
**THE EFFECT OF AFFILIATE PROGRAM IN SOCIAL MEDIA ON THE
BUYING DECISION PROCESS THROUGH TRUST IN CUSTOMER
SHOPEE IN THE COVID-19 PANDEMIC ERA
(Case Study in Bandung)**

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ABSTRAK

Saat ini, setiap individu harus siap menghadapi pergeseran budaya dimana setiap pemenuhan kebutuhan harus berjalan seiring dengan perkembangan teknologi. Hal ini menjadi peluang bagi sebagian besar E-commerce untuk menghadirkan pasar dalam bentuk jual beli produk secara online. E-commerce mencakup semua proses pengembangan, pemasaran, penjualan, pengiriman, pelayanan, dan pembayaran pelanggan, dengan dukungan jaringan mitra bisnis yang lebih luas. Saat ini dunia sedang berada di tengah pandemi COVID-19. Penelitian ini dilakukan untuk mengetahui apakah program afiliasi di media sosial dapat mempengaruhi kepercayaan dan proses keputusan pembelian pada pelanggan di era pandemi covid ini. Penelitian ini menggunakan metode penelitian studi kasus dengan pendekatan kualitatif, karena permasalahannya membutuhkan pengamatan secara kualitatif, sedangkan alat analisis yang digunakan adalah SPSS dengan responden pengguna shopee di kota Bandung. Hasil dari penelitian ini menyatakan bahwa program afiliasi di media sosial dapat berpengaruh positif dan signifikan terhadap variabel proses keputusan pembelian melalui kepercayaan.

Kata kunci : Program Afiliasi, Kepercayaan, Proses Keputusan Pembelian.

ABSTRACT

Nowadays, every individual must be prepared to face a cultural shift where every fulfillment of needs must go hand in hand with technological developments. This is an opportunity for most E-commerce to present the market in the form of buying and selling products online. E-commerce includes all processes of developing, marketing, selling, shipping, servicing, and paying customers, with the support of a wider network of business partners. Currently the world is in the midst of a COVID-19 pandemic. This research was conducted to find out whether affiliate programs on social media can influence trust and the purchasing decision process on customers in this era of the covid pandemic. This study uses a case study research method with a qualitative approach, because the problem requires qualitative observation, while the analytical tool used is SPSS with shopee users as respondents in Bandung. The results of this study state that the affiliate program in social media can positively and significantly affect the buying decision process variable through trust.

Keywords : Affiliate Program, Trust, Purchase Decision Process

1. INTRODUCTION

Pandemic COVID-19 in Indonesia has yet to show a decline. More than 100 thousand cases have occurred over the past 5 months. This case was confirmed and announced directly by the government in early March 2020. Since the outbreak of the Covid-19 and the public were advised to stay at home, online shopping transaction activities have increased rapidly, also E-commerce companies get a lot of profit from these transactions as in Figure 1.

















Source: *ABDSI, Bappenas (13 April 2020)*

Figure 1.1 Decrease in MSME Sales

Based on the graph above, the *Covid-19* hit the Indonesian economy, including micro, small and medium enterprises (MSMEs). The decline in MSME sales during the COVID-19 pandemic made sales on the Shopee application also decline. This is because Shopee has contributed to the MSME online sales platform, where many MSMEs promote and sell their products through the Shopee application.

This is evidenced by data on iprice Q4 2020 Shopee's Monthly Web Visitors of 129,320,800 visitors. Then in Q1 2021, Shope's Monthly Web Visitors will be 127,400,000. Then trust in buying and selling online is very important because buyers and sellers do not meet in person and only through the internet. trust Customers can also affect the number of monthly web visitors online. It is difficult for consumers to immediately trust online that are opened through social media accounts. Because the seller has a greater opportunity to commit fraud or many items that come are not in accordance with the review.

Toko Online	Pengunjung Web Bulanan	Toko Online	Pengunjung Web Bulanan
1  Shopee	129,320,900	1  Tokopedia	135,076,700
2  Tokopedia	114,655,600	2  Shopee	127,400,000
3  Bukalapak	38,883,100	3  Bukalapak	34,170,000
4  Lazada	36,260,600	4  Lazada	30,516,700
5  Blibli	22,413,100	5  Blibli	19,590,000
6  Orami	6,186,200	6  Bhinneka	6,726,700
7  Bhinneka	4,442,600	7  Orami	5,343,300

Source: *iprice* Q4 2020 & *iprice* Q1 2021

Figure 1.2 Online Store Competition in Indonesia

The emergence of problems that exist in the decline in sales on the Shopee application, makes researchers feel the need for research on Affiliate Marketing to see how the response to products or services that have been promoted by affiliates. According to a conducted by www.duniarakyat.com, Bandung ranks first with the largest percentage of 85.9% of users in Indonesia. The high number of e-commerce due to the many promotions carried out by electronic trading or e-commerce companies such as Shopee, Tokopedia, BukaLapak, JD.ID. and e-commerce company that does a lot of sales promotion activities is Shopee. This is the reason the researchers chose the city of Bandung was the research location due to the high use of e-commerce in the city.

According to Galaugher et al. 2001, Affiliate Marketing is classified as a type of online advertising, in which the merchant shares a percentage of the sales revenue generated by each customer, who comes to the company's website through content providers. with indicators, namely the number of online sales, the number of transaction activities, commission volume, segmentation, the number of partners and affiliates of new members. From these definitions and indicators, the researcher hopes that there is one of the indicators that has the most dominant influence on purchasing decisions.

According to Kotler & Keller (2016) consumer trust is is the willingness of a firm to rely on a business partner.such as the firm's perceived competence, integrity, honesty and benevolence. The indicators according to Kotler include ability, benevolence, integrity. From these definitions and indicators, the researcher hopes that there is one of the most dominant factors influencing purchasing decisions. According to Kotler & Armstrong (2012) Purchasing decision is a problem solving process which consists of analyzing or recognizing needs and wants, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and post-purchase behavior Indicators according to Kotler and Armstrong are Buying Stability. After knowing the product information, I decided to buy it because it was the most preferred brand. I bought it because it was in accordance with my wants and needs. I bought it because I got recommendations from other people.

Then, we propose hypothesis as follow:

H0 : Affiliate marketing has no effect on trust

H1 : Affiliate marketing effect on Trust

H0 : Trust has no effect on the buying decision process

H2 : Trust affects the purchase decision process

H0 : Affiliate marketing has no effect on the buying decision process through trust

H3 : Affiliate Marketing influence the buying decision process through trust

2. METHOD

This research uses a case study research method with a qualitative approach, because the problem requires qualitative observation. The population in this study was conducted on all randomly selected people on social media. Because the number of the population is unknown, so to determine the sample, a formula is used (Malhotra, 2010), an alternative formula used to determine the sample in an unidentified population is the formula for the number of questions from each variable multiplied at least four or five times, in this study This number of questions from each variable will be multiplied by five. In this study there were 20 questions and they were multiplied by five so that the minimum sample in this study was 100 random people on social media who use and shop on the Shopee application. And researchers managed to collect 104 respondents. To facilitate data management, researchers used SPSS version 25 software to generate data from several tests such as; validity and reliability test, simple regression analysis test, and hypothesis testing.

3. RESULT AND DISCUSSION

In Table 4.1 it can be seen that all questions are valid, where the value of r is calculated on Corrected Item-Total Correlation on all items is greater than the value of r table (0.1927) so that 20 valid questions are obtained that can be used to conduct research. Test Criteria for Reliability Test: The reliability of a construct variable is said to be good if it has a Cronbach's Alpha value > 0.06 . Thus, it can be concluded that the instrument is reliable because it has a Cronbach's Alpha value > 0.60 .

Based on the results of data processing using SPSS, the constant coefficient value is 8.827, Affiliate Marketing (X) 0.311. From the Simple Regression test above, it is known that the value of t count = 4.092 with a significance value of $0.000 < 0.05$, this indicates that H_0 is rejected, and H_1 is accepted which has a significant. Affiliate Marketing variable to Trust variable. This means that consumers believe in affiliate marketing that content creators promote. Then the regression equation can be formulated as follow:

$$Z = 8.827 + 0.311 \times X_1$$

Table 4.1 Validity Test Using SPSS

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	71.7727	55.517	.380	.856
VAR00002	71.9545	51.950	.587	.848
VAR00003	71.2727	55.255	.419	.855
VAR00004	71.5455	55.593	.375	.856
VAR00005	71.9091	50.277	.615	.846
VAR00006	71.4545	54.545	.412	.855
VAR00007	71.7273	52.589	.499	.852
VAR00008	71.9091	53.515	.430	.855
VAR00009	72.1364	51.552	.581	.848
VAR00010	72.1364	56.123	.266	.861
VAR00011	72.2727	56.303	.361	.857
VAR00012	72.0909	53.325	.524	.851
VAR00013	72.3182	57.846	.231	.860
VAR00014	72.3636	56.909	.360	.857
VAR00015	72.3636	54.242	.531	.851
VAR00016	72.1818	56.823	.372	.857
VAR00017	72.1818	55.203	.495	.853
VAR00018	72.2273	55.613	.442	.854
VAR00019	71.9545	51.950	.638	.846
VAR00020	71.9091	53.991	.425	.855

Table 4.2 Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	20

Based on the results of data in processing using SPSS (in Table 4.3), the constant coefficient value is 4,947, the confidence coefficient (Z) is 0.465. Then the regression equation can be formulated as follows:

$$Y = 4.947 + 0.465 x_1$$

Table 4.3 Simple Regression Affiliate Marketing to Trust

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8.827	2.157		.000
	Affiliate_Marketing	.311	.052	.511	.000

a. Dependent Variable: Kepercayaan

From the Simple Regression test above, it is known that the value of t count = 4.482 with a significance value of $0.000 < 0.05$, this indicates that H_0 is rejected, and H_2 is significance value of $0.000 < 0.05$, this indicates that H_0 is rejected, and H_2 is accepted which has a significant (significant) effect.) the variable of Trust on the Buying Decision Process variable. This means that consumers believe in deciding to shop on the Shopee application.

Table 4.4 Simple Regression of Trust to the Buying Decision Process

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.947	1.104		4.482	.000
	Kepercayaan	.465	.050	.675	9.235	.000

a. Dependent Variable: Proses_Keputusan_Beli

Based on the results of data processing using SPSS in Table 4.4, the constant coefficient value is 4,947, the confidence coefficient (Z) is 0.465. Then the regression equation can be formulated as follows:

$$Y = 4.947 + 0.465 x_1$$

From the Simple Regression test above, it is known that the value of t count = 4.482 with a significance value of $0.000 < 0.05$, this indicates that H_0 is rejected, and H_2 is accepted which has a significant (significant) effect.) the variable of Trust on the Buying Decision Process variable. This means that consumers believe in deciding to shop on the Shopee application.

Table 4.5 Simple Regression Affiliate Marketing to the Buying Decision Through Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.214	1.353		2.375	.019
	Affiliate_Marketing	.075	.035	.179	2.145	.034
	Kepercayaan	.402	.058	.583	6.979	.000

a. Dependent Variable: Proses_Keputusan_Beli

Based on the results of data processing using SPSS, the constant coefficient value is 3.214, the *affiliate marketing* (X) is 0.075 and the Trust coefficient is 0.402. Then the regression equation can be formulated as follows:

$$Y = a + bx_1.z$$

$$Y = 3.214 + 0.075x_1.0.402z$$

Hypothesis Test T

Output table of affiliate marketing is 6,008. Because the value of t count is $6.008 > t$ tabel 1,983 {t table = (0.021 : 102)}, it can be concluded that there is an influence of affiliate marketing (X) on Trust (Z) which means that H_1 or the hypothesis is accepted. Then based on the SPSS 5.20 output table, it is known that the t-count value of the affiliate marketing is 9.235. Because the t arithmetic value is $9.235 > t$ table 1.983 {t table = (0.025 ; 102)}, it can be concluded that there is an influence of Trust (Z) on the Buying Decision Process (Y) which means that H_2 or the hypothesis is accepted.

Hypothesis Testing with *Path Analysis*

From the simple regression test above, it is known that the value of t count = 2.375 with a significance value of <0.05 , this indicates that H_0 is rejected, and H_3 is accepted. Analysis of the influence of Affiliate Marketing (X) through Trust (Z) on the Buying Decision Process (Y). Based on the SPSS Output table, it is known that the direct influence given by Affiliate Marketing (X) on Trust (Z) is 0.179. While the indirect influence of Affiliate Marketing (X) through Trust (Z) on the Buying Decision Process (Y) is the multiplication of the Affiliate Marketing (X) on Trust (Z) = 0.511 with the trust beta value (Z) on the Buying Decision Process (Y) = 0.583.

Indirect Effect = $0.511 \times 0.583 = 0.297$.

Based on results above, known that the direct influence value is 0.179 and the indirect effect is 0.297, which means that the direct influence value is not greater than the indirect influence value. Results These indicate that indirectly Affiliate Marketing (X) through Trust (Z) has a significant influence on the Buying Decision Process (Y). This means that consumers believe in the products promoted by affiliates so that the buying decision process occurs in the Shopee application.

4. CONCLUSION

Based on the results of research data analysis, the following conclusions were obtained:

1. Based on the results of the t test, Affiliate Marketing (X) partially affects Trust (Z). This is indicated by the t count of $6,008 > t$ table 1,983. Trust (Z) partially affects the Buying Decision Process (Y). This is indicated by the t count of $9,235 > t$ table 1,983. And Affiliate Marketing (X) partially affects the Buying Decision Process (Y) through Trust (Z). This is indicated by the Affiliate Marketing of $2,145 > t$ table of 1,983 and the t count of Trust of 6,979. This means that customer interested in the Shopee promoted by the affiliate and the complete information provided by the affiliate makes the customer believe, so that customer takes the buying decision process because the content created by the affiliate is in accordance with the customer.
2. Based on the results of a simple regression test, Affiliate Marketing (X) has an effect on Trust (Z), Trust has an effect on the Buying Decision Process (Y), and Affiliate Marketing (X) has an effect on the Buy Decision Process (Y) through Trust (Z). This is indicated by the significant value (p -value) > 0.05 . These results show that all variables influence each other. This means that affiliate marketing run by affiliates affects customer so that a buying decision process occurs on the Shopee application.
3. Social media can influence customers positively and significantly for purchasing decision process variables through trust. So it can be concluded that the effect affiliate marketing on social media on the buying decision process through trust in customers is acceptable

After describing the conclusions, the writer tries to give suggestions as input.

1. Suggestions for researchers that researchers can study and analyze as additional insight and experience in the field of marketing, especially regarding Affiliate Marketing, Trust, also

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- the Buying Decision Process, and can also apply the knowledge gained in a job or business that will be undertaken after graduating from Widyatama University.
2. Suggestions for content creators or affiliates are to get maintain and
 3. Increase their creativity in promoting products to social media so as to be able to give a positive perception and good impression because this greatly affects one's trust and buying decision process

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