

The Influence of Marketing Communication and Affiliate Marketing on Product Purchase Intention on Instagram @swulann01

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ABSTRACT

The problem in this study is the decline in the performance of Sri Wulan's Shopee affiliate program in recent months, which is inversely proportional to the Insight profile and Instagram story and even Sri Wulan's followers who continue to increase every month. This study aims to determine how influential and significant the variables of marketing communication and marketing affiliation are on product purchase interest on Sri Wulan's Instagram, where marketing communication here focuses on Shopee affiliate marketing Instagram Sri Wulan as an affliator in the field of fashion style. The method used in this research is quantitative with the Structural Equation Model (SEM) analysis tool using Smart-PLS software version 4. The sample collection technique in this research uses non-probability sampling, namely purposive sampling using the Slovin formula, so that the sample results are 400 respondents with a Likert scale. Based on the results of hypothesis testing, it is found that there is a significant relationship between marketing communication on buying interest in fashion products, there is also a significant relationship between affiliate marketing on buying interest in fashion products for followers of Sri Wulan's Instagram account (@swulann01)

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1. INTRODUCTION

The development of information and technology is currently growing very rapidly, the role and growth of internet technology related to the global economy, one of which is the use of the internet as a medium of marketing communication and trade processes. [1] shows that internet users in Indonesia have increased significantly over the past ten years, giving a change in habits in Indonesia. customer in carrying out buying and selling transactions that were initially carried out conventionally turned to the

world electronic-commerce. During the period January 2013 to 2023, internet growth increased by 142.5 million from 70.5 million people. With a large enough amount, business opportunities can easily be wide open. E-commerce is a media with great potential because Indonesians prefer to spend time on social networks to interact with each other.

E-commerce or electronic commerce can be interpreted as a business medium used as a transaction of buying and selling goods and services online, with the advantage that it can compare prices from several other sellers efficiently, [2]. When viewed through data,

the highest number of site visits in the third quarter of 2023 in Indonesia is in the Shopee market place. In the January-October period this year the development of visitors only occurred on the Shopee site, Shopee achieved

an average number of 216 million visits every month, it can be seen through the description of the average number of visits per quarter in the following graph.

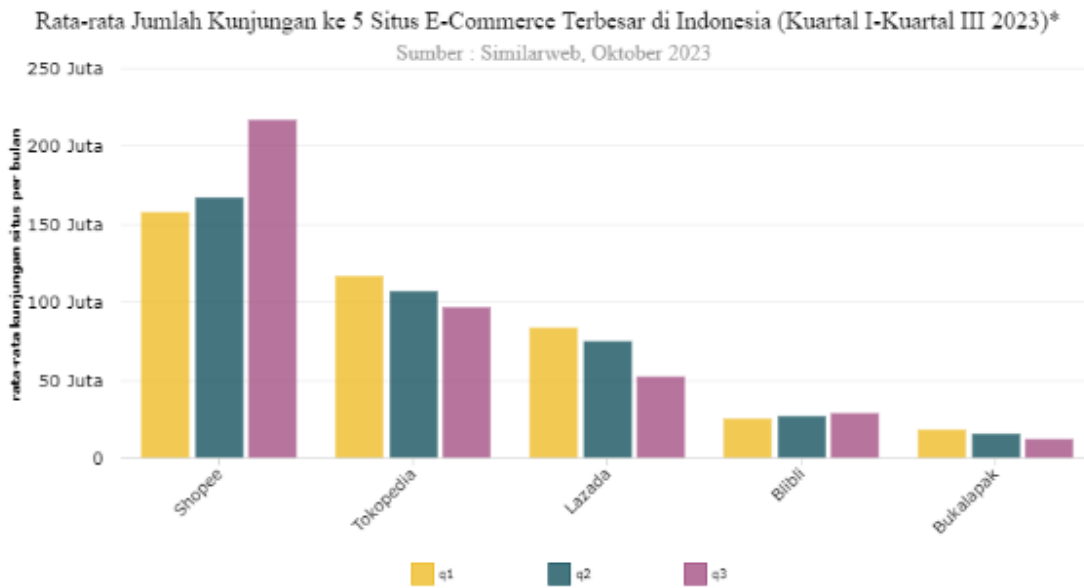
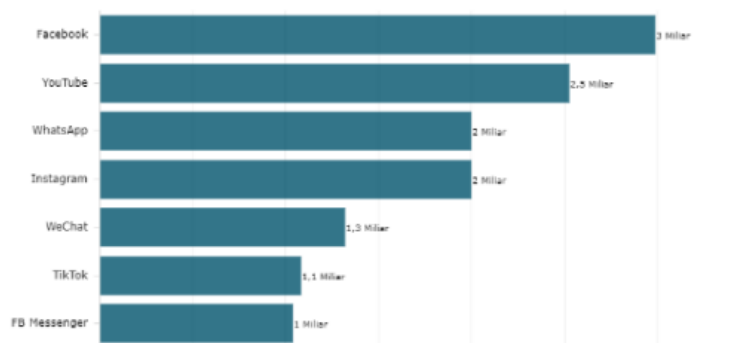


Figure 1. E-Commerce Visitor Data for the Third Quarter of 2023
Source: (Databoks Katadata, 2023)

Affiliate marketing systems are not something unfamiliar when browsing the site e-commerce. Affiliate marketing is one technique to market products by selling other people's products to get profits in the form of commissions or profit sharing in return for products that have been sold. This is often found in social media, because it has become the widest dissemination media in affiliate marketing activities in Indonesia. The presence of social media that has a great impact and benefits today, affiliator Those who have a high level of popularity will be able to influence consumers and increase traffic on the website until a transaction

occurs and gets a commission that has been set by the seller of the store, [4].

Instagram is an application as a medium used to share information in the form of interesting photos and videos by its users to do many things such as business support needs with the help of hashtags which is currently rife and can be consumed by all circles. The databoks.katadata.co.id website states that Instagram is currently the fourth most social media users in the world, and the results of a survey conducted [1] revealed Instagram has 2 billion active users, and global active social media users as of April 2023 have added 173 million new users, an increase of about 3.7%.



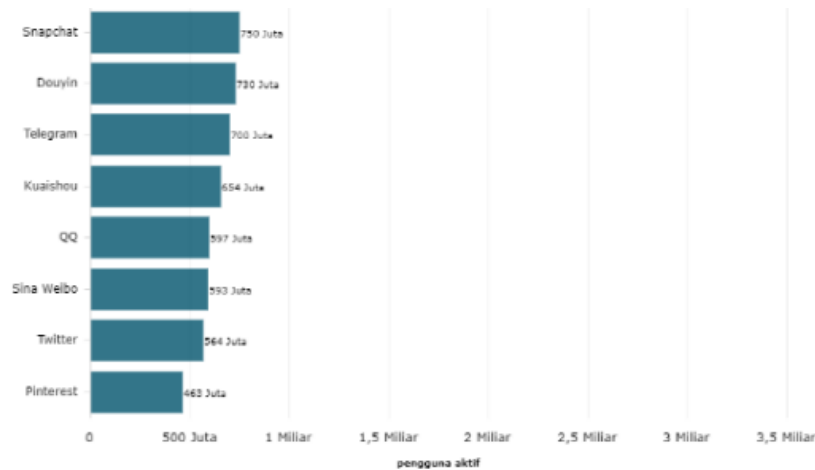


Figure 2. Social Media User Data

Source: [3]

This is used by an influencer from Karawang Sri Wulan who currently has an Instagram account of around 108,000 followers. Through her Instagram account named @swulann01, Sri Wulan is a content creator who participates in the Shopee affiliate program. The characteristic of Sri Wulan's content is around the style of dress. There is a comment that the author found on Sri Wulan's Instagram account related to outfit which is used, then that is what triggers Sri Wulan to share store links to attract interest *followers* its

and as a content creator. However, in recent months, the performance of the Shopee program has been affiliate Sri Wulan experienced a decrease when compared to insight profil and Stories Instagram is still stable and even rising. The affiliate program has now increased its development into one of the media digital marketing Based on performance, then internet marketing can be influenced by the current generation to encourage consumer buying interest. [6].

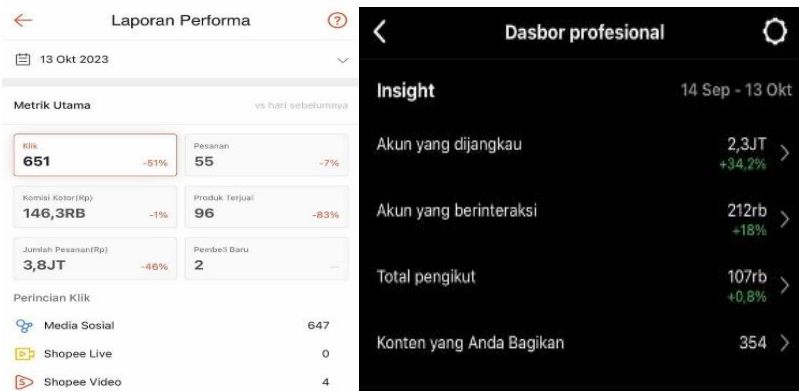


Figure 3. Shopee Performance Data and Instagram Profile Insights

Source: (Speaker)

Previous research by [7] That said, marketing communications and affiliate marketing have a significant effect on buying interest, similar to research [8] That said, marketing communications and affiliate marketing affect sales numbers significantly, and in research [9] states that marketing communications and affiliate marketing have a significant effect on sales volume.

In research [10] said affiliate marketing and customer service have a positive effect on buying interest. Further in the study [11] said that TikTok's marketing and content affiliate programs have a significant influence on purchase decisions, as well as research [12] which says that Shopee affiliate content marketing has a significant effect on purchase decisions, then research [13] which supports that Shopee marketing

content Instagram marketing affiliates have a positive influence on consumer buying interest. And [6] said that affiliate marketing has a significant influence on buying attitudes.

But it is different from research [14] That said, marketing communications and service quality do not have a significant influence on consumer purchasing decisions, and consumer satisfaction variables have a positive and significant influence on purchasing decisions. Supported by research results [15] which says that Shopee affiliates have no positive effect on buying interest.

Based on the description of the previous research above, a marketing communication in several media can affect buying interest, therefore, this study aims to understand whether marketing communication and marketing affiliation affect buying interest, because marketing communication in this study leads to Shopee Instagram affiliate @swulan01 (Sri Wulan) as a Shopee affiliate in the field of fashion style.

2. LITERATURE REVIEW

2.1 Marketing Communications

Marketing communications according to [8] is a place for companies to inform, remind, and persuade customers both overtly and unopenly related to brands and products to be marketed. According to [16] Marketing communication is representing the combination of all elements in the marketing mix that facilitate exchange by creating a meaning that is disseminated to customers or clients.

In marketing communication, there are several indicators to determine the success or failure of marketing communication. According to Effendy in [17] Marketing communication indicators include: Product Understanding, Attitude, Fun and Good Relationships.

2.2 Affiliate Marketing

According to [18] Affiliate Marketing e-commerce is a marketing strategy where the

company e-commerce Work with affiliates or marketing partners to promote a company's products or services using online channels, one of which is a website, blog, social media or email marketing. The affiliate will earn a commission based on the actions generated from the marketing act carried out if the prospective buyer makes a purchase through the affiliate. Indicators According to Alifa & Saputri in [2] namely the attractiveness, credibility, popularity, and power of a creator to attract the attention of consumers.

2.3 Buying Interest

According to Kotler in [19] Buying interest can be interpreted as the behavior of consumers who have a sense of interest in owning a product or choosing based on impressions in using and consuming or even wanting a product. Consumer buying interest is something that results from the process of understanding and learning on a view using beliefs, consumer behavior and attitudes [20]. Jahja in [13] Buying interest is formed to know a person's condition before deciding on a purchase as a basis for considering the behavior. Buying interest according to Kotler can be interpreted through several indicators known as AIDA (Attention, Interest, Desire, and Action) or Attention, Interest, Desire, and Action.

RESEARCH FRAMEWORK AND HYPOTHESIS

There are two independent variables in this study, namely marketing communication and marketing affiliation and there is one dependent variable, namely buying interest. Marketing communication and affiliate marketing on Sri Wulan's Instagram have a relationship where if Sri Wulan's Instagram followers see product promotion content through his Instagram, it will attract the attention of Sri Wulan's followers to make transactions on the product. The concept of the skeleton model in this study is prepared based on theoretical and empirical studies as follows.

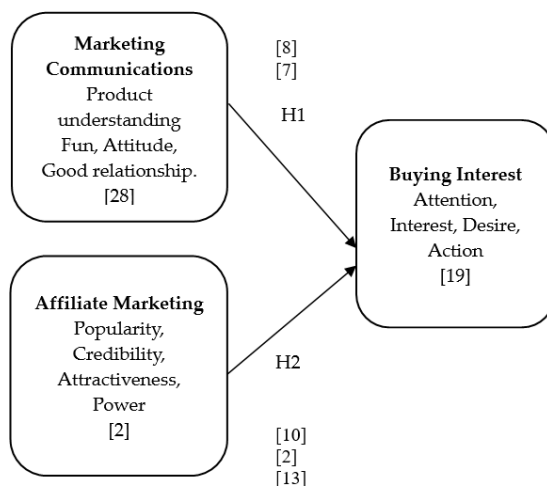


Figure 4. Research Framework

Source: Processed by the Author, 2023

2.4 Research Hypothesis

Hypothesis is a temporary conjecture based on questions in the formulation of research problems, it is said to be temporary because it comes from theory, based on assumptions from the frame of mind, then the hypothesis of this research reads:

H1: There is an alleged influence of marketing communication on product buying interest on Sri Wulan’s Instagram

H2: There is an alleged influence of affiliate marketing on product buying interest on Sri Wulan’s Instagram

techniques Structural Equation Model (SEM) using the Smart-PLS program version 4. The population in this study is Sri Wulan's Instagram account followers of 108,000 in October 2023. The primary data used to collect respondents in this study is by distributing questionnaires or questionnaires through Sri Wulan Intagram stories, then for secondary data obtained through scientific articles and journals, books, publications, and other supporting data. The sample in this study was determined by the Slovin formula, and obtained a sample number of 400 respondents using the technique non-probability sampling that is purposive sampling.

3. METHODS

The method used in this study is quantitative with Likert scale, with analytical

Characteristics Responden

Table 1. Respondent's Identity

Characteristic	Quantity (n)	Percentage (%)
Gender		
Woman	334	83,50%
Man	66	16,50%
	400	100%
Domicile		
Karawang	299	74,75%
Outside	101	25,25%
	400	100%
Age		
< 20 Years	71	17,75%
21 – 25 Years	287	71,75%
26 – 30 Years	42	10,50%
> 30 Years	0	0,00%
	400	100%

4. RESULTS AND DISCUSSION

Source: Author's Processed Data, 2024

Table 1 shows that the respondents who dominate are female. This is because women pay more attention to their appearance. This is supported by research [12] which states that Fashion Style is the most important part for women. Then the respondents in this study were almost all domiciled in Karawang, because the distribution of this questionnaire was carried

out in the city of Karawang through Sri Wulan's Instagram story.

Furthermore, respondents in this study were on average 21-25 years old because that age is the time when someone wants to express themselves to support confidence in appearance. In line with research [21] That said, that age is a time when someone wants to look attractive in appearance.

Table 2. Respondent's Identity

Characteristic	Quantity (n)	Percentage (%)
Work		
Student	165	41,25%
Private Employee	104	26,00%
ASN/TNI/POLRI	1	0,25%
Entrepreneurial	30	7,50%
Self-employed	53	13,25%
Housewives	20	5,00%
Not Working	27	6,75%
	400	100%

Source: Author's Processed Data, 2024

In addition, the majority of jobs in this study are students / students, because students / students are the highest users of social media, therefore they are faster to receive information about style fashion, then in other occupations it does not reach 10%. Things similar with research [12] which says students are the most interested in visiting content *affiliate marketing*.

4.1 Analysis Model Structure (Convergent Validity)

The purpose of the structural analysis model is to analysed the research hypothesis, the models that need to be analysed in this study are: hypothesis testing and coefficient of determination.

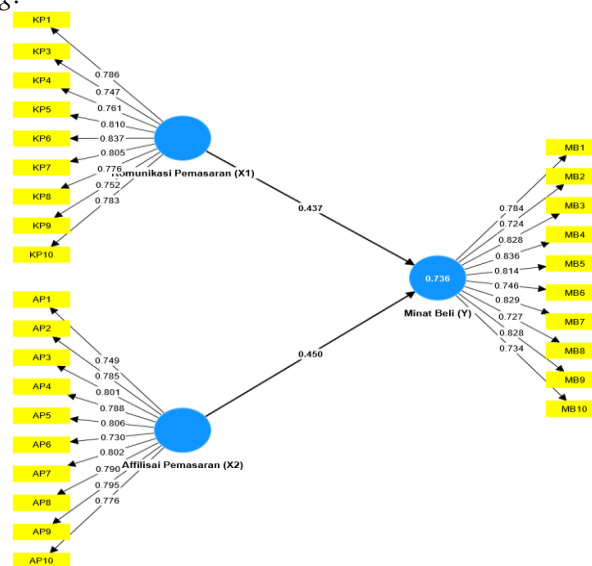


Figure 5. Analysis Model
Source: Smart-PLS 4

4.2 Validity Test

Table 3. Validity Test

Variable	Average Variance Extracted (AVE)
Marketing Communications	0,616
Affiliate Marketing	0,612
Buying Interest	0,618

Source: Author's Processed Data, 2024

According to [22] The function of measuring validity is to determine the validity or absence of an indicator. Hair et al in [23] says that the average variance of each AVE variable is > 0.50. From the description of table 3 above that all variables have an AVE value of > 0.50, it can be declared valid.

According to Sugiyono in [24] An indicator is said to be qualified if the value outer loadings > 0.7. Value outer loadings shows the weight of each indicator on the variable. Indicator with outer loadings A large one indicates that the indicator is the most powerful gauge of variables.

4.3 Outer Loadings

Table 4. Outer Loadings

Variabel	Indicator	Outer Loadings	Information
Marketing Communications (X1)	KP1	0,786	Valid
	KP3	0,747	Valid
	KP4	0,761	Valid
	KP5	0,810	Valid
	KP6	0,837	Valid
	KP7	0,805	Valid
	KP8	0,776	Valid
	KP9	0,752	Valid
	KP10	0,773	Valid
	Affiliate Marketing (X2)	AP1	0,749
AP2		0,785	Valid
AP3		0,801	Valid
AP4		0,788	Valid
AP5		0,806	Valid
AP6		0,730	Valid
AP7		0,802	Valid
AP8		0,790	Valid
AP9		0,795	Valid
AP10		0,776	Valid

Source: Author's Processed Data, 2024

Tabel 5. Outer Loadings

Variable		Outer Loadings	Information
Buying Interest (Y)	MB1	0,784	Valid
	MB2	0,724	Valid
	MB3	0,828	Valid
	MB4	0,836	Valid
	MB5	0,814	Valid
	MB6	0,746	Valid
	MB7	0,829	Valid
	MB8	0,727	Valid
	MB9	0,828	Valid

MB10	0,734	Valid
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Source: Author's Processed Data, 2024

From the description of tables 4 and 5 above, there are 30 indicators from all variables, 1 indicator has a value of < 0.7 so that it does not meet the assumptions that have been set and must be discarded, similar to research [26] who had to discard some

indicators because they didn't fit the criteria. The rest of the indicators meet the value above the loading factor, which is > 0.7, meaning that the indicators in this study have been met and can be said to be valid.

4.4 Fornell Larcker Criterion

Table 6. Fornell Larcker Criterion

	Marketing Communications	Affiliate Marketing	Buying Interest
Marketing Communications	0,785		
Affiliate Marketing	0,873	0,783	
Buying Interest	0,830	0,831	0,786

Source: Author's Processed Data, 2024

Fornell Larcker Criterion Considered valid if the variable of the construct > the variables described by other variables used in the analysis. However, table 6 shows that the variability of all these studies does not meet

the criteria for discriminant validity. Similar to research [23] In his research that the validity of discriminants has no value > correlation between variables.

4.5 Cross Loadings

Table 7. Cross Loadings

	Marketing Communications	Affiliate Marketing	Buying Interest
KP1	0.786	0.715	0.649
KP3	0.747	0.667	0.600
KP4	0.761	0.709	0.612
KP5	0.810	0.661	0.697
KP6	0.837	0.750	0.659
KP7	0.805	0.716	0.708
KP8	0.776	0.683	0.656
KP9	0.752	0.623	0.613
KP10	0.783	0.639	0.652
AP1	0.629	0.749	0.565
AP2	0.703	0.785	0.672
AP3	0.730	0.801	0.695
AP4	0.691	0.788	0.610
AP5	0.728	0.806	0.623
AP6	0.623	0.730	0.669
AP7	0.674	0.802	0.666
AP8	0.659	0.790	0.678
AP9	0.705	0.795	0.673
AP10	0.681	0.776	0.632
MB1	0.642	0.646	0.784
MB2	0.719	0.704	0.724
MB3	0.714	0.695	0.828
MB4	0.689	0.669	0.836

MB5	0.653	0.648	0.814
MB6	0.589	0.596	0.746
MB7	0.720	0.753	0.829
MB8	0.535	0.571	0.727
MB9	0.661	0.671	0.828
MB10	0.550	0.536	0.734

Source: Author's Processed Data, 2024

Table 7 shows that the cross-loading value between the indicator and its construct has a > value of the measured correlation, namely marketing communication 1-10 > the correlation of the indicator to other variables, marketing affiliation 1-10 > the correlation of indicators to other variables, and buying interest 1-10 > the correlation of indicators to other variables.

4.6 Reliability Test

Table 8. Reliability Test

	Cronbach's Alpha	Composite Reliability
Marketing communications	0,922	0,923
Affiliate Marketing	0,930	0,930
Buying Interest	0,931	0,934

Source: Author's Processed Data, 2024

In table 8 above states that each research variable has a composite reliability value of > 0.7 which means that all variables are reliable and have met the test criteria. Furthermore, Cronbach's alpha value also indicates that all Cronbach's alpha values > 0.6 and this indicates that the level of reliability of the variable has met the criteria.

4.8 R Square

Table 9. R - Square Test

	R - Square	Adjusted R - Square
Minat Beli	0,736	0,735

Source: Author's Processed Data, 2024

Based on table 9, the r-square value of buying interest of 0.736 means that the variable of buying interest is influenced by marketing communication variables and marketing affiliates with a value of 73.6%, while the rest has a value of 26.4% influenced by other variables that are not discussed in this study.

Composite reliability evaluation is done by looking at the value composite reliability from indicators - indicators measuring variables and values cronbach's aplha. According to Hair et al in [26] that the variable is declared to satisfy the reliability construct if the value composite reliability > 0.7 and Purwanto et al said value cronbach's alpha It is recommended > 0.6 to have a good level of reliability on a variable.

The magnitude of the variable proposition of the r-square value can be explained and influenced by the constructs that influence it. Serves to see if the model is good or bad. The r-square result for the affected variability of 0.75 indicates that the model is substantial (good), 0.50 indicates that the model is moderate (medium) and 0.25 indicates that the model is weak (poor).

4.7 Uji Hipotesis

According to [27] Hypothesis testing can be done if the research model is believed to be fit. Testing by bootstrapping has the aim of reducing the problem of abnormal research data. Bootstrapping hypothesis testing is acceptable if the significance level < 0.05 or the T-Statistic value exceeds the 5% signification level is 1.64.

Table 10. Path Coefficient (Bootstrapping)

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Satatistik (O/STDEV)	Nilai P (P Values)
KM > MB	0,437	0,438	0,060	7,332	0,000
AP > MB	0,450	0,450	0,061	7,335	0,000

Source: Author's Processed Data, 2024

- a) The effect of marketing communication on product buying interest on Instagram Sri Wulan has an original sample value of 0.437 and a calculated t value of 7.332 > 1.64 and a probability value (P-Values) of 0.000 < 0.05, it can be concluded that there is a significant influence between marketing communication on product buying interest on Instagram Sri Wulan.
- b) The influence of marketing affiliation on product buying interest on Sri Wulan's Instagram has an original sample value of 0.450 and a calculated t value of 7.335 > 1.64 and a probability value (P-Values) of 0.000 < 0.05, it can be concluded that there is a significant influence between marketing affiliates on product buying interest on Sri Wulan's Instagram.

DISCUSSION

The Effect of Marketing Communication on Buying Interest

The results obtained in this study show a significant influence between marketing communication on product buying interest on Sri Wulan's Instagram. It's the same thing with research [9], [8], [7] which states that marketing communications have a positive and significant effect on buying interest. This means that indicators in marketing communications are an important factor in influencing buying interest.

The results of this study show that marketing communication through Instagram has succeeded in giving confidence to consumers as a promotional medium for products Fashion Sri Wulan. Based on the questionnaire answers, consumers rated Sri Wulan's attitude in communicating its products well, because it did not use more

than one affiliate program E-commerce. In accordance with [28] In his research which said that marketing communication is measured by indicators of good attitude.

The Effect of Affiliate Marketing on Buying Interest

Based on the results in this study, it is stated that there is a significant influence between marketing affiliation and product buying interest on Sri Wulan's Instagram. The results obtained in this study are different from [15], which says that affiliate marketing has no influence on buying interest. While in research [7], [13], [10], [2] which reveals that affiliate marketing has a positive and significant effect on consumer buying interest.

If an affiator or content creator already has good credibility with his consumers, it will be ensured that consumers have a high level of trust and are able to encourage and influence buying interest in consumers. When Sri Wulan can use its creativity well in promoting, the influence obtained on consumer buying interest can increase to 80.6%. The results of the questionnaire show that consumers assess that Sri Wulan can promote its products according to the authenticity of the product, because in running the marketing affiliate program it is very important to pay attention to and support consumer trust to encourage consumer buying interest.

The Effect of Marketing Communication and Marketing Affiliation on Buying Interest

Based on the results of hypothesis testing obtained that marketing communication and marketing affiliation have a joint influence on product buying interest on Sri Wulan's Instagram by 73.6%. In line with the results of research conducted by [7] who said that marketing communications and marketing affiliates have a positive and

significant effect on their purchase interest. Based on the results of this study that marketing communication and affiliate marketing have made a real contribution in influencing consumer buying interest. If potential customers feel interested in marketing communications and products promoted by Sri Wulan, then potential customers will show the possibility of buying interest in these products.

5. CONCLUSION

Based on the results obtained in research and discussion, it was found that Sri Wulan's Instagram followers were 83.50% female with an average age of 21-25 years. In hypothesis testing, it shows that marketing communication variables have a significant influence on buying interest, and marketing affiliate variables have a significant influence on buying interest. The most powerful (dominant) variable in influencing buying interest is the marketing affiliate variable.

This shows that there is a good interest between marketing communication and marketing affiliation carried out by Sri Wulan towards the interest in buying fashion products to followers on Instagram.

IMPLICATION

Related to the results in this study, researchers hope that Sri Wulan pays more attention to products in accordance with market trends, because in marketing communication indicators the lowest percentage lies in suggesting products in accordance with market trends, because by following market trends for consumer needs to be updated every day.

Then for the next researcher, if you look at the many competitors in the field, it is expected to replace or add other variables so that the results of the study will be completer and more diverse. In addition, further research is needed to find out other factors besides marketing communication that can influence buying interest into content marketing in order to expand knowledge.

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