

Impact of marketing communication and affiliate marketing strategies on marketing performance: an empirical study on online merchants in the shopee marketplace

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Article Info	ABSTRACT
<p>Keywords: Marketing Communication, Affiliate Marketing, Sales Volume</p>	<p>In recent years, online business in Indonesia has experienced rapid growth. This condition is undoubtedly supported by technological advancements and a high number of internet users. Moreover, with the change in consumer behavior leaning towards online shopping, the shift from offline to online shopping patterns has led to the closure of retail stores in Indonesia, a phenomenon also observed in several other countries. The transition from offline to online sales systems has intensified competition in the online business landscape. The fierce competition requires merchants to develop effective strategies to remain the number one choice in the hearts of consumers. By employing appropriate strategies and platforms, merchants hope to reach their target market and increase sales volume. In this context, marketing communication plays a crucial role in informing, persuading, and reminding consumers directly or indirectly about the products and brands being sold. Additionally, affiliate marketing is equally important in this strategy, promoting merchandise through online platforms and sharing profits through revenue-sharing methods. This research aims to determine the extent to which marketing communication and affiliate marketing influence the increase in sales volume. The study adopts a quantitative research approach using purposive sampling techniques. The sample consists of Shopee marketplace merchants, with data collected through the distribution of questionnaires to 100 respondents. The analysis employed is multiple linear regression, and the results show that both marketing communication and affiliate marketing have a positive and significant impact on increasing sales volume. The coefficient of determination (R Square) is 0.389, indicating that 38.9% of the variation in sales volume is influenced by marketing communication and affiliate marketing, while the remaining 61.1% is attributed to unexplored external factors in this study.</p>
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INTRODUCTION

Marketing management is a crucial discipline in the business world, as advancing technology in various fields demands individuals or corporate entities to continuously

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compete in order to achieve predefined goals, namely, attaining maximum profit with minimal expenditure. The plethora of supportive business facilities and infrastructure has shifted the primary focus of companies towards efforts to enhance marketing to satisfy consumers.

Marketing strategies serve as fundamental tools planned to achieve company objectives by developing sustainable competitive advantages through markets and marketing programs targeting specific markets.[1] Every company can boost its product sales by utilizing an effective marketing system and specific strategies to expand the existing consumer market. These marketing strategies encompass the Marketing Mix, namely Price, Product, Promotion, and Places. Marketing plays a crucial role in a company's operations, where directed marketing success can be the primary determinant of sales volume and product positioning in the market.

The ability to dominate market share depends significantly on a company's skill in leveraging effective marketing strategies. This includes strategic aspects such as promoting product prices, designing competitive pricing strategies, establishing appropriate promotion policies, efficiently managing distribution processes, and understanding the market environment and other factors influencing business dynamics. By formulating intelligent marketing strategies in terms of pricing, promotion, and distribution, companies can achieve success in attaining a significant market share.

Competition is a critical factor for a company's success or failure. Companies compete to achieve high performance by applying strategies aimed at gaining a profitable and strong position to withstand industry competition. Identifies five sources of competitive forces that companies must anticipate and understand to formulate competitive strategies to win in the competition. These forces include the threat from suppliers, the threat of new entrants, the threat from consumers, the threat from companies producing substitute products, and the threat from similar companies.[2] This illustrates that competition in the business world is becoming increasingly intense. Therefore, operational management must create a competitive advantage for the company.

Digital media is an ideal strategy for direct sales competition, particularly through the utilization of information technology handling cashback processes and providing regular commissions to affiliates who successfully recruit new buyers. The affiliate's workplace is not limited and can be anywhere, expanding the promotional reach as more affiliates work. One main goal of the affiliate strategy is to increase sales for the company.

Social media is used as a marketing communication tool in line with marketing programs and targets. Several consequences or outcomes can be achieved through social media marketing, including increased brand awareness, improved reputation, enhanced relationships, brand development, and increased purchase intention.[3] This implies that the type of social media used significantly influences the results obtained. Brand equity has several categories, including brand awareness, which measures the strength of a brand's existence in the customer's mind and consists of brand recall and brand recognition.

One advantage of social media is its ability to display advertisements according to the

preferences of users. For marketers, this is advantageous as it facilitates easy segmentation of target customers. Before regulations on privacy control in social media were implemented, marketers would target ads to all users of these platforms, which was highly ineffective and disruptive to users who were not the intended audience. With the introduction of privacy control regulations, marketers can now communicate more effectively by tailoring ads to their specific target audience. Users also find these ads more useful as they align with their tastes and needs.[4]

Electronic marketing is the promotion of goods or services conducted by individuals or practitioners through the internet, utilizing social media platforms provided by the internet. Over time, social media has become a driving force for entrepreneurs in the economy. Among the most popular and enduring social media platforms to date are Instagram, YouTube, Facebook, Twitter, and Path. After successfully becoming the most popular and widely favored application for personal use, Instagram has also evolved into a medium and business opportunity for its users. It is not uncommon to find many Instagram account users leveraging the features and user-friendly interface to market and sell products or services through shared photos and/or videos of their offerings. Marketing communication helps businesses provide potential consumers with knowledge about the product they are considering, how to obtain it, the benefits they will receive, and descriptions of all relevant information regarding the offered products and services.

Table1 E-Commerce Data in Indonesia Quarter II 2021

Online Store	Monthly Web Visitors	Ranking App Store	Ranking Play Store	Twitter	Instagram	Facebook
Tokopedia	147,790,000	2	4	853,000	3,828,300	6,525,650
Shopee	126,996,700	1	1	6,083,000	7,757,940	21,855,970
Bukalapak	29,460,000	6	5	215,600	1,661,140	2,518,990
Lazada	27,670,000	3	2	430,000	2,975,370	31,364,410
Blibli	18,440,000	8	7	529,600	1,622,480	8,598,260
Bhinneka	6,996,700	21	17	67,100	42,280	1,036,230
Orami	6,260,000	n/a	n/a	5,820	6,040	351,770
Ralali	5,123,300	26	n/a	2,880	41,160	91,390
JD ID	3,763,300	7	6	42,000	590,670	939,770
Zalora	3,366,700	5	8	n/a	720,090	7,989,080

source: <https://www.cnbcindonesia.com/tech/20210922061421-37-278128/siapa-jawara-e-commerce-indonesia>

This is evidenced by the data on marketplace competition in Indonesia, which continues to show intense rivalry. This can be observed through Table 1 E-Commerce Data in Indonesia Quarter II 2021, which indicates that in Quarter II 2021, the Tokopedia website averaged 147.79 million monthly visitors, while Shopee held the second position with a total of 126.99 million site visits per month. However, there was a shift in positions in September 2021 according to SimilarWeb, where the Shopee application was the most visited compared to Tokopedia, Lazada, Blibli, etc. The intense competition requires online

marketplaces and merchants to develop effective strategies to remain the number one choice in the hearts of consumers. With the implementation of marketing strategies and the right platforms, it is hoped that they can reach their target market, leading to a continuous increase in sales volume.

Considering its phenomenon, the appropriate strategy to be used is marketing communication and affiliate marketing, in line with [5], stating that marketing is a way for companies to create value for customers and establish strong customer relationships to recapture value from customers. Thus, marketing is not only directed at its product function but also at the promotional battle or communicating with the market. For a product to be accepted or at least recognized by the market, a company must create unique communication.

Marketing communication is a platform where companies strive to provide information, persuade, and remind consumers directly or indirectly about the products and brands being sold. Essentially, marketing communication is to convey the company's voice and brand as a medium through which the company can engage in dialogue and build relationships with consumers. In addition to marketing communication, marketing also needs to use affiliate marketing strategies.

Affiliate marketing is defined as the activity of promoting products from other individuals or companies and earning a commission if a purchase occurs through our referral. The working system of affiliate marketing is to direct visitors to the website through a specific link owned by the marketer. This link is obtained from the merchant and given to us as a detection tool in the event of a purchase transaction through our referral link.

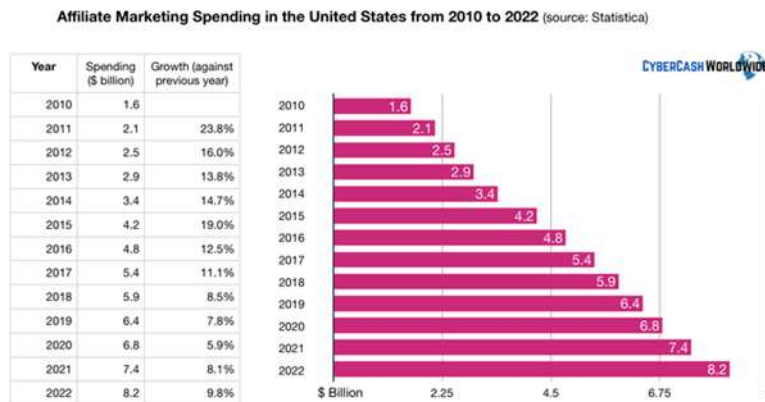
The working mechanism of this system is that the more people review the product, the higher the likelihood of increased sales. This is what makes affiliate marketing strategies very popular, especially with the increasing use of social networks. Affiliate marketing strategies are widely used by large merchants because they save on advertising costs while having a significant impact on increasing sales volume.



Picture 1 Search interest for Affiliate Marketing according to the Google trend from 2011-2021.

Source: <http://cybercashworldwide.com>

From Figure 1, the search interest for affiliate marketing according to the Google trend from 2011-2021, it can be explained that the public interest in affiliate marketing is increasing. In addition to being beneficial for companies, this marketing method is also advantageous for affiliates, as it can generate additional income even when working from home.



Picture 2 Affiliate Marketing Expenditure in the United States from 2010-2022
 Source: <http://cybercashworldwide.com>

In the United States, the growth of affiliate marketing expenditure has been increasing, as indicated in Figure 2, estimating that affiliate marketing spending will reach \$8.2 billion in 2022. Affiliate marketing expenditures are projected to grow by more than 10% in the coming years. Even global affiliate marketing statistics from Backlinko reveal that 40% of American merchants report affiliate programs as their top customer acquisition channel. From the above data, it can be seen that the use of affiliate marketing strategies can increase sales volume, and this strategy is already widely used by well-known platforms abroad.

Previous research on marketing communication and affiliate marketing has found varied results. For instance, in marketing communication, including personal selling, sales promotion, and direct marketing, influenced sales volume by 16.2%, while 83.8% was determined by other factors.[6] Another study by Affiliate Marketing strategies stated that affiliate marketing is very effective because it directly targets their consumers. In the view of Islamic economics, affiliate marketing strategies have fulfilled the pillars and provisions in transactions, making it applicable in legitimate business transactions.[7]

Digital marketing significantly influences the promotional process of a product, and it's not uncommon for a business to form an affiliate marketing team, such as shopping platforms like Shopee, known as the "Shopee Affiliate" program. The Shopee Affiliates Program is a program provided by the Shopee marketplace to earn additional income by becoming content creators who promote various Shopee products through social media, particularly Instagram. In the young generation, especially among students, the term

"Shopee affiliate" is well-known, and many students have joined and actively participated in the program. In addition to earning commissions, members also enjoy other benefits, especially with Shopee's latest feature for affiliate program members, where they are provided with a "Collection" page that can be customized and shared directly with potential buyers via a link, making the promotion process more convenient.

In another study in 2021, different results were found regarding the influence of subjective norms on willingness to buy, where subjective norms did not significantly affect consumer buying interest.[8] Therefore, considering both studies presented, the researcher wants to understand the role of subjective norms as a moderating variable in the relationship between affiliate marketing variables and buying interest. The role of subjective norms as a moderator has been applied by researcher Sheetal Jain in 2020. The results of this study prove that the moderation of the subjective norm variable does not significantly affect the relationship between attitude and purchase intention, as well as perceived behavior control with purchase intention.[9]

Literature Review

Definition of Marketing Communication

Marketing communication has two fundamental elements, namely communication and marketing:

Communication is defined as a process in which ideas and understanding are conveyed between individuals and individuals with organizations. In this context, communication is a process of conveying messages or information from the sender to the receiver through media so that the recipient can understand the sender's intentions. Communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals. Communication is the process of an individual sending stimuli, usually in verbal form, to change the behavior of others.[10]. From the above understanding, it can be concluded that marketing communication is a means that provides information, persuades, and reminds consumers directly or indirectly about the products and brands being sold. Marketing communication for consumers is as informational notification or showing how, why, and by whom a product is used, where, and when.

Definition of Sales

Sales is the science and art of influencing individuals carried out by a seller to persuade others to be willing to purchase the goods and services offered. [11] Sales refer to the amount charged to buyers for the sale of goods and services on credit or in cash. The role of sales for a company is crucial because the sale of its products generates revenue for the company.[5] The purpose of sales activities is to achieve the desired sales volume and obtain maximum profit to support the company's growth.

Marketing Performance

Marketing performance is considered a factor that is often used as a crucial element in measuring the overall performance of a company. This performance serves as an indicator of the impact of strategies implemented by the company. In other words, marketing performance reflects the extent to which a company succeeds in the implementation of its

marketing strategies. This concept is utilized to evaluate the marketing achievements of a company, and every company has an interest in assessing its performance as a measure of success in market competition.[12] Marketing performance is the organization's ability to transform itself in the face of environmental challenges with a long-term perspective. Amidst continuous changes in the environment, marketing performance becomes crucial for the sustainability of the company. This performance is integrated as part of the company's efforts to assess the extent to which the implemented strategies align with environmental changes. Recognizing and managing changes effectively can provide significant benefits to the company. A good understanding of the environment will impact the quality of the strategies produced, and ultimately, influence the marketing performance of the company.[13]

Definition of Affiliate Marketing

Affiliate marketing is an online sales concept involving the owner of a product, an intermediary, and a buyer in the transaction of online product sales.[14] In the physical world, affiliates can be compared to brokers, agents, brokers, sponsors, or intermediaries. Someone who acts as an intermediary in online business is commonly referred to as an affiliate. Affiliate marketing is fundamentally different from multilevel marketing, which seeks downlines to generate income. The key distinction is that an affiliate genuinely earns income from commissions by selling products owned by other merchants without having to recruit downlines. An affiliate acts as an intermediary to sell or direct buyers to purchase goods and services from a merchant, facilitating a transaction and earning a commission from successful transactions.

METHOD

This research employs a quantitative approach along with a descriptive research design. The primary data source for the study is obtained through the distribution of questionnaires to online traders present on the Shopee marketplace. Secondary data sources include books, journals, and internet media that provide relevant data related to the research. In this study, data collection is carried out using a questionnaire method through Google Forms, distributed to respondents or informants based on the criteria set for the research. The total sample size consists of 100 respondents, with the criteria being online traders on the Shopee marketplace who have the designation of a star seller or Shopee mall. The research utilizes a causal model (cause-and-effect relationships) to measure a hypothesis.

RESULT AND DISCUSSION

Research Site Description

The location for this study is one of the E-commerce platforms in Indonesia, with a calculated sample size resulting in 96.04 respondents. A total of 100 respondents are used as samples, with the criteria for respondents in this study being online merchants on the Shopee marketplace who meet the conditions of having the star seller or Shopee Mall logo. The characteristics of respondents based on the types of products available on the Shopee

marketplace can be observed as follows.

Table 1 Respondent Profile Based on Product Types

No	Product Types	Frequency	Percentage%
1	Books and Stationery	17	17%
2	Electronics	10	10%
3	<i>Fashion</i>	30	30%
4	Kesehatan	4	4%
5	Food and Beverage	17	17%
6	Beauty and Personal Care	6	6%
7	Home and Living	12	12%
8	Other Options	4	4%
		100	100%

Source : Data Primer diolah, 2023

In the table 1 above, it is explained that the grouping of respondents in this study is based on the types of products available on the Shopee marketplace, there are 8 product categories: books and stationery, electronics, fashion, health, food and beverages, care and beauty, home supplies, and other options. According to table 4.1, out of 100 respondents, the most dominant is the fashion category at 30%, followed by the books and stationery category at 17%, the food and beverage category at 17%, the home supplies category at 12%, the electronics category at 10%, the care and beauty category at 6%, the health category at 4%, and finally, the other options category at 4%.

Table 2 Profile of Respondents Based on Partnership Duration

No	Partnership Duration	Frequency	Percentage%
1	< 3 Monts	1	1%
2	3-7 Monts	7	7%
3	8-12 Monts	32	32%
4	> 12 Monts	60	60%
		100	100%

Source : Data Primer diolah, 2023

The grouping of respondents based on their partnership duration with the Shopee marketplace can be seen in Table 4.2, indicating that there are more stores that have joined for > 12 months, equivalent to 60%, followed by those at 8-12 months, or 32%. The next category is 3-7 months, accounting for 7%, and the last category is < 3 months, representing 1%.

Descriptive Statistics of the Study

Descriptive statistics provide a description of the data. This research employs two independent variables and one dependent variable. Marketing communication and affiliate marketing are the independent variables, while sales volume is the dependent variable. The testing is conducted using SPSS, yielding the following output.

Table 3 Descriptive Statistics Test Results

	N	Rang e	Minumu m	Maximu m	Sum	Mea n	Std.Deviat ion	Varianc e
Marketing Communication	10	14	21	35	315 5	31.5 5	2.520	6.351
Affiliate Marketing	10	12	23	35	315 5	31.5 5	2.520	6.351
Sales Volume	10	9	26	35	315 1	31.5 1	2.333	5.444
Valid N (listwise)	10	0						

Source: Output SPSS yang diolah, 2023

Based on the data from Table 4.3, it is explained that the marketing communication variable has a minimum value of 21, a maximum of 35, a range of 14, a sum of 3155, a mean of 31.55, a standard deviation of 2.520, and a variance of 6.351. Meanwhile, for the affiliate marketing variable, it has a minimum value of 23, a maximum of 35, a range of 12, a sum of 3155, a mean standard deviation of 2.520, and a variance of 6.351.

Validity and Reliability Test

Validity testing is an examination aimed at measuring the validity of the research questionnaire by assessing the items or statements on each indicator. The instrument can be considered valid if the calculated r value $>$ the tabled r value; otherwise, the instrument is considered invalid if the calculated r value $<$ the tabled r value. The following are the results of the validity tests for all variables:

Table 4 Result of Validity Test

No	Variabele	Indicator	r value	r table	Description
1	Marketing Communication	X1.1	0,419	0,1966	Valid
		X1.2	0,558	0,1966	Valid
		X1.3	0,598	0,1966	Valid
		X1.4	0,529	0,1966	Valid
		X1.5	0,542	0,1966	Valid
		X1.6	0,570	0,1966	Valid
		X1.7	0,656	0,1966	Valid
2	Affiliate Marketing	X2.1	0,695	0,1966	Valid
		X2.2	0,607	0,1966	Valid
		X2.3	0,635	0,1966	Valid
		X2.4	0,695	0,1966	Valid
		X2.5	0,426	0,1966	Valid
		X2.6	0,555	0,1966	Valid
		X2.7	0,540	0,1966	Valid

No	Variabele	Indicator	r value	r table	Description
3	Sales Volume	Y1	0,520	0,1966	Valid
		Y2	0,552	0,1966	Valid
		Y3	0,578	0,1966	Valid
		Y4	0,713	0,1966	Valid
		Y5	0,572	0,1966	Valid
		Y6	0,554	0,1966	Valid
		Y7	0,611	0,1966	Valid

Source: Output SPSS yang diolah, 2023.

Table 4 explains that the questionnaires in the Marketing Communication variable (X1), Affiliate Marketing (X2), and Sales Volume (Y) are declared valid because each r count > r table. Reliability test is a test that aims to measure how reliable the measuring instrument is and can be considered reliable. The variable is said to be reliable if the cronbach alpha value is greater than 0.60. Here are the results of the reliability test from this study:

Table 5 Results of Reliability Test

No	Variable	Cronbach's Alpha	Description
1	Marketing Communication	.619	Reliabel
2	Affiliate Marketing	.697	Reliabel
3	Sales Volume	.678	Reliabel

Source: Output SPSS yang diolah, 2023.

From table 6, it is explained that the variables in this study are considered reliable because each variable has a Cronbach's alpha value greater than 0.60.

Determination Coefficient Test

The determination coefficient (R^2) test aims to measure the extent of the influence of the relationship between marketing communication (X1) and affiliate marketing (X2) on the increase in sales volume. The table below shows the results of the determination coefficient (R^2) test:

Table 6 Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.508	1.608		.938
a. Predictors: (Constant), Affiliate Marketing, Marketing communication				

Source: Output SPSS yang diolah, 2023.

From Table 4.6, it explains that the coefficient of determination value on R Square is 0.389 or 38.9%. This means that the influence of marketing communication and affiliate

marketing on the increase in sales volume is 38.9%, while the remaining 61.1% is influenced by external factors not explained in this study.

Statistical Test t

The purpose of the t-Test is to determine whether there is a significant influence between the independent variables, namely marketing communication and affiliate marketing, on the dependent variable, which is sales volume. The significance level used is 5% or 0.05. The following are the results of the testing in this study:

Table 7 Resut Statistical Test t

Model	Coefficients			Standar Coefficients		
	Unstandardized Coefficients			Beta	t	Sig
1 (Constant)	11.476	2.576		4.455	000	
Marketing Communication	232	094	251	2.458	016	
Affiliate Marketing	403	094	435	4.269	000	

a. Dependent Variable Sales Volume

Source: Output SPSS yang diolah, 2023.

From the data in Table 4.7, the following explanations can be provided:

1. Influence of marketing communication on the increase in sales volume: The first hypothesis (H1) states that marketing communication has a positive influence on the increase in sales volume. For the marketing communication variable, the t-value is greater than the t-table value ($2.458 > 1.985$) with a significance level of $0.016 < 0.05$. Therefore, H1 is accepted, indicating that marketing communication has a significant positive effect on the increase in sales volume
2. Influence of affiliate marketing on the increase in sales volume: The second hypothesis (H2) suggests that affiliate marketing has a positive influence on the increase in sales volume. For the affiliate marketing variable, the t-value is greater than the t-table value ($4.269 > 1.985$) with a significance level of $0.000 < 0.05$. Therefore, H2 is accepted, indicating that affiliate marketing has a significant positive effect on the increase in sales volume.

Statistical Test f

The purpose of the F-statistic test is to determine the simultaneous influence of independent variables on the dependent variable. The influence is considered significant if the F-value is greater than the critical F-value. Here are the results of the F-test in this study:

Table 8 Result Statistical Test F

Model	ANOVA ^a				
	Sum or Squares	df	Mean Square	F	Sig
1 Regression	209.755	2	104.877	30.899	000 ^b

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Residual	329.235	97	3.394
Total	538.990	99	
a. Dependent Variable: Sales Volume			
b. Predictors: (Constant), Affiliate Marketing, Marketing Communication			

Source: Output SPSS yang diolah, 2023.

From Table 4.8, the test results yield a significance value of $0.000 < 0.05$ or an F-value of $30.899 > F\text{-table} (3.089)$. Thus, it can be concluded that there is a significant simultaneous influence between the independent variables and the dependent variable.

Discussion

Based on a study involving 100 respondents of online traders in the Shopee marketplace, statistical results indicate that, partially, all independent variables have an influence on the dependent variable. Similarly, simultaneously, the independent variables collectively have an impact on the dependent variable.

The influence of these two variables is positive, meaning that the higher the marketing communication and affiliate marketing, the higher the sales volume. This result aligns with the hypotheses proposed. The explanations for each variable are as follows: "Pengaruh Komunikasi Pemasaran Terhadap Peningkatan Volume Penjualan Pedagang online Di Marketplace Shope.

The results of the calculations indicate that the marketing communication variable (X1) has a positive influence on the increase in sales volume. This is evidenced by the t-value $> t\text{-table} (2.458 > 1.985)$ with a significance level of $0.016 < 0.05$. Therefore, H1 is accepted, indicating that marketing communication significantly affects the increase in sales volume.

From this study, it is known that Shopee marketplace traders utilize marketing communication to boost sales volume. With marketing communication, consumers become aware of and informed about these products. Essentially, marketing communication is an activity that aims to create understanding or knowledge about products through various means, promoting product advantages, creating a positive image and attitude, priorities, so that consumers have the desire to purchase the respective products. This aligns with the thoughts of Fandy Tjiptono as mentioned in his book on marketing, stating that marketing communication is an activity with the goal of disseminating information, influencing/persuading, and reminding the target market about the company and its products to be willing to buy and be loyal to the offered products by the respective company.[1]

This is also similar to the research conducted by Suprilia Marcia, The research results from the R Square test show an R Square value of 0.162 or 16.2%. Thus, it is concluded that marketing communication, consisting of Personal Selling (X1), Sales Promotion (X2), and Direct Marketing (X3) variables, has an influence on Sales Volume (Y) by 16.2%, while the remaining 83.8% is determined by other factors. Therefore, the presence of marketing

communication becomes one of the crucial determining factors for the success of a marketing program.[15]

The Influence of Affiliate Marketing on the Increase in Sales Volume of Online Traders in the Shopee Marketplace

The results of the calculations indicate that the affiliate marketing variable has a positive influence on the increase in sales volume. For the affiliate marketing variable, the t-value is greater than the t-table value ($4.269 > 1.985$) with a significance level of $0.000 < 0.05$. Therefore, H₂ is accepted, indicating that affiliate marketing significantly and positively affects the increase in sales volume. This finding is consistent with the research by Ahmad Muhamim, the Affiliate Marketing strategy plays an effective role because its target is directly aimed at consumers.[16] With the implementation of affiliate marketing strategies, there is an expansion in the product's reach, as more people review the product, leading to increased product awareness. This indicates that an enhancement in affiliate marketing strategies correlates with an increase in sales volume.

The Influence of Marketing Communication and Affiliate Marketing on the Increase in Sales Volume of Online Traders in the Shopee Marketplace

The results of the F-test calculations show that both marketing communication and affiliate marketing variables have an influence. This is evident from the significance value of $0.000 < 0.05$ or the F-value $>$ F-table. Therefore, it can be concluded that both Marketing Communication and Affiliate Marketing variables collectively have a significant influence on the increase in sales volume.

With the presence of both strategies, marketing communication, and affiliate marketing, it is expected to boost the sales volume for online traders in the Shopee marketplace. As for the research by Nur Istiqomah, it states that the strategies applied by Sambel Layah can influence the increase in product sales volume. One of the marketing communication strategies they applied is by conveying suitable offers and promotions.[17]

CONCLUSION

Based on the conducted research, several crucial points can be concluded. Firstly, through the t-test, it was found that there is a positive and significant influence between marketing communication and the increase in sales volume. This result indicates that as the marketing communication variable rises and improves, the increase in sales volume will also be higher. The second point reveals similar results in the t-test, where a positive and significant influence was found between affiliate marketing and the increase in sales volume. This implies that as the affiliate marketing variable rises and improves, the increase in sales volume that can be achieved will also be higher. Furthermore, through the F-test, it is concluded that collectively, marketing communication and affiliate marketing have a significant impact on the increase in sales volume. This conclusion provides insight that the effective combination of these two variables can be a successful strategy for enhancing sales performance comprehensively.

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