

The Influence of Shopee Affiliate, Shopee Paylater, and Shopee Live Streaming on the Purchase Decision of Fashion Products on the Shopee Application among Students of Solo Technology Christian University

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Article Info	ABSTRACT
Keywords: Shopee Affiliate, Shopee PayLater, Shopee Live Streaming	Technology in the current globalization era brings numerous changes, including the popularity of online shopping across various demographics. Shopee is prominently used within the community. Multiple factors influence purchasing decisions, particularly for fashion products. This research aims to analyze the impact of Shopee's Affiliate, PayLater, and Live Streaming programs on fashion product purchasing decisions. This quantitative study involves 40 respondents selected through non-probability sampling (purposive sampling) from Solo Christian Technology University, who previously purchased fashion products on Shopee, utilizing questionnaires. Results indicate Shopee Affiliate partially influences purchasing decisions, PayLater has no partial impact, and Live Streaming partially influences purchasing decisions. These three variables collectively affect fashion product purchasing decisions among Solo Christian Technology University students.
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INTRODUCTION

Technology in the current era of globalization has made it easier for people to do their daily activities, one of which is the activity of finding information that is increasingly easy through the internet. Generation Z is a future consumer who is proficient in using technology, they believe in something that is up to date and an instant process. Marketing communication is part of a company's strategy to provide information to be able to influence consumers to be interested in the products/services offered (Nasir, et, 2023).

Some of the most widely used e-commerce applications in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada, and Bibli (Nasir, et, 2023). The Shopee application offers the convenience of shopping for various products needed by the community online (Febriani & Cahya, 2022). Christiana (2019) in ("*H25*"*H251180574_Qistan Wicaksono.*" n.d.) mentioned that in addition to updating features, Shopee also has a marketing communication strategy to attract customers' attention as well as to maintain the best e-commerce position so that it can

help them make purchasing decisions. One of these strategies is to use marketing strategies in accordance with existing trends such as the Shopee Affiliate feature which is a shopee e-commerce program that offers income for content creators, Shopee PayLater which is a gradual payment, Shopee Live Streaming or a buying and selling activity that is broadcast live.

This study aims to find out the influence of the variables Shopee Affiliate, Shopee PayLater and Shopee Live Streaming whether they have a partial and simultaneous effect on the decision to purchase fashion products on the Shopee application among students of Solo Christian University of Technology.

METHODS

Research variable

Variable is a concept that has a variety of values, namely the existence of dependent variables or bound variables and independent variables that affect dependent variables. The variables in this study are Independent Variables consisting of Shopee Affiliate, Shopee PayLater and Shopee Live Streaming and the Dependent Variable is Purchase Decision.

Operational Definition of Research

The operational definition of each variable in this study is as follows:

Purchase decision

According to Kotler (2006) in the journal (li, B A B, A Keputusan Pembelian, 2019) a purchase decision is a problem-solving process that consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources of purchase alternatives, purchase decisions, and post-purchase behavior. In purchasing decisions, there are generally five types of roles that a person can play. These five roles include (Kotler & Armstrong, 2012) in journals (li, B A B, A Keputusan Pembelian, 2019):

- 1) *Initiator* A person who first realizes that there is an unfulfilled desire or need and proposes the idea of buying a certain good or service.
- 2) *Influencer* A person who provides views, advice, or opinions so that they can help the purchase decision
- 3) *Deciders (Deciders)* People who determine the purchase decision, whether to buy, what to buy, how to buy, or where to buy it.
- 4) *Buyer* A person who makes an actual purchase.
- 5) *User* A person who consumes/uses goods or services that have been purchased.

Affiliate Marketing

According to Prayitno (Inawati, Rizal Ruben Manullang, 2021), Affiliate Marketing is a commission system that is given to someone who successfully recommends the product to others. The purpose of the affiliate is to promote its products/services to be wider without restrictions as long as it is still in the online world of the Internet. Quoted from a major journal (Benediktova, Barbora, 2008) Affiliate Marketing is classified as a type of online advertising,

where merchants share a percentage of the sales revenue generated by each customer who comes to the company's website through a content provider.

Shopee Affiliate

Shopee Affiliate is a program that provides an attractive offer in the form of income for content creators by promoting goods or services offered by Shopee on various social media that they have, so the main requirement to be able to participate in this program is to have a social media account as a promotional platform.

Paylater

Paylater is a leisure facility provided by some e-commerce companies that at first glance is similar to the credit system in banking (In et al., n.d.) . The service provided by paylater is a payment feature that is made after purchase, otherwise known as "Buy Now Pay Later" (Ramadani, 2019).

Live Streaming

Live Streaming is direct sales through social media, which makes it easier for consumers and sellers to make transactions and can interact directly quickly. Live streaming makes one of the fast communications for transactions by being notified directly of the goods that consumers will buy without any prior editing (Victor Kamanda, n.d.), Detailed products help consumers find the right product for them with good quality (Rahmawaty, Ita, Lailatus Sa'adah, 2023).

Data Types and Sources

The data source used in this study is Primary Data which is a source of data obtained directly from respondents or research objects without intermediary media. Secondary Data is a Source of Data that is obtained indirectly through intermediaries, in this study it is obtained from various sources of literature including the internet, journals and previous research results.

Method of collecting data

Uji Validitas Data

According to Sugiyono (2019:176) explained that validity is an instrument that can be used to measure between the data that occurs on the object and the data that can be collected by the researcher. An instrument can be said to be valid if it meets the criteria where the value of r is calculated $> r$ table, while it is declared invalid if r calculates $< r$ table with a confidence level of 0.05.

Uji Reliabilitas

According to Sugiyono (2017:130) stated that the reliability test is the extent to which the measurement results using the same object, will produce the same data. Unreliable data cannot be further processed because it will result in biased conclusions. This study tested the

reliability of the instrument using internal consistency testing using the Cronbach's Alpha method or Alpha Coefficient and was said to be reliable if the Cronbach alpha value > 0.6 .

Normality test

According to Sugiyono, normality testing is a test of the normality of data distribution. In this study, the Kolmogrov-Smirnov Test was used with the following guidelines:

- a) If the p-value in the Asymp. Sig. (2-tailed) column is $>$ level of significant ($\alpha = 0.05$), then it is normally distributed.
- b) If the p-value in the Asymp. Sig. (2-tailed) column $<$ level of significant ($\alpha = 0.05$), then it is not normally distributed

Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is a variance inequality from one observation to another observation Ghozali 2005 (Yassir et al., 2020) To test whether or not there is heteroscedasticity in this study is to use the Glacier test.

- 1) If the significant value (Sig.) is greater than 0.05 maka the conclusion is that there is no heteroscedasticity in the regression model.
- 2) Conversely, if the significance value (Sig.) is less than 0.05, then the conclusion is that there is a symptom of heteroscedasticity in the regression model.

Multicollinearity Test

The multicollinearity test according to Ghozali (2018:107) The purpose of the multicollinearity test is to test in the regression model whether a correlation between independent variables is found. In the multicollinearity test in decision-making according to (Ghozali, 2018:108) as follows:

- a) Based on tolerance value
 - 1) If the tolerance value > 0.10 means there is no multicollinearity in the regression model
 - 2) If the tolerance value ≤ 0.10 , it means that there is multicollinearity in the regression model

Uji Autokorelasi

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the perturbation error in the t-period and the perturbation error in the t-1 period (previously). Checking the presence or absence of autocorrelation symptoms using the Durbin-Watson test (DW test) if the $-4 < d < 4$, there is no autocorrelation, positive or negative.

Multiple Linear Regression

According to Ghozali (2021: 8), multiple linear regression analysis is a statistical method to test the influence of several independent variables on a dependent variable. Multiple linear regression is an analytical technique used for research that has more than one

independent variable. Multiple linear regression can be notated in the form of an equation, namely:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Estimated Coefficient of Determination (R²)

To find out how much the influence of variable X on variable Y is used, the Coefficient of Determination is used. The R² value has an interval between 0 to 1 (0 < R² < 1). The greater the R² (closer to 1), the better the results for that regression model and the closer to 0, the independent variable as a whole cannot explain the dependent variable.

Statistical Test

After examining the quality of the data, classical assumptions, and hypothesis tests that can be seen in the T-test and the F-test, the t-test is performed to show how far the influence of one independent variable individually in explaining the variation of the dependent variable. While this f-test is used to test whether all independent variables simultaneously or together have a significant influence on the dependent variable (Harahap, 2020).

Conceptual Framework

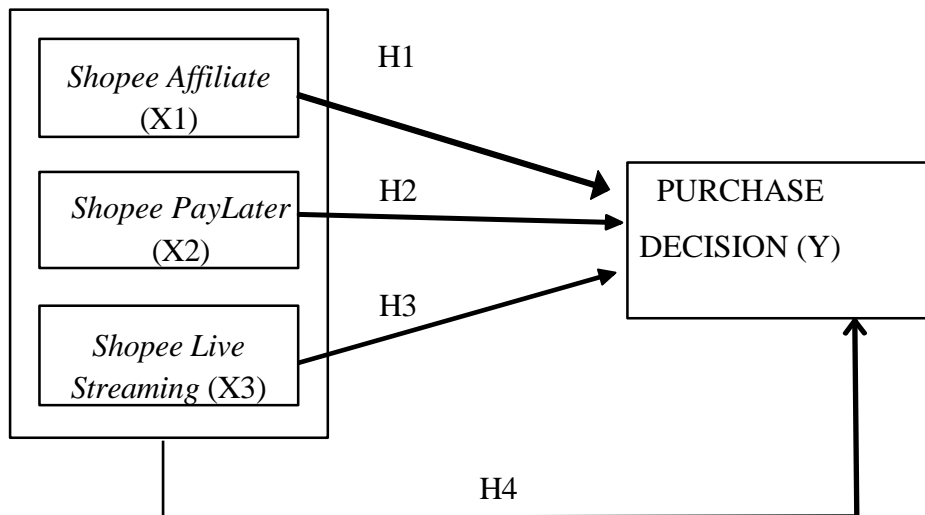


Image 1.Conceptual framework

Hypothesis

The hypotheses used in this study are as follows:

H1 : It is suspected that Shopee Affiliate has a partial effect on the decision to purchase Fashion Products on the Shopee Application among Students of Solo Christian University of Technology

H2 : It is suspected that Shopee PayLater has a partial effect on the decision to purchase Fashion Products on the Shopee Application among students of Solo Christian University of Technology

H3 : It is suspected that Shopee Live Streaming has a partial effect on the decision to purchase Fashion Products on the Shopee Application among Students of Solo University of Technology Christian University

H4 : It is suspected that Shopee Affiliate, Shopee PayLater and Shopee Live Streaming have a simultaneous effect on the decision to purchase Fashion products on the Shopee Application among students of Solo Christian University of Technology

RESULTS AND DISCUSSION

Data analysis

Data analysis was carried out from the results of data collection using questionnaires in the first test with instrument tests, namely validity and reliability tests, then classical assumption tests were recognized, namely normality tests, multicollinearity tests and heteroscedasticity tests, then hypothesis tests and multiple linear regressions were carried out using SPSS.

Classic Assumption Test

a. Data Validity Test

Validity tests are used to measure between the data that occurs on the object and the data that can be collected by the researcher whether it is valid or not.

1) Price Variable (X1)

Table 1. Price Variable Validity Test Results (X1)

Variable	Indicators	R Calculate	R Table 5%	Information
<i>Shopee Affiliate</i>	Question 1	0,649	0,312	Valid
	Question 2	0,589	0,312	Valid
	Question 3	0,337	0,312	Valid
	Question 4	0,466	0,312	Valid

Data Source Processed (2024)

2) Promotion Variable (X2)

Table 2. Results of the Validity Test of Promotion Variables (X2)

Variable	Indicators	R Calculate	R Table 5%	Information
<i>Shopee PayLater</i>	Question 1	0,882	0,312	Valid
	Question 2	0,743	0,312	Valid
	Question 3	0,889	0,312	Valid
	Question 4	0,813	0,312	Valid

SumberData Processed (2024)

3) Variable Product Warranty (x3)

Table 3. Product Warranty Variable Validity Test Results (X2)

Variable	Indicators	R Calculate	R Table 5%	Information
Shopee Live Streaming	Question 1	0,655	0,312	Valid
	Question 2	0,812	0,312	Valid
	Question 3	0,774	0,312	Valid
	Question 4	0,749	0,312	Valid

Data Source Processed (2024)

4) Purchase Decision Variable (Y)

Table 4. Results of the Validity Test of Purchase Decision Variables (Y)

Variable	Indicators	R Calculate	R Table 5%	Information
Purchase Decision	Question 1	0,653	0,312	Valid
	Question 2	0,409	0,312	Valid
	Question 3	0,400	0,312	Valid
	Question 4	0,661	0,312	Valid

Data Source Processed (2024)

Based on the results of the table above, the result is obtained that the statement on the price is declared valid because the calculation is greater than the table of the table. Statement items on the Promotion line are declared valid because r count is greater than r table, on the Product Warranty line is declared valid because r count greater than r table and variable Purchase Decision is declared valid because r calculation is greater than r table.

b. Reliability Test

The reliability test in this study tested the reliability of the instrument using internal consistency testing using the Cronbach's Alpha method or Alpha Coefficient and was said to be reliable if the Cronbach alpha value > 0.6.

1) Shopee Affiliate Variable (X1)

Table 5. Results of Shopee Affiliate Variable Reliability Test (X1)

Cronbach's Alpha	N of Items
.677	4

Data Source Processed (2024)

2) Shopee PayLater Variable (X2)

Table 6. Results of the Shopee PayLater Variable Reliability Test (X2)

Cronbach's Alpha	N of Items
.829	4

Data Source Processed (2024)

3) Shopee Live Streaming Warranty Variable (X3)

Table 7. Results of the Shopee Live Streaming Variable Reliability Test X3)

Cronbach's Alpha	N of Items

.735	4
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Data Source Processed (2024)

4) Purchase Decision Variable (Y)

Table 8. Results of the Reliability Test of Purchase Decision Variables (Y)

Cronbach's Alpha	N of Items
.624	5

Data Source Processed (2024)

The results of the Reliability Test on the price price, promotion , product warranty , and purchase decision are declared reliable because of the value of Cronbach Alpha owned greater than 0.6.

c. Multicollinearity Test

The multicollinearity test is to test in the regression model whether a correlation between independent variables is found. It is seen from the tolerance value and the opposite variance inflation factor (VIF) because both values show independent variables explained by other dependent variables. The data were declared free of multicollinearity if the tolerance value was greater than 0.1 and the VIF value was less than 10.

Table 9 .Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Shopee Affilaite	.846	1.183
	Shopee PayLater	.691	1.447
	Shopee Live Streaming	.781	1.281

a. Dependent Variable: Keputusan Pembelian

Source : Data processed by SPSS 2024

Based on the results of the Multicollinearity test in the table above, it can be concluded that the variables Shopee Affiliate, Shopee PayLater and Shopee Live Streaming are free from multicollinearity because the tolerance value > is 0.10 and the Variance Inflation Actor (VIF) value is < than 10.

d. Heteroscedasticity Test

The heterokedasticity test aims to test whether in the regression mdel there is a variance disparity from residual observations to other observations. There are several ways that can be done to perform heteroscedasticity tests, namely plot graph tests, park tests, glacier tests, and white tests. The data were stated to be free of heteroscenidism symptoms if the significance value > 0.05.

Tabel 10. Heteroscedasticity Test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.184	2.387		.496	.623
	Shopee Affiliate	-.096	.101	-.145	-.956	.345
	Shopee PayLater	-.159	.083	-.291	-1.912	.064
	Shopee Live	.264	.139	.290	1.896	.066

a. Dependent Variable: ABS_RES

Source : Data processed by SPSS 2024

From the table above, it can be seen that the significance value is >0.05 so that it is stated that there are no symptoms of heterokedasticity.

e. Normality test

The normality test was carried out by testing one sample of Kolmogorov Smirnov to check whether in the multiple linear regression model there was a positive influence between the dependent variable and the independent variable.

Table 11. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.47480173
Most Extreme Differences	Absolute	.112
	Positive	.112
	Negative	-.086
Kolmogorov-Smirnov Z		.710
Asymp. Sig. (2-tailed)		.695

Source : Data processed by SPSS 2024

Based on the results of the normality test, the normally distributed data based on the test results of the asymp sig value (2-tailed) is 0.280 because the asymp value of the sig is > 0.05

f. Autocorrelation Test

The autocorrelation test aims to test whether in a linear regression model there is a correlation between the perturbator (residual) error in the t period and the error in the t – 1 period (previously).

Table 12. Autocorrelation Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.397	.347	2.324	2.036

a. Predictors: (Constant), Shopee Live Streaming, Shopee Affilaite, Shopee PayLater

b. Dependent Variable: Keputusan Pembelian

Source : Data processed by SPSS 2024

From the results of the data above, it is known that $N = 40$ and K (Independent variable) = 3

- 1) DL value = 1.3384
- 2) DU value = 1.6589
- 3) Value 4-DU = 2.3411

Conclusion = $1.6589 < 2.036 < 2.3411$ ($DU < DW, 4-DU$), the data has passed the autocorrelation test because the Durbin Watson value is between the DU and 4-DU values.

Regression Equation Model

The multiple regression test is used to find out whether each independent variable has an effect on the dependent variable or knows the most dominant variable.

Table 13. Multiple Regression Test Results

Variabel X	Koefisien Regresi
X1	.671
X2	-.009
X3	.480

Data Source Processed (2024)

In the results of the table above, the Multiple Linear Regression Equation can be obtained as follows: $Y = 0.671X_1 + (-0,009)X_2 + 0.480X_3 + e$

3.1 Estimated Coefficient of Determination (R²)

This determination coefficient measures the total percentage of variant of the dependent variable Y described by the independent variable within the regression line. The R² value has an interval between 0 to 1 ($0 < R^2 < 1$).

Table14. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.720	.696	.46708

a. Predictors: (Constant), Shopee Live Streaming, Shopee Affiliate, Shopee PayLater

Source: Data processed 2024

In the table above, the magnitude of the determinant *coefficient (R square)* in all independent variables (X1, X2, X3) is 0.696. With the understanding that the influence of the

independent variable on the dependent variable is 69.9% while 30.4 is influenced by other variables studied.

Statistical Test

a. F-statistics test

This test is used to test independent variables simultaneously or together have a significant influence on dependent variables.

Table 15. Statistical Test Results F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.172	3	6.724	30.821	.000 ^b
	Residual	7.854	36	.218		
	Total	28.026	39			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Shopee Live Streaming, Shopee Affiliate, Shopee PayLater

Source : Data processed by SPSS 2024

Berdasarkan tabel di peroleh (Fhitung 30.821 > Ftabel 2.859). Nilai Signifikansi lebih kecil dari 0.05 (Sig 0.000 < 0.05), maka dapat disimpulkan H0 ditolak dan H4 diterima, variabel *Shopee Affiliate*, *Shopee PayLater* dan *Shopee Live Streaming* secara bersama-sama berpengaruh terhadap Keputusan Pembelian Produk *Fashion*.

b. T-Statistics Test

The statistical t-test was carried out to show how far the influence of one independent variable individually in explaining the variation of the dependent variable.

Table 16. Statistical Test Results F

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	<i>Shopee Affiliate</i>	.314	.042	.671	7.502	.000
	<i>Shopee PayLater</i>	-.005	.050	-.009	-.105	.917
	<i>Shopee Live Streaming</i>	.185	.035	.480	5.352	.000

a. Dependent Variable: Keputusan Pembelian

Source : Data processed by SPSS 2024

Based on the results of the t-test, the following results can be obtained:

1) The results of the t-test of the Shopee Affiliate variable (X1) obtained a significance value of 0.000 (<0.05), then it can be concluded that the Shopee Affiliate variable has a partial effect on the variable of Fashion Product Purchase Decision (Y).

2) The results of the t-test of the Shopee PayLater variable (X2) obtained a significance value of 0.917 (>0.05), it can be concluded that the Shopee PayLater variable has no partial effect on the Fashion Product Purchase Decision variable (Y).

3) The results of the t-test of the Shopee Live Streaming variable (X3) obtained a significance value of 0.000 (<0.05), it can be concluded that the Shopee Live Streaming variable has a partial effect on the Fashion Product Purchase Decision variable (Y).

Discussion

Based on the results of testing the existing variables, the following conclusions are obtained:

- a. Multiple Linear Regression Equation: $Y = 0.671X_1 + (-0.009)X_2 + 0.480X_3 + e$ It can be concluded that the better Shopee Affiliate, the higher the Purchase Decision of Fashion Goods/ if the regression coefficient of other variables is fixed, then a service of 1% will increase sales by 0.671. Shopee PayLater has a regression coefficient of 0.009 and is marked negative, so it can be concluded that the better Shopee PayLater, the lower the Pruduk Fashion Purchase Decision If the regression coefficient of other variables is fixed, then a service of 1% will reduce sales by 0.009. While Shopee Live Streaming has a regression coefficient of 0.480 and is positive, the better Shopee Live Streaming is, the higher the Pruduk Fashion Purchase Decision If the regression coefficient of other variables is fixed, then a service of 1% will increase sales by 0.480.
- b. The results of the Shopee Affiliate variable t test (X1) obtained a significance value of 0.000 (<0.05), then the Shopee Affiliate variable partially affected the Fashion Product Purchase Decision variable (Y). The result of Shopee PayLater (X2) with a significance value of 0.917 (>0.05) can be concluded that the Shopee PayLater variable has no partial effect on the Fashion Product Purchase Decision variable (Y). The Shopee Live Streaming variable (X3) has a significance value of 0.000 (<0.05) It can be concluded that the Shopee Live Streaming variable has a partial effect on the Fashion Product Purchase Decision variable (Y).
- c. Obtained ($F_{cal} 30,821 > F_{tabel} 2,859$). The Significance Value is less than 0.05 (Sig 0.000 < 0.05), then it can be known that the variables Shopee Affiliate, Shopee PayLater and Shopee Live Streaming together affect the Purchase Decision of Fashion Products.

CONCLUSION

Based on the research and discussion that has been carried out through the T-test, F-Test, Multiple Linear Regression, it can be seen that the Shopee Affiliate Variable has a partial effect on the purchase decision, the Shopee PayLater Variable has no partial effect on the purchase decision, the Shopee Live Streaming Variable has a partial effect on the purchase decision and the Shopee Affilitae, Shopee PayLater and Shopee Live Streaming Variables

have a simultaneous effect on the purchase decision of fashion products on the Shopee Application.

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