



## Influence Affiliate Marketing, Online Customer Review and Online Customer Rating on Shopee Consumers' Purchasing Decisions

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### Abstract

The emergence of e-commerce has transformed consumer purchasing behavior. However, limited research has comprehensively examined the combined impact of affiliate marketing, online customer reviews, and online customer ratings on purchasing decisions. This study aims to fill this gap by investigating how these factors influence Shopee consumers' purchasing decisions. Using a quantitative approach with Structural Equation Modeling (SEM), data were collected through a survey of 170 active Shopee users. The findings indicate that all three factors positively and significantly influence consumer purchasing decisions, with affiliate marketing having the strongest impact, followed by online customer ratings and online customer reviews. This research extends the Theory of Planned Behavior (TPB) by incorporating digital marketing factors as key determinants in online purchasing behavior.

**Keywords** affiliate marketing; online customer reviews; online customer ratings; purchasing decisions

## INTRODUCTION

E-commerce has significantly transformed the shopping behavior of Indonesian consumers. According to [katadata.co.id](https://katadata.co.id) (2021), this phenomenon can be seen from the increase in transaction value, which increased to 91%, indicating that Shopee not only succeeded in attracting consumers' attention but also maintained its leadership position in almost all provinces in Indonesia. Mass market targeting strategies and quick response to market trends are key factors that enable Shopee to lead the e-commerce market in Indonesia. The free shipping program offered by Shopee has become one of the platform's greatest strengths, fulfilling the desires of consumers in a geographically large country such as Indonesia, where shipping costs are often a significant barrier to online shopping ([Amaliyah, 2021](#)). With rapid digitalization and increasing internet penetration, online shopping has become a preferred choice for many individuals due to convenience, product variety, and competitive pricing. Among the various e-commerce platforms, Shopee has emerged as a leading player, consistently maintaining its dominance in the market. Shopees' aggressive marketing strategies, such as free shipping promotions, discounts, and collaborations with influencers, have successfully attracted a large customer base. However, despite its strong presence, understanding the key factors that drive consumer purchasing decisions remains crucial for sustaining its market leadership.

One of the most influential aspects of digital marketing in e-commerce is affiliate marketing, which allows third parties, such as influencers and bloggers, to promote products and earn commissions from sales generated through their links. The rise of affiliate marketing in Indonesia, particularly on Shopee, indicates that consumers are increasingly influenced by recommendations from online content creators. Studies have shown that affiliate marketing can enhance brand trust and persuade consumers to make purchasing decisions. However, the extent to which affiliate

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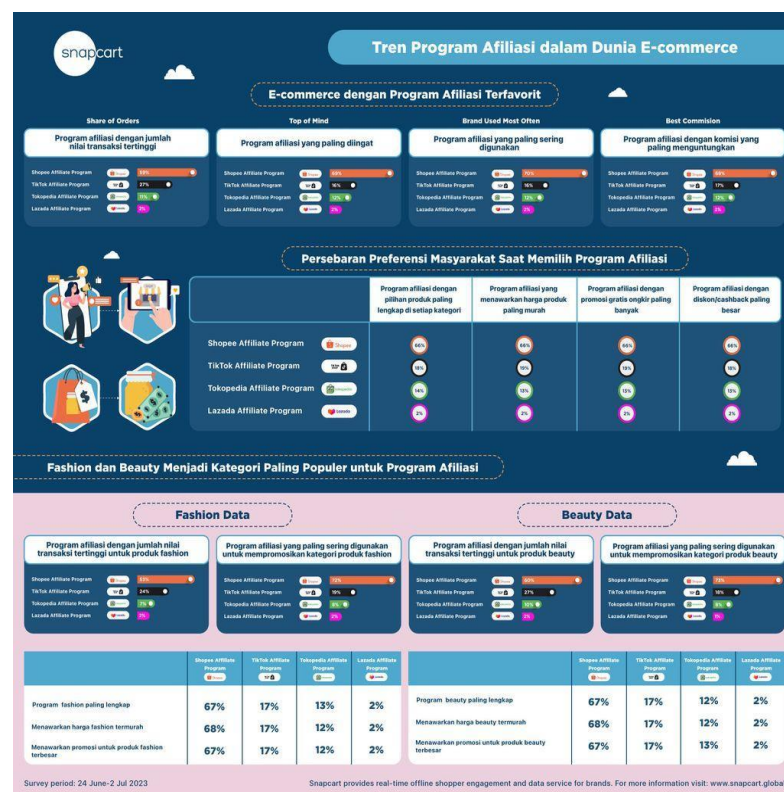
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marketing influences consumer behavior in the Indonesian e-commerce context remains underexplored.

In addition to affiliate marketing, online customer reviews and ratings are critical determinants that shape consumer trust and influence purchase decisions. Potential buyers often rely on feedback from previous customers to assess product quality, reliability, and seller credibility. Online reviews provide detailed insights, whereas ratings offer a quick evaluation based on aggregated customer experiences. Despite their importance, there is no clear consensus on whether customer reviews or ratings have a stronger influence on purchasing decisions. Some studies suggest that textual reviews provide deeper information that influences consumer perception, while others argue that ratings, which are more accessible, serve as a more decisive factor.

In Indonesia, growth in affiliate marketing has shown a very positive trend, especially with the increasing number of internet users and people's tendency to shop online. According to research results from [Snapcart \(2023\)](#), the Shopee Affiliate Program was the winner in terms of product diversity, with a percentage of 66%. This program is far superior to the Tiktok Affiliate Program (18 percent), Tokopedia Affiliate Program (14 percent), and Lazada Affiliate Program (2 percent). The data confirm the important role of affiliate marketing in the country's online business ecosystem.



**Figure 1.** Summary of research results *Snapcart* entitled Potential of Affiliate Programs in the Competitive Map *e-Commerce*

Affiliate marketing in Indonesia not only provides benefits for merchants by increasing sales and the popularity of brands but also opens up opportunities for individuals to generate income by promoting products or services through affiliate links. This creates an ecosystem in which everyone, not limited to influencers or celebrities, can participate and benefit from these marketing activities ([Erwin et al., 2023](#)). Online customer reviews and ratings have become important factors

in Indonesian consumers' purchasing decision-making processes. A study conducted by [Noviani and Riswanto \(2022\)](#) showed that online customer reviews and ratings have a positive and significant influence on purchasing decisions, with consumers tending to trust reviews and ratings provided by other buyers as references before making a purchase. Thus, growth affiliate marketing, online customer reviews, and online customer ratings in Indonesia not only reflect technological developments and digital adaptation by society and show changes in consumer behavior that increasingly rely on digital information in making purchasing decisions. The presence of these features on e-commerce platforms has created a new dynamic in the interaction between consumers, products, and sales platforms, which ultimately influences the digital economy in Indonesia.

Consumer purchasing decisions at Shopee Indonesia are a complex phenomenon. This research focuses on the purchasing decision because it is the end point of a series of processes that are influenced by various factors, including affiliate marketing, online customer reviews, and online customer ratings. These decisions not only reflect individual preferences and result from dynamic interactions between consumers and their e-commerce environments.

If purchasing decision issues are not addressed seriously, the implications can be far-reaching and negatively impact the e-commerce market and consumer behavior. Purchasing decisions are central to e-commerce transactions; if consumers experience difficulties or dissatisfaction in this process, they may switch to other platforms or revert to traditional purchasing methods. In the e-commerce context, inefficient or unsatisfactory purchasing decisions can lead to a decline in consumer trust in the platform. This may result in a decrease in purchase frequency, a reduction in average transaction value, and an increase in customer acquisition costs due to the greater effort required to convince consumers to shop again ([Adhinda et al., 2022](#)). Additionally, if purchasing decision issues are not addressed, there may be an increase in compulsive buying behavior and online shopping addiction, especially among young consumers. This can lead to broader social and economic problems, such as rising consumer debt and declining savings, which may ultimately affect economic stability. From a market perspective, failing to address purchasing decision issues can reduce the competitiveness of e-commerce eventually. Platforms that are unresponsive to consumer needs and preferences lose market share to more adaptive and innovative competitors. Therefore, it is crucial for e-commerce platforms to understand and address issues related to purchasing decisions. They must continuously enhance user experience, ensure transaction security, and provide effective customer service to maintain consumer trust and loyalty.

Previous research on consumer purchasing decisions on Shopee Indonesia has shown significant variations, indicating the absence of a single consensus regarding the key aspects that shape consumer behavior. [Ani et al. \(2023\)](#) found that price, service quality, and brand image positively influence online purchasing decisions on Shopee and Tokopedia. However, another study by [Jackson et al. \(2023\)](#) revealed that price discounts and advertising significantly impact purchasing decisions on Shopee, whereas product quality does not. These differences suggest that consumer purchasing decisions on Shopee are influenced by various interconnected factors and may change depending on market conditions and external influences. Therefore, this study aims to address this knowledge gap by examining the impact of affiliate marketing, online customer reviews, and online customer ratings on purchasing decisions in this ever-evolving context. According to [Maulida and Siregar \(2023\)](#), in their research entitled "The Influence of Affiliate Marketing and Online Customer Reviews on Purchase Decisions for Scarlett Whitening Products Survey on Scarlett Whitening Instagram Followers" Variable affiliate marketing and online customer reviews have a positive and significant effect on purchasing decisions. Meanwhile, according to [Rahmawati \(2021\)](#), online customer rating variables have no effect on online

purchasing decisions. Despite numerous studies on e-commerce consumer behavior, there remains a literature gap in understanding the combined effects of affiliate marketing, online customer reviews, and ratings on consumer purchasing decisions, particularly in Indonesia. Previous research has explored these factors individually, but few studies have examined their combined impact within a structural equation modeling (SEM) framework. This study aims to fill this gap by analyzing how these three factors collectively shape consumer purchasing decisions on Shopee.

Furthermore, this research extends the Theory of Planned Behavior (TPB) by examining how digital marketing strategies influence consumer intentions and behaviors in online shopping. TPB suggests that consumer decisions are influenced by attitudes, subjective norms, and perceived behavioral control. By incorporating affiliate marketing, online reviews, and ratings into this framework, this study provides a deeper understanding of how digital marketing tools impact consumer decision-making processes.

To achieve this objective, this study examined the following hypotheses:

H1: Affiliate marketing has a significant positive influence on purchasing decisions.

H2: Online customer reviews have a significant positive influence on purchasing decisions.

H3: Online customer ratings have a significant positive influence on purchasing decisions.

By addressing these hypotheses, this study provides valuable insights for e-commerce platforms and sellers on how to optimize digital marketing strategies to enhance consumer engagement and increase sales.

The research questions were described as follows:

- a. Do affiliate marketing influence consumers' purchasing decisions?
- b. Do online customer reviews influence their purchasing decisions?
- c. Do online customer ratings influence their purchasing decisions?

## LITERATURE REVIEW

The variables in this research are based on the theory of planned behavior (TPB), which is the evolution of the theory of reasoned action (TRA), which [Ajzen \(1991\)](#) proposed. According to the Theory of Reasoned Action, the intention to engage in a particular behavior is influenced by subjective norms and attitudes toward behavior ([Fishbein & Ajzen, 1975](#)). Subsequently, [Ajzen \(1988\)](#) introduced an additional factor, perceived behavioral control, which is a perception that influences behavior, transforming the Theory of Reasoned Action into the Theory of Planned Behavior. Later, Martin Fishbein and Icek Ajzen revised and expanded the theory. A person's actions can be influenced by their beliefs, which serve as the foundation of this theory. [Yuliana \(2004\)](#) stated that a trusted perspective is established by integrating various characteristics present in specific information. These characteristics establish the will to perform. According to the Theory of Planned Behavior, attitudes toward behavior are critical factors that can effectively predict actions. However, attitudes must be considered when evaluating subjective norms and assessing an individual's perceived behavioral control. According to [Ajzen \(1991\)](#), an individual's intention to behave increases when they possess a positive attitude, receive assistance from their peers, and experience a sense of comfort due to the absence of obstacles to their behavior. The relationship between subjective norms, perceptions, and attitudes influences the behavioral intention of an individual to execute an action. The theory of planned behavior (TPB) comprises three independent variables. First, the attitude toward behavior evaluates favorable and unfavorable. The second category of social factors is subjective norms, which refer to the social pressures an individual experiences. Third, social factors include behavioral control, which refers to the individual's perception of the ease or difficulty of performing a specific behavior, and signifies the perceived capability of a person to perform the behavior ([Ajzen, 1991](#)).

### ***Affiliate Marketing***

[Maulida \(2023\)](#) defines affiliate marketing as a cooperative effort between organizations, companies, or websites to generate mutual profit for both parties involved in an agreement by promoting products or services. Affiliate marketing is a performance-based marketing strategy in which individuals or companies promote products or services owned by others and receive a commission for each sale generated through promotional efforts. According to [Helianthusonfri \(2017\)](#), affiliate marketing provides an opportunity for individuals to market products online and earn a commission when a transaction occurs. This strategy is beneficial not only for sellers but also for affiliates because it operates on a pay-for-performance model. Affiliates are paid only when their marketing efforts result in actual sales, making them a low-risk, high-reward opportunity. This performance-based compensation model ensures that affiliates remain motivated to drive traffic and convert leads into sales. Furthermore, affiliate marketing can be run flexibly and part-time, making it an ideal option for beginners who want to start an online business without the need to own their own products. This aspect of flexibility allows individuals to work from home, set their own hours and scale their efforts as desired. Affiliates often promote products through various online channels, such as blogs, social media platforms, and email marketing, depending on their audience and expertise.

One of the main advantages of affiliate marketing is that it offers a great source of passive income. Once an affiliate has created promotional content or campaigns, they can continue to earn commissions from those efforts even after the initial work has been completed. This creates an opportunity for long-term income generation without the need to constantly monitor or refresh marketing materials. With the rise of digital platforms, online marketplaces, and social media networks, affiliate marketing has become more accessible than ever, enabling anyone with an internet connection to participate. These platforms provide valuable tools and resources to help affiliates track their performance, optimize strategies, and enhance their marketing efforts. As a result, many people are turning to affiliate marketing as a way to diversify their income streams, achieve financial independence, and pursue entrepreneurship while working from home or on their own schedule. This has made affiliate marketing a popular choice for individuals seeking to build sustainable businesses with minimal upfront investment.

Several studies have examined the effectiveness of affiliate marketing. [Maulida and Siregar \(2023\)](#) found that affiliate marketing positively and significantly influences purchasing decisions in online retail. However, [Rahmawati \(2021\)](#) reported no significant effect of affiliate marketing on consumer behavior in the beauty product industry, suggesting that the effectiveness of affiliate marketing may depend on product type and consumer trust levels. These conflicting findings highlight the need for further investigation into how affiliate marketing interacts with other digital marketing tools, such as online customer reviews and ratings, to shape purchasing decisions.

### ***Online Customer Reviews***

As stated by [Filiari \(2014\)](#) Online Customer Reviews (OCRs) represent a form of word-of-mouth communication in the context of online sales, where prospective buyers gather product insights from individuals who have tried the products and experienced their benefits. OCRs have become a crucial element in consumers' decision-making processes in the digital age. With the growing number of online shoppers, these reviews serve as a highly trusted source of information, allowing potential buyers to assess the quality, effectiveness, and overall satisfaction of a product based on real-life experiences. Today, consumers are more likely to trust the opinions and feedback of other customers than traditional advertisements or marketing messages. As a result, OCRs play a vital role in helping potential buyers make informed decisions, particularly when they are unable to physically experience the product before purchase. Moreover, the transparency and accessibility



of these reviews make it much easier for consumers to evaluate a product's strengths and weaknesses before making a final decision. This crowdsourcing of product insights helps mitigate the uncertainty that often accompanies online shopping.

In this context, OCRs not only influence buying behavior but also contribute to building trust and credibility between a brand and its customers. Positive reviews and high ratings can boost a brand's reputation, while negative reviews highlight areas for improvement. As customers share their feedback, they play an active role in shaping the perception of the product and the overall image of the brand, which ultimately impacts the success of online sales. Companies that engage with customer feedback and address concerns in a timely manner tend to build stronger customer loyalty. Online reviews provide a valuable feedback loop for businesses, providing insights into customer preferences, expectations, and emerging market trends. As a result, companies and marketers increasingly recognize the importance of managing and encouraging online reviews as part of their comprehensive marketing strategies. They often implement systems to prompt customers for post-purchase reviews, incentivize feedback, and actively engage with both positive and negative comments to enhance customer satisfaction and improve their products or services. By doing so, businesses can strengthen their brand's presence in the competitive online marketplace.

However, studies on OCRs yield mixed results. [Mulyono \(2021\)](#) found that the credibility of online reviews significantly impacts consumer trust and purchase intentions, whereas [Gabriela \(2022\)](#) suggested that while reviews are important, their impact diminishes when a product has an overwhelming number of mixed or conflicting reviews. This suggests that reviews' quantity, tone, and perceived authenticity may affect their influence on consumer decisions.

### ***Online Customer Rating***

As stated by [Filieri \(2014\)](#), Online Customer Reviews (OCRs) represent a form of word-of-mouth communication in the context of online sales, where prospective buyers gather product insights from individuals who have tried the products and experienced their benefits. OCRs have become a crucial element in consumers' decision-making processes in the digital age. With the increasing number of online shoppers, these reviews serve as a highly trusted source of information, allowing potential buyers to assess the quality, effectiveness, and overall satisfaction of a product based on real-life experiences. Today, consumers are more likely to trust the opinions and feedback of other customers than traditional advertisements or marketing messages. This shift in trust is largely due to the perceived authenticity and relatability of OCRs compared to more polished promotional content. As a result, OCRs play a vital role in helping potential buyers make informed decisions, particularly when they are unable to physically experience the product before purchase. Moreover, the transparency and accessibility of these reviews make it much easier for consumers to evaluate a product's strengths and weaknesses before making a final decision. This process of crowdsourcing product insights helps mitigate the uncertainty that often accompanies online shopping, especially regarding higher-priced or complex items.

Potential buyers can weigh both positive and negative feedback, which helps create a balanced view of the product. In this context, OCRs not only influence buying behavior but also contribute to building trust and credibility between a brand and its customers. Positive reviews and high ratings can boost a brand's reputation, while negative reviews highlight areas for improvement. A product with numerous positive reviews often stands out as trustworthy, increasing its chances of being purchased, whereas products with poor ratings might struggle to gain traction. As customers share their feedback, they play an active role in shaping the perception of the product and the overall image of the brand, which ultimately impacts the success of online sales. Companies that engage with customer feedback and address concerns in a timely manner

tend to build stronger customer loyalty. By acknowledging customer input, whether positive or negative, businesses demonstrate that they listen to their customers and are committed to continuous improvement. This is important because when customers feel heard, they are more likely to become repeat buyers and recommend the brand to others, leading to an increase in customer retention and brand advocacy. Online reviews provide a valuable feedback loop for businesses, providing insights into customer preferences, expectations, and emerging market trends. By listening to customer experiences and responding appropriately, companies can adapt their products and services to better meet the needs of their audiences. Many companies now recognize that positive OCRs can serve as powerful marketing tools. They often display ratings and reviews prominently on product pages to create social proof, which can influence potential customers who may be uncertain about their purchase decisions. Social proof—the idea that people tend to follow the actions of others—has been shown to significantly impact consumer behavior.

When a product has numerous favorable reviews, it can give potential buyers the confidence to proceed with a purchase. Several positive reviews can make a product appear more trustworthy and reliable, further encouraging sales. In today's competitive marketplace, consumers often research products extensively before making a purchase, which means they heavily rely on feedback from previous buyers to guide their decisions. The power of online reviews is so significant that many companies now dedicate resources to encouraging customers to leave feedback. This may involve sending follow-up emails after a purchase, offering small incentives, or making it easy for customers to submit their opinions through review platforms. However, negative reviews, when handled properly, can also present opportunities for improvement. Brands that respond to negative reviews with professionalism and a willingness to resolve customer issues can turn dissatisfied customers into loyal ones. A quick and empathetic response demonstrates that the company cares about its customers and values their opinions. This approach helps to foster a positive reputation in the online marketplace, as potential customers see the brand as responsive and responsible. Even when a product receives negative feedback, showing that the company is taking action to address concerns can help prevent long-term damage to the brand image. Online customer reviews are not only an influential source of information for consumers but also a critical element of modern marketing strategies. They help consumers make more informed decisions, build trust in brands, and provide valuable feedback to companies. By leveraging OCRs effectively, businesses can enhance their customer relationships, improve their offerings, and ultimately achieve greater success in the competitive e-commerce. As the role of online reviews continues to grow, they will likely become an even more integral part of the consumer purchasing process, shaping brand success and consumer behavior in profound ways.

Studies on customer ratings also present contrasting findings. [Hariyanto and Trisunarno \(2020\)](#) demonstrated that higher ratings correlate with stronger consumer trust and increased purchase likelihood, while [Rahmawati \(2021\)](#) found that customer ratings had no direct effect on online purchasing decisions. These discrepancies suggest that consumer reliance on ratings may vary depending on product category, platform credibility, and the presence of additional decision-making factors, such as discounts or promotions.

### ***Purchase Decision***

According to [Djatnika \(2006\)](#) purchasing decision-making is a psychological process that consumers or buyers go through when determining their choice of products or services. This process begins with the attention stage, during which consumers begin to focus on the products or services being offered. If the product interests them, they proceed to the interest stage, where they try to learn more about the special features of the product or service. This stage usually involves searching for additional information through online reviews, recommendations, or other

people's experiences. By reviewing others' experiences, consumers can assess the quality, usability, and performance of a product from a variety of perspectives, helping to confirm or question their interest. If the interest becomes stronger and the relevance of the product to the consumer's needs becomes clearer, consumers will enter the desire stage. At this stage, consumers feel that the product or service offered aligns well with their needs or desires and begin to make a purchase. This stage involves emotional connection as the consumer starts to envision how the product will benefit them. They may also be influenced by social influences, such as advice from friends or family members, which further strengthens their desire to purchase. Thus, purchasing decisions are driven not only by practical factors like price and features, but also by emotional factors, which significantly influence whether consumers ultimately decide to buy the product. In the final stage, the consumer takes steps to purchase the product either online or in-store. These decisions are often guided by both conscious reasoning and subconscious emotional responses, reflecting the complex nature of consumer behavior in today's marketplace.

## RESEARCH METHOD

This study employs a quantitative research approach with a causal-explanatory design to examine the influence of affiliate marketing, online customer reviews, and online customer ratings on purchasing decisions on Shopee. The research utilizes Structural Equation Modeling (SEM) with Partial Least Squares (PLS), a statistical technique suitable for analyzing complex relationships between latent variables. SEM-PLS was chosen because it allows for simultaneous hypothesis testing and is effective for exploratory research with relatively small sample sizes (Hair et al., 2019). The target population is Shopee users in Depok, Indonesia who have made purchases through the platform. Since the total number of Shopee users in Depok is unknown, the sample size was determined based on Hair et al. (2019), who suggested that in SEM-PLS analysis, the minimum sample size should be 5–10 times the number of observed indicators. This study includes 17 research indicators, thus requiring a minimum sample size of 85–170 respondents. To ensure statistical robustness, 170 respondents were selected as the final sample. This number exceeds the required threshold, ensuring adequate statistical power for hypothesis testing. The data for this study were collected using an online questionnaire distributed via Twitter (X), targeting Shopees in Indonesia, particularly in Depok. Twitter was chosen because of its active user base, where consumers frequently discuss shopping experiences, promotions, and product reviews. The survey was shared through Shopee-related hashtags (e.g., #ShopeeID, #ShopeeHaul, #ShopeeReview), e-commerce discussion threads, and direct engagement with Shopee buyers, including those interacting with affiliate marketing posts.

To ensure data relevance, respondents had to meet the following screening criteria: reside in Indonesia (preferably Depok), have made at least one Shopee purchase in the past six months, and follow or engage with Shopee-related content on Twitter. The questionnaire consisted of two sections: demographic information (age, gender, and online shopping frequency) and measurement items assessing the study constructs using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). By leveraging Twitter's algorithm, the survey effectively reached active Shopee consumers, ensuring that the collected data were relevant and representative of the target population. To ensure the accuracy and consistency of the measurement model, validity and reliability tests were conducted using SmartPLS 4. Construct validity was assessed through convergent validity, measured by factor loadings ( $\geq 0.5$ ) and Average Variance Extracted (AVE  $\geq 0.5$ ) (Hair et al., 2019), and discriminant validity, verified using the Fornell-Larcker Criterion to ensure that each construct is distinct. Reliability testing was performed using Cronbach's Alpha ( $\geq 0.7$ ) for internal consistency and Composite Reliability ( $\geq 0.7$ ) to evaluate construct reliability. The results confirmed that all constructs met the required validity and reliability thresholds, indicating that the measurement



model was statistically sound and suitable for further analysis.

### ***Influence of Advertising on Purchase Decisions***

Based on theoretical studies and previous research conducted by [Maulida and Siregar \(2023\)](#), affiliate marketing has a positive and significant effect on Purchasing Decisions. Based on the theory and previous research results, the following hypothesis was proposed:

H1: Affiliate Marketing has a positive influence on purchasing decisions.

### ***Influence Online Customer Reviews on Purchase Decisions***

Based on theoretical studies and previous research conducted by [Mukarromah \(2023\)](#), it was found that online customer reviews have a positive influence on purchasing decisions. In his research, he explained that factors related to online customer reviews play an important role in purchasing decisions on e-commerce. Based on the theory and previous research results, the following hypothesis was proposed:

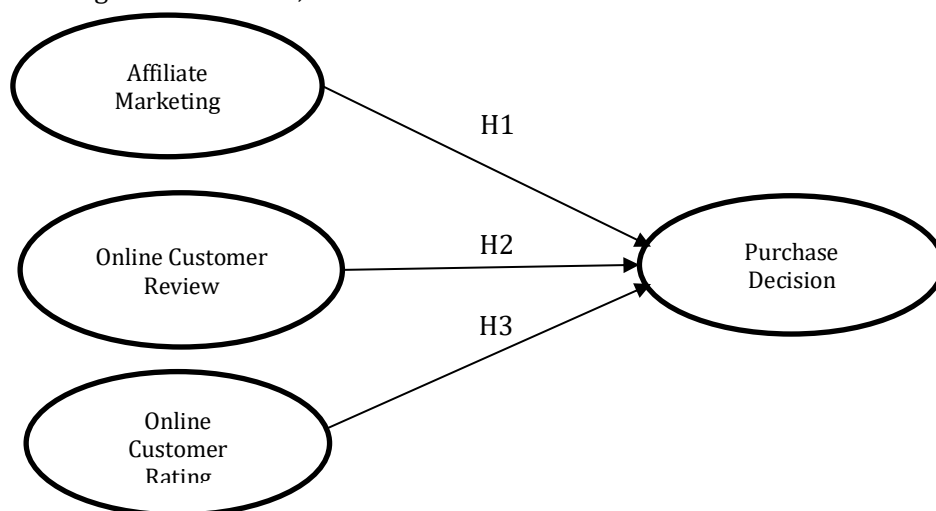
H2: Online customer reviews have a positive influence on purchasing decisions.

### ***Influence of Online Customer Ratings on Purchase Decisions***

Based on theoretical studies and previous research conducted by [Hariyanto and Trisunarno \(2020\)](#), it was found that online customer ratings have a positive effect on purchasing decisions. In his research, it was explained that potential buyers saw ratings. If something is good about a shop or product, they will feel confident, so they will make a decision to be interested in buying. Based on the theory and previous research results, the following hypothesis was proposed:

H3: Online customer ratings have a positive influence on purchasing decisions.

Based on the research background and literature review, this research analyzes the influence of Shopee consumer purchases with 3 (three) independent variables, namely affiliate marketing, online customer review, and online customer rating toward 1 (one) dependent variable, namely, purchasing decisions. Thus, the framework for this research is as follows:



**Figure 2.** Framework of Thought  
**Table 1.** Respondent Demographic

Category	Subcategory	Number of	Percentage
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		<b>Respondents</b>	<b>(%)</b>
<b>Gender</b>	Male	15	9%
	Female	155	91%
	Total	170	100%
<b>Age Group</b>	18 – 24 years	143	84%
	25 – 34 years	26	15%
	35 – 44 years	1	1%
	Total	170	100%
<b>Education Level</b>	High School	111	65%
	Junior High School	3	2%
	Bachelor's Degree (S1)	49	29%
	Master's Degree (S2)	7	4%
	Total	170	100%
<b>Status</b>	Single	160	94%
	Married	9	5%
	Divorced	1	1%
	Total	170	100%
<b>Occupation</b>	Student	107	63%
	Private Employee	24	14%
	Unemployed	24	14%
	Government Employee	3	2%
	Entrepreneur	6	4%
	Live Host	1	1%
	Barista	2	1%
	Housewife (IRT)	2	1%
	Tutor	1	1%
	Total	170	100%

As shown in Table 1, most respondents were female (91%) and belonged to the 18–24 age group (84%). In addition, most participants were students (63%) and earned a high school diploma (65%). These demographic characteristics suggest that the study predominantly involved young individuals who are active online shoppers.

**Table 3.** Questioner Statement

<b>Variable</b>	<b>Statement</b>
<b>Affiliate Marketing (AM)</b>	
<b>AM1</b>	I often buy products on Shopee based on recommendations from affiliates or influencers.
<b>AM2</b>	I feel that affiliate marketers take recommendations more seriously because they earn commissions.
<b>AM3</b>	Recommendations from Shopee affiliates are often accurate and match my needs.
<b>AM4</b>	The presence of many affiliate marketers on Shopee helps me find more product options.
<b>AM5</b>	The addition of new affiliate marketers makes me more frequently

Variable	Statement
	see different products on Shopee.
<b>Online Customer Review (OCR)</b>	
<b>OCR1</b>	I am more interested in products with many customer reviews on Shopee.
<b>OCR2</b>	I trust products with many positive reviews.
<b>OCR3</b>	Reviews written by experienced users make me trust the product more.
<b>OCR4</b>	I often compare positive and negative reviews to ensure product quality.
<b>OCR5</b>	I feel that more detailed reviews provide a better understanding of the product.
<b>Online Customer Rating (OCRat)</b>	
<b>OCRat1</b>	Product ratings on Shopee help me understand the product quality before purchasing.
<b>OCRat2</b>	Product ratings on Shopee help me avoid low-quality products.
<b>OCRat3</b>	I feel safer buying products that have been positively rated by many users on Shopee.
<b>OCRat4</b>	I believe that high ratings reflect reliable product quality.
<b>OCRat5</b>	I feel more excited to shop on Shopee when I find products with high positive ratings.
<b>Purchase Decision (PD)</b>	
<b>PD1</b>	I feel confident about the quality of the products I buy.
<b>PD2</b>	I often purchase my necessities through Shopee.
<b>PD3</b>	I often recommend the products I buy to friends or family.
<b>PD4</b>	I will repurchase products on Shopee if they are of good quality.

As presented in Table 2, the questionnaire consists of four main variables: Affiliate Marketing (AM), Online Customer Review (OCR), Online Customer Rating (OCRat), and Purchase Decision (PD). Each variable contains multiple statements aimed at measuring consumers' attitudes and behaviors toward online shopping. The collected responses will be analyzed to determine the influence of these factors on purchasing decisions on Shopee.

**Table 3.** Descriptive Statistics

Variable	1 (F/%)	2 (F/%)	3 (F/%)	4 (F/%)	5 (F/%)	Mean (M)	SD
<b>Affiliate Marketing</b>						3.54	0.24
<b>AM1</b>	6 (3.5%)	26 (15%)	69 (40%)	54 (31%)	15 (9%)	3.27	
<b>AM2</b>	4 (2.3%)	21 (12%)	56 (32%)	62 (36%)	27 (15%)	3.51	
<b>AM3</b>	5 (3%)	27 (15%)	56 (32%)	68 (40%)	14 (8%)	3.35	
<b>AM4</b>	3 (2%)	12	37	81	37	3.81	

Variable	1 (F/%)	2 (F/%)	3 (F/%)	4 (F/%)	5 (F/%)	Mean (M)	SD
		(7%)	(21%)	(47%)	(21%)		
AM5	1 (0.6%)	13 (7%)	43 (25%)	80 (47%)	33 (19%)	3.77	
Online Customer Review						4.56	0.07
OCR1	0 (0%)	1 (2%)	9 (5%)	49 (28%)	111 (65%)	4.59	
OCR2	0 (0%)	1 (2%)	12 (7%)	39 (22%)	118 (69%)	4.61	
OCR3	0 (0%)	2 (1%)	15 (9%)	58 (34%)	95 (56%)	4.45	
OCR4	0 (0%)	1 (2%)	12 (7%)	51 (30%)	106 (62%)	4.54	
OCR5	0 (0%)	0 (0%)	11 (6%)	47 (27%)	112 (66%)	4.59	
Online Customer Rating						4.31	0.16
OCRat1	1 (1%)	1 (1%)	12 (7%)	66 (39%)	90 (53%)	4.43	
OCRat2	0 (0%)	2 (2%)	14 (8%)	71 (42%)	83 (49%)	4.38	
OCRat3	0 (0%)	0 (0%)	15 (9%)	66 (39%)	89 (52%)	4.44	
OCRat4	1 (1%)	3 (2%)	39 (23%)	68 (40%)	59 (34%)	4.06	
OCRat5	0 (0%)	4 (2%)	23 (13%)	70 (41%)	73 (44%)	4.25	
Purchase Decision						3.98	0.25
PD1	1 (1%)	1 (1%)	60 (35%)	82 (48%)	26 (15%)	3.77	
PD2	1 (1%)	5 (3%)	34 (20%)	76 (45%)	54 (32%)	4.05	
PD3	1 (1%)	14 (8%)	45 (26%)	66 (39%)	44 (26%)	3.81	
PD4	0 (0%)	4 (2%)	20 (12%)	65 (38%)	81 (47%)	4.31	

Source: Processed results, Microsoft Excel

## FINDINGS AND DISCUSSION

### Validity and Reliability Test

In SEM, PLS to carry out validity testing is to calculate convergent validity or loading factor, discriminant validity, and significance level on latent variables from the research model by reflecting on the results of the relationship between indicators and constructs. Validity testing was

carried out by inputting all the respondent data from the questionnaire. The following is a display of the Smart PLS output results. Table 4, the loading factor indicator values for each variable.

**Table 4.** Validity Test

Variable	Indicator	Loading	Information
Affiliate Marketing	X1.1	0.716	Valid
	X1.2	0.663	Valid
	X1.3	0.773	Valid
	X1.4	0.816	Valid
	X1.5	0.701	Valid
Online Customer review	X2.1	0.718	Valid
	X2.2	0.673	Valid
	X2.3	0.749	Valid
	X2.4	0.590	Valid
	X2.5	0.663	Valid
Online Customer Rating	X3.1	0.763	Valid
	X3.2	0.737	Valid
	X3.3	0.755	Valid
	X3.4	0.651	Valid
	X3.5	0.742	Valid
Purchase Decision	Y.1	0.869	Valid
	Y.2	0.541	Valid
	Y.3	0.843	Valid
	Y.4	0.817	Valid

Source: Processed results, Smart PLS

Based on the loading value above, the loading value is already greater than 0.5. The results of the outer loading test show that all constructs are valid. This means showing that the indicator has a high level of validity so that it meets convergent validity.

### **Reliability Test**

In research, a variable is considered sufficiently reliable if its construct reliability value exceeds 0.6. The table below presents the reliability test results for each research variable:

**Table 5.** Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Affiliate Marketing	0.787	0.793	0.854	0.541
Purchase Decision	0.617	0.614	0.777	0.468
Online Customer Rating	0.781	0.783	0.851	0.534
Online Customer Review	0.713	0.724	0.811	0.463

Source: Processed results, Smart PLS

Based on the reliability output results, it can be concluded that the variables—affiliate marketing, online customer reviews, online customer ratings, and purchasing decisions—have



composite reliability values above 0.6. This indicates that the indicators used for each variable demonstrate good reliability in measuring the construct. Therefore, these variables also exhibit high discriminant validity.

### **Hypothesis Testing**

Statistical values for each partial direct influence path are used to test the hypothesis of this research. The path diagram for hypothesis testing is explained below:

**Table 6.** Hypothesis Test

<b>Variable</b>	<b>Original Sample</b>	<b>T Statistics</b>	<b>P Value</b>	<b>Information</b>
Affiliate Marketing → Purchase Decision	0,308	4.442	0.000	Significant
Online Customer Review → Purchase Decision	0.167	2.888	0.032	Significant
Online Costumer Rating → Purchase Decision	0.248	2.148	0.004	Significant

Source: Processed results, Smart PLS

The influence of the relationship between variables in the Table 6 above can be explained as follows. The original sample value for the effect of Affiliate Marketing on Purchasing Decisions is 0.308, with a t-statistic of 4.442, exceeding the critical value of 1.66 at a significance level of  $\alpha = 0.000$  ( $< 0.05$ ). This indicates a statistically significant relationship between Affiliate Marketing and Purchasing Decisions. However, the parameter coefficient (0.308) suggests that improvements in Affiliate Marketing do not significantly enhance Purchasing Decisions in this study. The findings support the first hypothesis, confirming the positive and significant influence of Affiliate Marketing on Purchasing Decisions.

Furthermore, original sample value for the effect of Online Customer Reviews on Purchasing Decisions is 0.167, with a t-statistic of 2.888, exceeding 1.66 at a significance level of  $\alpha = 0.032$  ( $< 0.05$ ). This indicates a statistically significant relationship between Online Customer Reviews and Purchasing Decisions. The parameter coefficient of 0.167 suggests that improved online customer reviews significantly contribute to increased Purchasing Decisions. Therefore, the findings support the second hypothesis, confirming the positive and significant influence of online customer reviews on purchasing decisions.

Lastly, the original sample value for the effect of Online Customer Ratings on Purchasing Decisions is 0.248, with a t-statistic of 2.148, exceeding 1.66 at a significance level of  $\alpha = 0.004$  ( $< 0.05$ ). This indicates a statistically significant relationship with Purchasing Decisions. The parameter coefficient of 0.248 suggests that higher Online Customer Ratings significantly enhance Purchasing Decisions. Consequently, the findings support the third hypothesis, confirming the positive and significant influence of Online Customer Ratings on Purchasing Decisions.

Hypothesis testing using SEM-PLS Bootstrapping revealed that all three independent variables—affiliate marketing, online customer reviews, and online customer ratings—had a positive and significant influence on purchasing decisions among Shopee consumers. However, the strength of influence varied among these factors. Affiliate marketing had the strongest impact ( $\beta = 0.308$ ,  $p = 0.000$ ), followed by online customer ratings ( $\beta = 0.248$ ,  $p = 0.004$ ), and online customer reviews had the weakest effect ( $\beta = 0.167$ ,  $p = 0.032$ ).

## Discussion

The purpose of this research is to determine the influence of Affiliate Marketing, Online Customer Reviews, and online customer ratings on shopper purchasing decisions. Based on the analyzed research data, the following discussion is provided:

1. The influence of affiliate marketing on consumers' purchasing decisions

Based on the testing of the first hypothesis, the results indicate a significant influence of Affiliate Marketing on Purchasing Decisions. This finding supports the first hypothesis, confirming a positive and significant relationship between Affiliate Marketing and Purchasing Decisions. The concept of Affiliate Marketing in the context of Purchasing Decisions can be linked to the Theory of Planned Behavior (TPB), which was developed by [Ajzen \(1991\)](#). TPB suggests that an individual's behavior is shaped by their intentions, which are influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

Affiliate marketing allows third parties, such as influencers, to promote products, thereby creating a positive attitude (attitude toward behavior) through the trust built by the affiliate. In addition, recommendations from affiliates who are considered role models influence subjective norms, whereas information that is easily accessible through their promotions increases perceived behavioral control, making consumers more confident in their decisions. The practical implication is that Shopee can expand its affiliate network, especially by involving micro-influencers, as well as providing attractive promotional materials so that affiliates can maximize their impact. Sellers can also leverage affiliates to reach new audiences and increase sales.

Affiliate marketing had the strongest impact because its dominant influence can be attributed to the power of social influence and trust in digital content creators. Many shoppers, particularly younger consumers, follow influencers or affiliates who provide personalized product recommendations. This aligns with [Maulida and Siregar \(2023\)](#), who found that compared with traditional advertisements, affiliate marketing creates stronger consumer engagement and purchase motivation. Furthermore, the commission-based nature of affiliate marketing incentivizes affiliates to provide compelling promotions, making their endorsements more persuasive. These results align with previous studies on the influence of digital marketing but also introduce new insights. [Maulida and Siregar \(2023\)](#) similarly found that affiliate marketing plays a crucial role in driving purchase decisions, especially in social media-driven e-commerce environments. However, [Rahmawati \(2021\)](#) reported no significant effect of affiliate marketing on purchasing behavior, suggesting that its effectiveness may depend on product type, influencer credibility, and consumer trust levels.

The results of this research are in accordance with previous research, namely research from [Maulida and Siregar \(2023\)](#). Therefore, affiliate marketing has a significant influence on purchasing decisions.

2. Influence of online customer reviews of purchasing decisions for Shopee consumers

Based on the results of testing the second hypothesis, there is a significant influence between Online Customer Reviews and purchasing decisions. The results of this research support the second hypothesis that there is a positive and significant influence between online customer reviews and purchasing decisions.

Online customer reviews play a crucial role in providing in-depth information about other users' experiences, which directly influences consumer attitudes toward products.

Positive reviews reinforce the belief that the product has good quality (attitude toward behavior), while collective opinions in reviews create subjective norms that encourage consumers to feel that many people support purchasing decisions. In addition, reviews provide detailed information that increases consumer behavioral control (perceived behavioral control); thus, consumers are more confident in choosing a product. A shop can enhance the shopping experience by displaying reviews from verified buyers and providing incentives for consumers to leave reviews. Sellers can also use reviews as feedback to improve their products or services.

Although online customer reviews still had a significant effect, their lower impact than that of affiliate marketing and ratings suggests that textual reviews may not always be the deciding factor in a purchase. Consumers may prefer quick and easily digestible information such as ratings or influencer endorsements rather than long-form reviews. This finding is consistent with [Gabriela \(2022\)](#), who noted that the effectiveness of review declines when there is an overwhelming amount of mixed or conflicting feedback. Moreover, fake reviews and review bombing can also reduce consumer trust in textual reviews, further explaining their relatively weaker effect. The finding that customer reviews had the weakest impact contrasts with [Mulyono \(2021\)](#), who found that detailed reviews significantly influence purchasing decisions. This suggests that consumers may prioritize reviews differently depending on the e-commerce platform, the type of product, or their level of trust in user-generated content.

The findings of this study align with previous research by [Mukarromah \(2023\)](#), further confirming that high-quality Online Customer Reviews significantly enhance Purchasing Decisions.

### 3. Influence of online customer ratings on purchasing decisions for Shopee consumers

Based on the results of testing the third hypothesis, there is a significant influence between online customer ratings and purchasing decisions. The results of this research support the third hypothesis that there is a positive and significant influence between online customer reviews and purchasing decisions.

Online customer ratings provide quick numerical signals about product quality, which significantly influence purchasing decisions. A high rating creates a positive perception of the product (attitude toward behavior), whereas a high collective rating reflects the majority's preferences, which influence subjective norms. In addition, ratings simplify the process for consumers to filter product choices without having to look for additional information, thereby increasing their behavioral control (perceived behavioral control). Shopees can take advantage of ratings by providing a filter feature based on the highest score and by adding the reasons behind the rating to provide more context to potential buyers. Sellers must maintain ratings by ensuring consistent product and service quality. Our study supports [Hariyanto and Trisunarno \(2020\)](#), who found that higher ratings increase consumer confidence. However, [Rahmawati \(2021\)](#) argued that ratings alone do not always lead to a purchase, implying that their influence may be contingent on product popularity or additional promotional factors.

The results of this study align with previous research conducted by [Hariyanto and Trisunarno \(2020\)](#), confirming that a high Online Customer Rating significantly enhances Purchasing Decisions.

## CONCLUSIONS

This study examined the influence of affiliate marketing, online customer reviews, and online

customer ratings on Shopee consumers' purchasing decisions and revealed that affiliate marketing had the strongest effect, followed by customer ratings and online reviews. These findings contribute to the Theory of Planned Behavior (TPB) by demonstrating how digital marketing strategies influence consumer attitudes, subjective norms, and perceived behavioral control in an e-commerce context. The results highlight the growing importance of social influence and trust in digital commerce, with affiliate marketing playing a crucial role in shaping consumer purchase intentions. These findings provide valuable insights for e-commerce businesses, particularly Shopee and online sellers. Businesses should prioritize affiliate marketing strategies by collaborating with micro-influencers and trusted content creators, offering exclusive discounts, and providing personalized promotions to enhance customer engagement. Additionally, customer ratings should be prominently displayed as they serve as a quick and effective decision-making tool for consumers. To increase the credibility of online reviews, Shopee can implement stronger verification systems, incentivize detailed reviews, and encourage businesses to respond actively to customer feedback. To ensure competitiveness in the evolving digital marketplace, businesses must strategically leverage the power of affiliate marketing, customer reviews, and ratings.

### **LIMITATION & FURTHER RESEARCH**

The limitations of this research lie in its scope, which only covers the Depok area, the data collection method, which uses an online questionnaire, which may limit the variety of respondents, and the data only cover Shopee consumers; thus, the results cannot be generalized to other e-commerce platforms. The sample was limited to Twitter (X) users, introducing selection bias because it does not fully represent Shopee consumers who are less active on social media. Reliance on self-reported survey data may also lead to response bias, where participants provide socially desirable answers rather than reflecting their actual purchasing behavior. Additionally, this study did not control for external factors, such as flash sales, seasonal discounts, economic conditions, and shopping trends, which may influence consumer decisions. Future research should consider multi-channel survey distribution to capture a more diverse sample, integrate observational studies or transaction-based data analysis for more objective insights, and incorporate longitudinal data collection to analyze how digital marketing variables interact with external factors over time.

Since this study focused on Shopee consumers in Depok, Indonesia, the findings may not be fully generalizable to other regions or e-commerce platforms; thus, future studies could conduct comparative analyses across multiple platforms, such as Tokopedia, Lazada, and TikTok Shop. Further research should explore additional variables, such as livestream shopping, short-form video marketing, and AI-driven personalized recommendations, to assess their influence on consumer trust and decision-making. Methodologically, future studies could use experimental designs to establish causality, apply mixed-methods approaches that combine quantitative surveys with qualitative in-depth interviews, or leverage machine learning techniques to analyze large-scale e-commerce transaction data. Addressing these research gaps will provide a more comprehensive understanding of digital consumer behavior and help businesses refine marketing strategies and enhance consumer engagement in an increasingly competitive e-commerce landscape.

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