

# THE INFLUENCE OF MARKETING AND AFFILIATE MARKETING COMMUNICATIONS ON INCREASING SALES VOLUME (Study The Case of Online Merchants on the Shopee Marketplace in Medan City)

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## ARTICLE INFO

## ABSTRACT

### Keywords :

Communication Marketing ;  
Affiliate Marketing;  
Sales Volume ;

Study This aim is To know the influence of communication marketing and affiliate marketing on sales volume to online merchants in the shop marketplace city of Medan. Type study This is a study quantitative, the population in the study is whole Online traders at the Shopee Marketplace in Medan City, totaling 325 people. The sampling technique used in this study This is there simple random sampling with several samples of as many as 76 people. Data analysis techniques in research This uses Structural Equation Modeling ( SEM ) based on Variance version 4. Results from the study This is Influence Communication marketing to sales volume online traders at the Shopee marketplace in Medan city have a coefficient track of 0.252 with mark probability of 0.043 <0.05. Effect of affiliate marketing on sales volume online traders at the Shopee marketplace in Medan City have a coefficient track of 0.868. with a mark probability of 0.000 <0.05. communication marketing and affiliate marketing influence on sales volume to online traders in the marketplace shop the city of Medan has a coefficient track of 0.749 and a coefficient track of 0.307.

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## 1. INTRODUCTION

Change pattern behavior shop from offline to online causes the closure of retail shops in Indonesia, one by one start falling Because they are No capable compete with growing online businesses Lots [1]. To achieve sales targets so companies must own draft targeted and correct marketing activities marketing going on effectively and efficiently [2]. Draft targeted and correct marketing that is orientation consumer, orientation goals, and system orientation [3]. Communication marketing can help meet buyers and sellers in a manner together in something connection exchange, create current information between buyers and sellers make the activity more efficient and possible for all partieachieveiever agreement and satisfactory exchange [4]. kindly concise can say that communication marketing makes it easy or help buyers and sellers to create connection exchange, maintain current possible information happening exchange, create awareness as well as tell buyers and sellers in their order can do exchange in a manner satisfactory, fix taking field decisions marketing so that the whole exchange process becomes more effective and efficient. kindly theory according to [5] explains that " Communication marketing is activity trying marketing spread information, influence or persuade, and alert the target market on the company and its products to be willing accept, buy and loyal to the products offered concerned company "

How fierce competition in the marketplace and online merchants must make a good strategy to stay become Number One in the heart of consumers [6]. With a marketing strategy as well as proper containers expected capable get to the target market so the sales volume will Keep going increase [7]. Viewed from the phenomenon the right strategy used is communication marketing and *affiliate marketing* matter This [8] that marketing is something method for the company to create a mark for the customer as well as intertwine connection strong customer To catch return mark from customer [9]. Marketing No only leads to the function of the product just but also to a battle promotion or communication with the market [10]. order one product can accept or at least be known by the market, then the company must create unique communication [11].

Connection customers and companies need to Keep going built and nurturing matter This aim is To obtain attention from consumers [12]. related to That company must plan a communications strategy for effective marketing as well as introduce advantages product company [13]. Communication marketing is the container in which the company makes an effort to give information, persuade, as well remind consumers in a manner direct nor No direct about the product as well as brands sold [14]. Communication marketing is For conveying the voice company as well as the brand as a medium where the company is capable create dialogue as well as intertwine or building connections with consumers [15].

This research focuses on online merchants in the Shopee marketplace, where based on a survey I reports *Map of E-commerce in Indonesia* published by iPrice in the quarter third 2021, that on the Apple App Store, Shopee topped ranking first, followed by Tokopedia which sits the rankings second. Similar results were also found in the Google Play Store app ranking, where Shopee is still in rank first, while Tokopedia is ranked third. Besides it, based on data from App Annie, throughout 2021, Shopee is listed as an online shopping platform [HYPERLINK " https://kabarbesuki.pikiran-rakyat.com/tag/belanja%20online"](https://kabarbesuki.pikiran-rakyat.com/tag/belanja%20online) number 1 in Indonesia with the highest number of total downloads either the Google Play Store or the Apple App Store [16].

Height growth online merchants on marketplace shop followed with height trader new specifically Medan city, as one city the biggest in Indonesia of course growth online merchants in the city of Medan joined in grow economy society. So that the traders capable increase sales volume so Already Certain must do activity marketing one of them with communication marketing and affiliate marketing, like one online merchant account @gita jasmine sells goods thrift so far This Already approach communication marketing with method give free shipping promotion For buyer city of Medan p This done For interesting interest candidate buyers and increase store sales volume. Various methods must online traders to compete in the marketplace market and improve communication with customers.

## 2. METHODS

Type study This is a study quantitative Because takes a sample from something population. Study This uses approach study explanatory, and purposive For explaining the connection because consequence between research variables and hypotheses testing [17]. On research This research population will take whole Online traders at the Shopee Marketplace in Medan City, totaling 325 people. Taking sample. The sample is part of the number and characteristics possessed by the population, The sampling technique used in research is there simple random sampling. To determine the magnitude sample taken from the population researcher use the formula proposed by Slovin with the level of 80% confidence with the value of e=20% as follows: [18]

$$\begin{aligned} \text{Formula : } n &= N / 1 + Ne^2 \\ n &= 325 / 1 + ( 325 ) \times ( 0, 2 )^2 \\ n &= 325 / 1 + 3.25 \\ n &= 325 / 4.25 \\ n &= 76 \end{aligned}$$

So can conclude amount the sample in the research is 76 respondents. As for data collection on research, This was obtained with a spread questionnaire/questionnaire on Online merchants on the Shopee Marketplace in Medan City who became the sample in the study this numbered 76 people using google forms. Data analysis techniques in research This uses SEM-PLS version 0.4 with outer model and inner model stages.

## 3. RESULTS AND DISCUSSION

### Identity respondent

Description characteristics respondent used For explain criteria respondent based on education, kind of sex, and age described in the form table.

Table 1 Identity Respondents

Characteristics Respondents	Frequency	Percentage
Age		
1. 17 – 20 years	15	20 %
2. 20 - 30 years old	29	38 %
3. 31 – 40 years	20	26 %
4. 41 – 50 years	12	16 %
Duration time sell online		

1. - 1 year	8	11 %
2. 1 year	17	22 %
3. 2 years	42	55 %
4. + 3 years	9	12 %
Type sex respondent		
1. Man - man	53	70 %
2. Woman	23	30 %

From the table can is known respondents with U are 17 – 20 years old as many as 15 people (20%), respondents with age 20 – 30 years as many as 29 people (38%), respondents with age 31 – 40 years as many as 20 people (26%) and respondents with age 41 - 50 years as many as 12 people (16%). From the table can is known respondents with a duration time selling online greetings not enough from 1 year e as many as 8 people (11%), respondents with a duration time selling online for 1 year as many as 17 people (22%), respondents with duration time selling online for 2 years as many as 42 people (55%) and respondents with duration time sale online greetings more from 3 years as many as 9 people (12%). From the table of respondents with type sex men as many as 53 people (70%) and respondents with type sex Women as many as 23 people (30%).

### PLS-SEM Test Results

#### Analysis Measurement (Outer Model) – Convergent Validity

Something indicator said fulfill when mark *loading factor* > 0.5. *The loading factor* value shows the weight from every indicator/item as a gauge from each variable. Indicators with a *loading big factor* show that indicator the gauge is the strongest ( dominant ) variable.

Table 2 Convergent Validity

Variable	Indicator	Outer Weights	Loading Factor	Information
Communication marketing (X1)	KP 1	0.182	0.760	Valid
	KP 2	0.126	0.715	Valid
	KP 3	0.138	0.730	Valid
	CP 4	0.164	0.812	Valid
	CP 5	0.167	0.794	Valid
	CP 6	0.180	0.755	Valid
	CP 7	0.221	0.819	Valid
	CP 8	0.194	0.763	Valid
Affiliate Marketing (X2)	AM1	0.167	0.859	Valid
	AM2	0.180	0.789	Valid
	AM3	0.186	0.893	Valid
	AM4	0.166	0.863	Valid
	AM5	0.160	0.837	Valid
	AM6	0.164	0.841	Valid
	AM7	0.151	0.847	Valid
Sales Volume (Y)	Vjs 1	0.1501	0.784	Valid
	Vjs 2	0.31	0.827	Valid
	Vjs 3	0.139	0.752	Valid
	Vjs 4	0.139	0.831	Valid
	Vjs 5	0.134	0.803	Valid
	VJ 6	0.157	0.907	Valid
	VJ 7	0.164	0.875	Valid
	Vjs 8	0.164	0.868	Valid

Based on the table on seen that the whole indicator fulfills the value above the loading factor i.e. 0.5 means indicators in research This is already fulfilled.

#### Composite Reliability and Cronbach's alpha

Evaluation *composite reliability* was carried out with see mark *composite reliability* of block measuring indicators constructs and values *Cronbach's alpha*. Something construct said reliable If mark its *composite reliability* is above 0.7 and the value *Cronbach's alpha* is suggested above 0.6.

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Table 3: Composite Reliability & Cronbach Alpha

Variables / Constructs	Cronbach's Alpha	rho A	Composite Reality	AVE	Test results
Communication Marketing (X1)	0.894	0.907	0.914	0.571	Reliable
Affiliate Marketing (X2)	0.934	0.936	0.947	0.718	Reliable
Sales Volume (Y)	0.936	0.940	0.948	0.694	Reliable

Based on the data presented above can be known that every variable study owns *Mark Crombach's alpha* and *composite reliability* >0.6, which means every variable used in the study is reliable.

**Analysis Model Structure (Inner Model)**

Analysis model structural aim For analyze hypothesis research. At least two parts need to be analyzed in this model, namely: coefficient determination and testing hypothesis. Following This output boost trap :

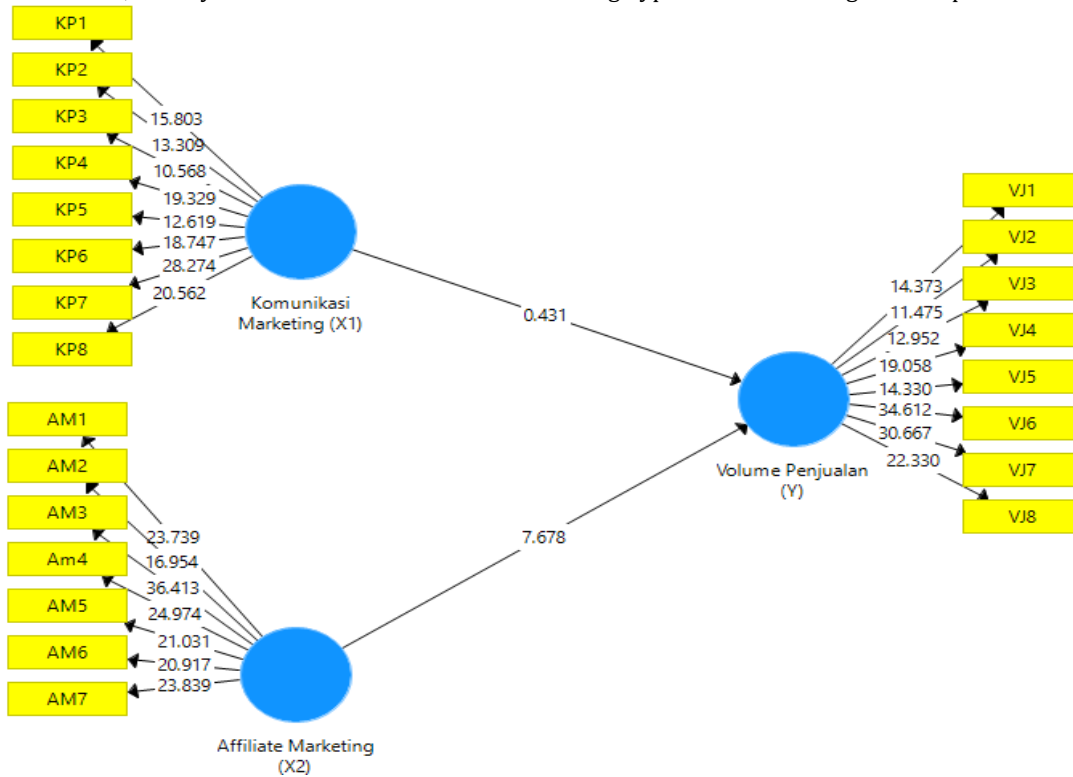


Figure 1: Bootstrapping output

**Coefficient Determination (r Square)**

*R-square* is the size proportion variation affected value (endogenous ) which can be explained by the variables that affect it ( exogenous ). useful For predicting if the model is good/bad. Results *r-square* For variable latent endogenous as big 0.75 indicate that model the is substantial ( good ); 0.50 indicates that such models are moderate ( medium ) And 0.25 indicate that model the is weak ( bad ).

Table 4: Test r square

	R SQUARE	R SQUARE DJESTED
Sales Volume	0.682	0.675

**F Square (Test F)**

F-square is the size used To evaluate impact relatively from something variables that affect ( exogenous ) to affected variable ( endogenous). Criteria withdrawal conclusion is If the f2 value of 0.02 then there is a small effect ( weak ) of variable exogenous to endogenous, f2 value of 0.15 then there is a

moderate effect from variable exogenous to endogenous or being, the value of  $f^2$  is 0.35 then there is a great effect from variable exogenous to endogenous.

Table 5: Test F

	Communication Marketing	Affiliate Marketing	Sales Volume
Communication Marketing	-	-	0.749
Affiliate Marketing	-	-	0.307

- 1) Communication Marketing to Sales Volume worth as big as 0.749 indicates that there is a great effect.
- 2) Affiliate Marketing to Sales volume worth as big as 0.307 indicates that there is a great effect.

### Testing Hypothesis /Direct Effect

The direct effect (I Ghozali & Background, 2015) is influenced directly can see expected long from results coefficient track to variable *exogenous* and *endogenous* as following is :

Table 6: Direct Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
KP > VP	0.252	0.363	0.120	3,431	0.043
AM > VP	0.868	0.884	0.113	7,678	0.000

- a) Influence Communication marketing to sales volume online traders at the Shopee marketplace in Medan city have a coefficient trackof 0.252 This show that the more tall communication marketing so the higher the sales volume of online merchant in the marketplace Shopee city of Medan. Influence the have mark probability (p-values) of 0.043 <0.05, exists significant influence between communication marketing to Sales Volume.
- b) Effect of affiliate marketing on sales volume online traders at the Shopee marketplace in Medan City have a coefficient trackof 0.868 This show that the more high affiliate marketing the more high the sales volume of online merchant in the marketplace shop city of Medan. Influence the have mark probability (p-values) of 0.000 <0.05, exists significant influence between affiliate marketing to Sales Volume.

### Discussion

#### Influence Communication Marketing to Sales Volume

Research results show a significant influence between communication marketing to Sales Volume at online merchants in the Shopee marketplace in Medan City. Communication marketing role important as a tool to influence consumers in matter activity purchases something product adapts to consumer needs and wants. All activity in communication marketing is part of the promotion target office For an interesting target market to get to purchase the products offered by the parties office so that can increase sales volume in a manner significant. Study This is in line with research conducted [19] [20] [21] stating communication marketing has influential positive and significant limited sales volume.

#### Effect of Affiliate Marketing on Sales Volume

Research results show a significant influence between affiliate marketing and Sales Volume at online merchants in the Shopee marketplace, Medan City.

Excess affiliate, among others, is not own cost production because affiliate marketers market other people's products, registration process is easy, no need for employee Because will do it, no need to stock up on goods or product Because an affiliate marketer only market them course, no need process incoming orders, and still Lots again. Excess or superiority that's what it is Power pull is strong for someone interested For undergo work on this affiliate marketing system. this makes it easy for anybody To transact sell buy online without having a shop though [22]. Study This is in line with research conducted [23] [24] [25] state in his research that affiliate marketing has an effect positive and significant to sales volume.

#### **Influence communication Marketing and Affiliate Marketing Against Sales Volume**

Based on the results research and discussion show that communication marketing and affiliate marketing influence sales volume to online traders in the marketplace shop the city of Medan has a coefficient track of 0.749 and a coefficient track of 0.307. This show that If the more tall active online traders do communication marketing as well as affiliate marketing so the more the sales volume of online traders is also high in the marketplace shop because online traders don't only sell goods merchandise hers but are also capable sell goods merchandise from another shop. With exists the second strategy that is communication marketing and affiliate marketing is expected capable increase sales volume to online merchants in the marketplace Shopee. Study This is supported by research conducted [26] stating in his research that communication marketing and affiliate marketing influence positive and significant sales volume at online traders at Shopee.

#### **4 CONCLUSION**

Based on the discussion that has been written in the previous section, the following conclusions can be drawn: Influence Communication marketing to sales volume online traders at the Shopee marketplace in Medan city have a coefficient trackof 0.252 with mark probability (p-values) of 0.043 <0.05. The effect of affiliate marketing on the sales volume of online traders at the Shopee marketplace in Medan City has a coefficient trackof 0.868. with mark probability (p-values) of 0.000 <0.05. communication marketing and affiliate marketing influence on sales volume to online traders in the marketplace shop the city of Medan has a coefficient track of 0.749 and a coefficient track of 0.307. As for suggestions that can researcher give research This is preferably traders evaluate affiliate activities on an ongoing basis periodically so that Can find claw potential buyers.

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