affiliate Marketing and Trust through Repeat Purchase Interest yielded a t-statistic value of 3.356 with a p-value of 0.001. This indicates a significant direct effect between Affiliate Marketing and Trust through Repeat Purchase Interest. The p-value suggests that the relationship between the three variables is positive. Therefore, it can be concluded that H4, which states that Affiliate Marketing has a positive and significant effect on Trust through Repeat Purchase Interest, is accepted. The results of this study also support the research conducted by a researcher which found that affiliate marketing has a significant effect on customer trust, and customer trust also influences purchase intention [18].

4. Conclusion

Based on the results of the research conducted, it can be concluded that Affiliate Marketing has a positive and significant effect on Trust. However, Affiliate Marketing does not directly affect Repeat Purchase Interest. On the other hand, Trust was found to have a significant effect on Repeat Purchase Interest. Additionally, Trust significantly mediates the effect of Affiliate Marketing on Repeat Purchase Interest. This indicates that customer trust plays an important role in driving the decision to make repeat purchases on Tokopedia. Therefore, affiliate marketing strategies should focus more on creating honest, transparent, and relevant content to enhance consumer trust. This study opens opportunities for further research related to other variables that could influence repeat purchases, as well as expanding the study to other e-commerce platforms to obtain more generalizable results.

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