THE INFLUENCE OF AFFILIATE MARKETING AND USER REVIEWS ON PURCHASE DECISION'S FOR CHILDREN'S CLOTHING PRODUCTS AT GALERI AIKA STORE ON THE SHOPEE MARKETPLACE

PENGARUH PEMASARAN AFILIASI DAN ULASAN PENGGUNA TERHADAP KEPUTUSAN PEMBELIAN PRODUK PAKAIAN ANAK DI GALERI AIKA STORE PADA MARKETPLACE SHOPEE

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Abstract

The Aika Gallery store on the Shopee marketplace is the perfect destination for parents seeking children's clothing with guaranteed quality and attractive designs. The objectives of this study were (1) to determine affiliate marketing for children's clothing products at the Aika Gallery store on the Shopee marketplace, (2) to determine user reviews of children's clothing products at the Aika Gallery store on the Shopee marketplace, (3) to determine purchasing decisions for children's clothing products at the Aika Gallery store on the Shopee marketplace, (4) to determine the influence of affiliate marketing on purchasing decisions for children's clothing products at the Aika Gallery store on the Shopee marketplace, (5) to determine the influence of users on purchasing decisions for children's clothing products at the Aika Gallery store on the Shopee marketplace, and (6) to determine the simultaneous influence of affiliate marketing and user reviews on purchasing decisions for children's clothing products at the Aika Gallery store on the Shopee marketplace. This study used a descriptive quantitative approach with 70 respondents. The results of this study are: (1) Consumer responses regarding Affiliate Marketing are in the good category, (2) Consumer responses regarding User Reviews are in the good category, (3) Consumer responses regarding Purchasing Decisions are in the good category, (4) Affiliate Marketing has a significant influence on Purchase Decision Satisfaction (5) User Reviews have a significant influence on Purchase Decision Satisfaction, and (6) Affiliate Marketing and User Reviews have a significant influence on Purchase Decisions.
Keywords : Affiliate Marketing, User Reviews, and Purchase Decisions.

Abstrak

Toko Galeri Aika di Marketplace Shopee merupakan destinasi yang tepat bagi para orang tua yang mencari pakaian anak dengan kualitas terjamin dan desain yang menarik. tujuan penelitian ini adalah (1) Untuk mengetahui pemasaran afiliasi produk baju anak pada toko galeri aika di marketplace shopee, (2) Untuk mengetahui review pengguna produk baju anak pada toko galeri aika di marketplace shopee, (3) Untuk mengetahui keputusan pembelian produk baju anak pada toko galeri aika di marketplace shopee, (4) Untuk mengetahui pengaruh pemasaran afiliasi berpengaruh terhadap keputusan pembelian produk baju anak pada toko galeri aika di marketplace shopee, (5) Untuk mengetahui pengaruh pengguna terhadap keputusan pembelian produk baju anak pada toko galeri aika di marketplace shopee dan (6) Untuk mengetahui pengaruh pemasaran afiliasi dan review pengguna secara simultan terhadap keputusan pembelian produk baju anak pada toko galeri aika di marketplace shopee. Penelitian ini menggunakan kuantitatif deskriptif dengan responden sebanyak 70 orang. Hasil Penelitian ini adalah (1) Tanggapan konsumen mengenai Pemasaran Afiliasi berada dalam kategori baik, (2), Tanggapan konsumen mengenai Review Pengguna berada dalam kategori baik, (3) Tanggapan konsumen mengenai Keputusan Pembelian berada dalam kategori, (4) Pemasaran Afiliasi memiliki pengaruh yang signifikan terhadap Keputusan Pembelian (5) Review Pengguna memiliki pengaruh yang signifikan terhadap Keputusan Pembelian dan (6) Pemasaran Afiliasi dan Review Pengguna memiliki pengaruh yang signifikan terhadap Keputusan Pembelian.

Kata Kunci : Pemasaran Afiliasi, Review Pengguna dan Keputusan Pembelian.

1. INTRODUCTION

Globalization has brought significant changes to various aspects of life, particularly in the field of information technology. The rapid development of the internet has transformed patterns of interaction and consumer behavior, especially in economic and commercial activities. According to the We Are Social report, the number of internet users in Indonesia reached 185 million in January 2024, representing approximately 67% of the total population and showing an increase compared to the previous year. This condition indicates that the internet has become an essential necessity for society and is widely utilized not only as a medium of communication and information, but also as a platform for business and online commercial activities.

The advancement of digital technology has encouraged a shift in consumer behavior from conventional shopping to online shopping through e-commerce platforms. Kotler and Armstrong state that purchasing decisions are the stage at which consumers choose among available alternatives, influenced by various factors such as promotion, product information, and prior consumer experience. In the digital era, ease of access, time efficiency, and transactional convenience have become key factors driving consumers' interest in online shopping.

Shopee is one of the most widely used e-commerce marketplaces in Indonesia. However, data from SEMRUSH (2025) show that monthly visits to Shopee Indonesia declined by 10.6% in April 2025 compared to the previous month. This decline indicates increasing challenges in maintaining consumer interest and purchase decisions amid intense competition among e-commerce platforms.

Galeri Aika Store, as a seller of children's clothing products on the Shopee marketplace, has also experienced similar challenges. Sales data indicate significant fluctuations, with a

decline of more than 60% in both the number of buyers and total sales value from July to October. This consistent downward trend suggests systemic issues rather than seasonal fluctuations, potentially related to decreasing marketing effectiveness and declining consumer trust.

In online shopping, consumers do not have the opportunity to directly see or physically examine products. Therefore, they rely heavily on indirect information available on e-commerce platforms, particularly user reviews. According to Dzulqarnain (2021), user reviews are evaluations provided by consumers based on real experiences, with varying backgrounds, levels of product knowledge, and usage conditions. Such diversity makes user reviews a highly relevant source of information for other consumers in assessing product quality. Positive or negative reviews significantly influence consumer perceptions and purchasing decisions.

However, the increasing prevalence of fake reviews on e-commerce platforms has raised consumer skepticism. Data from Invespcro (2025) reveal that many consumers question the authenticity of online reviews and become more cautious before making purchase decisions. This phenomenon may reduce consumer trust and negatively affect purchasing intentions when the information presented does not match the actual product quality.

In addition to user reviews, affiliate marketing has emerged as a prominent digital marketing strategy. Affiliate marketing involves affiliates promoting products through digital content and earning commissions when consumers make purchases via affiliate links. This strategy allows sellers to reach a broader audience in a more personal and persuasive manner, particularly when supported by positive online reviews.

Pre-survey results indicate that 90% of respondents decided not to purchase a product after reading negative reviews, while 66.7% stated that the products they received did not match the reviews they had read. These findings reinforce the argument proposed by Kotler and Armstrong that information and consumer perception play a crucial role in shaping purchasing decisions, especially in online transactions.

Based on these considerations, it can be concluded that affiliate marketing and user reviews are critical factors influencing consumer purchasing decisions on the Shopee marketplace. Therefore, this study aims to examine the effect of affiliate marketing and user reviews on purchasing decisions for children's clothing products at Galeri Aika Store on the Shopee marketplace, providing both theoretical and practical contributions to digital marketing strategies.

2. RESEARCH METHOD

This study applies a quantitative descriptive and verificative approach to examine the effect of affiliate marketing and user reviews on purchasing decisions at Galeri Aika Store on the Shopee marketplace. According to Sugiyono (2022), quantitative research is used to measure relationships among variables through statistical analysis, while descriptive research describes variable characteristics and verificative research tests hypotheses empirically.

The research subjects consist of Shopee consumers who use affiliate marketing content

and user reviews as references in making purchasing decisions. Sugiyono (2024) defines research subjects as sources of primary data, supported by Sarwono (2024) and Riadi (2022) who emphasize that research subjects are directly related to the research problem. The research objects include affiliate marketing, user reviews, and purchasing decisions (Sugiyono, 2023).

Primary data were collected through questionnaires, while secondary data were obtained from relevant literature. According to Sugiyono (2023), primary data are obtained directly from respondents, whereas Riadi (2022) and Sarwono (2024) state that secondary data support and strengthen primary data analysis.

The study examines two independent variables affiliate marketing and user reviews and one dependent variable, purchasing decisions. Sugiyono (2022) defines variables as measurable attributes determined by researchers. The population consisted of 229 consumers, and the sample of 70 respondents was selected using proportionate stratified random sampling, as recommended by Sugiyono (2022).

3. RESULTS AND DISCUSSION
a. Validity and Reliability Testing Results

Variabel	*Cronbach's Alpha*	Titik Kritis	Kesimpulan
Pemasaran Afiliasi (X1)	0,760	0,6	Reliabel
Review Pengguna (X2)	0,841	0,6	Reliabel
Keputusan Pembelian (Y)	0,910	0,6	Reliabel

Conclusion:

Instrument validity testing was conducted to ensure that the questionnaire items were able to accurately measure the variables under study. According to Sugiyono (2018), an instrument is considered valid if it has a validity coefficient greater than 0.30. The results of the validity test using SPSS version 27 showed that all questionnaire items for affiliate marketing, user reviews, and purchasing decisions had correlation coefficients exceeding the critical value of 0.30. Therefore, all measurement items were declared valid and suitable for further analysis.

Reliability testing was performed to assess the consistency of the measurement instrument. This study employed the split-half technique with Cronbach's Alpha as the reliability indicator. A variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60 (Sunyoto, 2016). The results indicated that the affiliate marketing, user reviews, and purchasing decision variables each had Cronbach's Alpha values above the required threshold. Thus, the research instrument demonstrated a high level of reliability, indicating that respondents' answers were consistent and dependable for measuring the relationship between the studied variables.

b. Normality Test

		KP	PA	RP
N		70	70	70
Exponential parameter.[a,b] Mean		67597612,40	5,2260	5,2260
Most Extreme	Absolute	,610	,585	,585
Differences	Positive	,338	,287	,287
	Negative	-,610	-,585	-,585
Kolmogorov-Smirnov Z		1,363	1,309	1,355
Asymp. Sig. (2-tailed)		,061	,101	,188

a. Test Distribution is Exponential.
b. Calculated from data.

The normality test was conducted using the Kolmogorov–Smirnov test. The results indicate that all variables are normally distributed, as the significance values exceed the 0.05 threshold (Ghozali, 2018). Specifically, the significance values for purchasing decisions (0.061), affiliate marketing (0.188), and user reviews (0.101) confirm that the data meet the assumption of normality.

c. Multicollinearity Test

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
Pemasaran Afiliasi	,246	4,065
Review Pengguna	,243	4,122

The multicollinearity test results indicate no multicollinearity among the independent variables. This is evidenced by a VIF value of 2.549, which is below the threshold of 10, and a tolerance value of 0.392, which exceeds 0.10, indicating that the regression model is free from multicollinearity issues (Ghozali, 2018).

d. Heteroscedasticity Test

Coefficients[a]

Model	t	Sig.
(Constant)	,000	1,000
Pemasaran Afiliasi	,000	1,000
Review Pengguna	,000	1,000

The heteroscedasticity test results show that the significance values (2-tailed) for affiliate marketing and user reviews are both 1.000, exceeding the 0.05 threshold. This indicates that the regression model does not exhibit heteroscedasticity, meaning there is no correlation between the residuals and the independent variables, and the variance of the errors remains constant (Ghozali, 2018).

e. Multiple Linear Regression Analysis

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,238	,606		2,044	,045
Pemasaran Afiliasi	,462	,186	,289	2,489	,015
Review Pengguna	,918	,099	,748	9,296	,000

a. Dependent Variable: Keputusan Pembelian

The multiple linear regression analysis yields the equation $Y = 1.238 + 0.462X_1 + 0.918X_2 + e$. Both affiliate marketing and user reviews have positive effects on purchasing decisions, with user reviews showing a stronger influence. The t-test results indicate that affiliate marketing ($p = 0.015$) and user reviews ($p = 0.000$) significantly affect purchasing decisions ($p < 0.05$), confirming the significance of both variables (Ghozali, 2018).

f. Coefficient of Determination (R²)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758ª	,575	,562	,57103

a. Predictors: (Constant), Pemasaran Afiliasi, Review Pengguna
b. Dependent Variable: Keputusan Pembelian

The coefficient of determination (R^2) value of 0.575 indicates that 57.5% of purchasing decisions are explained by affiliate marketing and user reviews, while the remaining 42.5% is influenced by other variables not examined in this study.

g. Hypothesis Test Results

1) Hypothesis Testing (t-test)

The t-test was conducted to examine the partial effect of each independent variable on the dependent variable. This test evaluates the extent to which an individual independent variable explains variation in the dependent variable. A variable is considered to have a significant effect if the calculated t-value exceeds the critical value or if the significance level is less than 0.05. Conversely, if the calculated t-value is lower than the critical value or the significance level exceeds 0.05, the variable is considered to have no significant effect on the dependent variable.

2) Simultaneous Hypothesis Testing

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29,578	2	14,789	45,354	,000ᵇ
Residual	21,847	67	,326		
Total	51,425	69			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Pemasaran Afiliasi, Review Pengguna

The F-test results indicate a significant simultaneous effect of affiliate marketing and user reviews on purchasing decisions, as shown by an F-value of 45.354 with a significance level of 0.000 (< 0.05). Therefore, the research hypothesis is accepted (Ghozali, 2018).

h. Discussion

This study discusses the descriptive and verificative findings based on data obtained from 70 consumers of Galeri Aika on the Shopee marketplace. The respondent profile indicates that the majority are female consumers aged 19–25 years, reflecting the dominance of young consumers who are highly active in online shopping activities. This demographic characteristic supports the relevance of affiliate marketing and user reviews as key information sources in digital purchasing behavior.

The descriptive analysis shows that affiliate marketing, user reviews, and purchasing decisions are perceived positively by respondents. Affiliate marketing is considered effective, particularly in terms of the informativeness, attractiveness, credibility of affiliate content, and the ease of accessing product links. These findings are consistent with Kotler (2024), who states that affiliate marketing leverages trusted third-party recommendations to influence consumer decisions, and Tjiptono (2022), who emphasizes its role in building trust and perceived value through informative content and promotional incentives.

User reviews are also evaluated positively, especially for their ability to facilitate information search, enhance trust, and reduce uncertainty in online purchases. This supports Kotler's (2024) view that online reviews function as electronic word-of-mouth (e-WOM) that provides social proof, and aligns with Tjiptono (2022), who argues that reviews from fellow consumers are perceived as more objective and credible than company-generated promotions. Similarly, purchasing decisions are rated positively, particularly regarding product suitability, perceived benefits, price–quality alignment, satisfaction, and repurchase intention. This finding reinforces Kotler's (2024) explanation that purchasing decisions result from consumers' confidence that a product meets their needs and delivers optimal value, as well as Tjiptono's (2022) assertion that repeated purchases reflect customer satisfaction.

The verificative analysis confirms that affiliate marketing and user reviews simultaneously have a positive and significant effect on purchasing decisions, explaining 57.5% of the variance. This result is in line with previous studies by Adriana and Syaefulloh (2023) and Ananda and Andriani (2023), which demonstrate that affiliate marketing and online reviews significantly influence purchasing decisions in marketplace environments. Partially, affiliate marketing shows a positive and significant effect on purchasing decisions, supporting findings by Husnayetti et al. (2023) and Imelda Sari et al. (2024), which highlight the effectiveness of affiliate-driven content and online marketing strategies in encouraging consumer purchases. User reviews also have a positive and significant influence, consistent with studies by Arbaini (2020) and Audria and Batu (2022), which emphasize the role of online reviews as credible social proof that reduces perceived risk in online shopping.

Overall, these findings confirm that affiliate marketing and user reviews are critical determinants of purchasing decisions for children's clothing products on the Shopee

marketplace, aligning with established marketing theories and supported by prior empirical research.

4. CONCLUSION

Based on the results of this study examining the effect of affiliate marketing and user reviews on purchasing decisions for children's clothing products at Galeri Aika Store on the Shopee marketplace, it can be concluded that consumers' perceptions of affiliate marketing, user reviews, and purchasing decisions are generally positive. The descriptive analysis indicates that affiliate marketing activities are perceived as good, reflecting the effectiveness of affiliate content in delivering information, promotions, and ease of access. Likewise, user reviews are evaluated positively, suggesting that consumer-generated reviews serve as a reliable source of information in the online purchasing process. Purchasing decisions are also perceived at a good level, indicating that consumers feel confident in selecting products that meet their needs and expectations.

Furthermore, the verificative analysis confirms that affiliate marketing has a significant effect on purchasing decisions, demonstrating its role in influencing consumer behavior through persuasive and credible promotional content. User reviews also have a significant effect on purchasing decisions, highlighting the importance of electronic word-of-mouth in reducing uncertainty and building consumer trust. Simultaneously, affiliate marketing and user reviews significantly influence purchasing decisions, indicating that both variables play a complementary role in shaping consumers' decisions to purchase children's clothing products on the Shopee marketplace.

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