



The Influence of Affiliate Marketing and Brand Image on Impulse Buying Skintific Products on Shopee Live in Generation Z

Dewi Inda Sari

Management, Universitas KH. A. Wahab Hasbullah

*Email: dewiindah1251@gmail.com

ABSTRACT

The internet is now a modern lifestyle phenomenon in everyday life, the ease in accessing the Internet then raises the idea that in searching for information the Internet is as the primary source of reference. Seeing a fairly good opportunity in the e-commerce industry, various companies that operate in the field of e-trade are also emerging. It is known that there was a significant increase in e-commerce transactions in Indonesia where the study also obtained information that Indonesians prefer to shop online. Besides, women are happier when buying products in e-commerce including skincare products that are skintific. The research method used in this research is the quantitative method, which can be defined as a kind of research that is systematic and structured with clear stages, aimed at describing a social phenomenon that exists. Reviewed from the purpose of this research is categorized as research testing hypothesis while the approach used is descriptive quantitative. In this study, researchers used questionnaire techniques that were distributed or given to live audiences or users on skintific products. The Sampling technique used is probability sampling. The number of samples taken is 100 respondents. Research results show that there is a significant influence between affiliate marketing and brand image on impulse buying Skintific products on Shopee Live on Generation Z

Keywords: *Affiliate marketing, Brand image, E-commerce, Impulse buying, Social phenomenon*

INTRODUCTION

The use of the internet is now a modern lifestyle phenomenon in daily life, the ease of accessing the internet then raises the idea that in finding information the internet is the main source of reference. The advancement of internet technology then resulted in lifestyle changes, including in the pattern of buying and selling transactions, people now prefer online shopping activities because the prices can be somewhat cheaper and flexible.

One form of technological advancement is E-commerce (electronic commerce) is a business process that connects companies, consumers, and the public in the exchange or sale of goods or services and information through electronic transactions (Fuady, 2005). The success of the electronic commerce system in Indonesia began with the enthusiasm of the people who wanted a practicality in shopping. If in the past distance and time were obstacles to the relationship between buyers and sellers, the existence of an online buying and selling system can make it easier for people to purchase goods and services because they can be accessed anywhere without time limits. With the various benefits and flexibility offered, online shopping is now increasingly popular with the people of Indonesia

Seeing a fairly good opportunity in the e-commerce industry, various companies engaged in electronic commerce are increasingly emerging. This causes competition in electronic commerce to be increasingly fierce, various companies are competing to attract consumers to make purchases on their online stores. E-commerce services provide support to customers who can access and place orders from various places. The results of a survey conducted by Facebook during the implementation of the national online shopping day (Harbolnas, December 12, 2016) are known that there has been a significant increase in e-commerce transactions in Indonesia where in the study information was also obtained that Indonesia people prefer to shop online.

According to (Suciningtyas, W. (2012) people also like Shopee live. Shopee live is the most used marketplace in Indonesia compared to Tokopedia and Lazada. The relationship between affiliate marketing and impulse buying can affect each other. Affiliate marketing is a business model where an affiliate promotes a product or service from another party, and when a sale occurs through their affiliate link, the

affiliate earns a commission.

Impulse buying, on the other hand, refers to the act of buying that is made without careful consideration or deep thought. Buyers are often tempted to buy something impulsively because they are affected by a situation or emotional impulse.

In the context of affiliate marketing, affiliates often use marketing strategies designed to encourage impulse purchases. They can use techniques such as limited-time special offers, big discounts, or additional gifts to encourage potential buyers to make a purchase right away. Nevertheless, it is important to remember that a good affiliate marketing should consider the long-term interests of the customers. Using a strategy that relies solely on impulse purchases that are not carefully considered can harm the affiliate's reputation, as well as affect customer trust.

In conclusion, affiliate marketing can use marketing strategies to encourage impulse purchases, and impulse purchases can also increase the chances of affiliates earning commissions. However, it is important to put the interests of customers and the reputation of the business as a top priority in affiliate marketing practices. From this, it can be concluded that the purpose of this study is to find out the results of the analysis of the influence of Affiliate marketing and brand image on the implementation of buying Skintific products on Shopee Live in generation Z.

METHOD

This research includes quantitative research. Because the data presented is related to numbers. Quantitative research can be defined as a type of research that is systematic and structured with clear stages, aiming to explain or describe an existing social phenomenon. In this study, the author uses a type of descriptive quantitative research with a causal associative approach, using questionnaires and survey research methods, which are part of quantitative research. (Sugiyono, 2010) states that causal associative is a formulation of a research problem that asks about the relationship between two or more variables. Causal associative research is research that looks for causal relationships or influences, namely the relationship or influence of independent variables (X) on bound variables (Y).

This study is research with a sampling method and population using a questionnaire. Where in hypothesis testing using measured data so that it is hoped that a conclusion can be drawn. Hypothesis testing is carried out by: F Test, T Test, Regression Equation Analysis, and Classical Assumption Test.

RESULT AND DISCUSSION

Reliability Test

The results of the reliability test can be seen by the magnitude of alpha. If the alpha value > 0.70 , it is declared reliable, if the alpha value < 0.70 , it is declared unreliable. The following are the results of the reliability test:

Table 1. Reliability Test Results

NO	Variable	Number of questions	Cronbach's alpha value	Alpha standards	Information
1.	affiliate marketing (XI)	5	0,722	> 0.70	Reliable
2.	brand image (X2)	4	0,710	> 0.70	Reliable

Source: Processed Data, 2023

Judging from the table above, it can be seen that:

- In the affiliate marketing variable (XI) the Cronbach Alpha value of 0.722, which is > 0.70 , the reliability of the question can be accepted and declared reliable.
- In the brand image variable (X2), the Cronbach Alpha value of 0.710, which is > 0.70 , the reliability of the question can be accepted and declared reliable.

Based on the table above, it is known that all X variables are declared reliable. This is evidenced by Cronbach's alpha value greater than 0.70.

Descriptive Analysis of Respondent Characteristics

The characteristics of the respondents are the variety of backgrounds that the respondents themselves have. This characteristic is to see what kind of background the respondents have, which in this

study the respondents' backgrounds are focused on gender, age, status. The results obtained are:

Gender Characteristics

The characteristics of the respondents of this study are based on gender as in the table below:

Table 2. Respondents by Gender

Gender	Frequency	Precent
Man	32	32%
Woman	68	68%
Total	100	100%

Source: Data Processed, 2023

Based on the results of the respondents of shoppe application users and observers in all shopee live, it shows that there are 100 consumers. Based on gender, it shows that the male gender is 32 consumers (32%) and the female gender is 68 consumers (68%). It can be concluded that the respondents who use the Shoppe application and observers in all Shopee live on skintific products are mostly or most female.

Age Characteristics

General data based on the age of respondents who use the Shoppe application and observers on Shopee Live on Skintific products as shown in the table below:

Table 3. Respondents by Age

Age	Frequency	Precent
>19th	11	11%
19-22th	58	58%
23-25th	31	31%
Total	100	100%

Source: Processed Data, 2023

Based on the results in the table of respondents who use the shoppe application and observers on shopee live, skintific products show that there are 100 consumers. Based on the age of the respondents, shoppe application users and observers in all shopee live, it shows that 11 respondents (11%) aged >19 years, 58 respondents (58%) aged 19-22 years, and 31 respondents (31%) aged 23-25 years. It can be concluded that the majority or most respondents aged 19-22 years old were 58 respondents (58%).

Characteristics of the profession

Respondents who use the Shoppe application and observers on Shopee Live on Skintific products based on their profession are as shown in the table below:

Table 4. Respondents by Profession

Profession	Frequency	Precent
Student	54	54%
Worker	46	46%
Total	100	100%

Source: Data Processed, 2023

Based on the table of respondents who use the shoppe application and observers on shopee live, skintific products number 100 respondents. Based on the respondent's profession, it shows that 54 respondents (54%) are students and 46 consumers (46%). It can be concluded that the majority or most of the respondents who use the Shoppe application and observers in all Shopee Live are students, namely 54 respondents (54%).

Normality Test

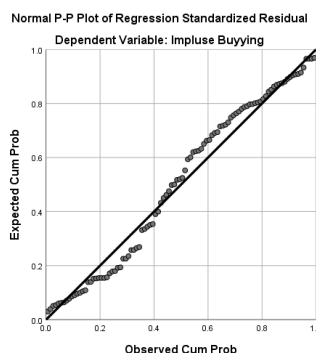


Figure 1. Test results of the Normality Test

The figure above shows the results of the normality test, it can be seen that all variables consisting of affiliate marketing, brand image, and impulse buying are said to be normally distributed, because the data (points) spread around a straight line and follow the direction of the line.

Linearity test

Table 5. Affiliate Marketing *Linearity* Test Results X1

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
impulse Buying * affiliate Marketing	Between Groups	(Combined)	1097.745	14	78.410	3.669	.000
		Linearity	29.833	1	29.833	1.396	.241
		Deviation from Linearity	1067.912	13	82.147	3.844	.000
	Within Groups		1816.445	85	21.370		
Total		2914.190	99				

Source: SPSS 21

The results of the linearity test can be seen in ANOVA table 4.13, which is the significance value of deviation *from linearity*. It can be seen that the significance of 0.241 this value is above 0.05, so the variable data of *Affiliate Marketing* is said to be linearity.

Table 6. Brand Image X2 *Linearity* Test Results

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
Impluse Buying * Brand Image	Between Groups	(Combined)	219.530	10	21.953	.725	.699
		Linearity	9.645	1	9.645	.319	.574
		Deviation from Linearity	209.886	9	23.321	.770	.644
	Within Groups		2694.660	89	30.277		
Total		2914.190	99				

Source: SPSS 21

The results of the linearity test can be seen in the ANOVA table, namely the significance value of deviation *from linearity*. It can be seen that the significance of 0.574 this value is above 0.05, so the Brand Image variable data is said to be linearity.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Coefficients								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.640	2.860		5.119	.000		
	Affiliate Marketing	-.442	.195	-.346	-2.268	.026	.419	2.386
	Brand Image	.586	.278	.321	2.106	.038	.419	2.386

a. Dependent Variable: impulse Buying

Source: Processed Data, 2023

Based on the results of the multicollinearity test, it can be seen that the *Affiliate Marketing* variable (X1) has a VIF value of 2.386 and the Promotion variable (X2) has a VIF value of 2.386. Therefore, it can

be concluded that in this regression model there is no multicollinearity, because the VIF value for the three independent variables is not more than 5.

Autocorrelation Test

Table 8. Autocorrelation Test Results

Model Summary					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.231a	.054	.034	5.333	2.062
a. Predictors: (Constant), Brand Image, affiliate Marketing					
b. Dependent Variable: impulse Buying					

Source: Processed Data, 2023

The results of the autocorrelation test show that the Durbin-Watson value of 2.062 from here can be seen that in this regression model there is no autocorrelation, because the Durbin-Watson value is not between < 1 and > 3.

Heteroscedasticity Test

The heterogeneity test was carried out to determine whether there was an unevenness in variance from residual in one observation to another in the regression model.

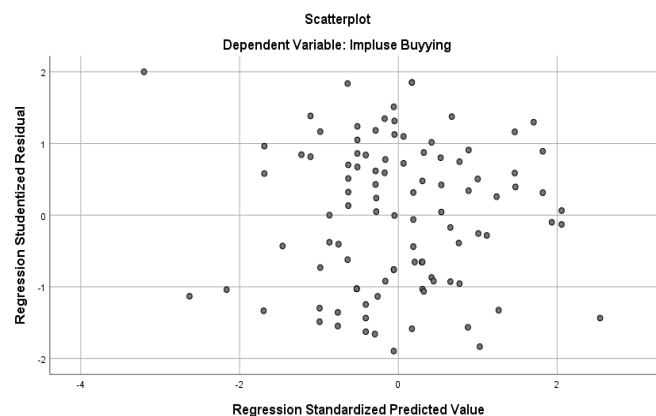


Figure 2. Heteroscedasticity Test Results

The results of the heteroscedasticity test show that in this regression model there is no heteroscedasticity, because the data beam does not show a certain pattern (upward right pattern, upper left downward pattern, or other specific patterns).

Multiple Regression Analysis

The tool used in testing hypotheses is multiple linear regression. This analysis is used to measure the strength of the relationship between independent variables and bound variables, multiple linear regression analysis is used to determine whether there is an influence of *affiliate marketing (X1)* and *brand image (X2)* either partially or *simultaneously* on *the implied buying of skintific products* on Shopee live in generation z.(Y).

The following are the results of multiple linear regression analysis with the SPSS version 21 program. This analysis will form an equation that can be explained as follows:

Table 9. Multiple Regression Test Results

Coefficients					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,640	2,860		5,119	,000
Affiliate Marketing	-,442	,195	-,346	-2,268	,026
Brand Image	,586	,278	,321	2,106	,038
a. Dependent Variable: impulse Buying					

Source: Processed Data, 2023

$$Y=14,640 - 0.442 X1 + 0.586X2$$

$$Y=14,640 - 0,442 \text{ Affiliate Marketing} + 0,586 \text{ Brand Image}$$

Then, from the regression equation, it can be explained as follows:

- a. A constant value of 14.640 can be interpreted if the Affiliate Marketing variable is considered zero and the Brand Image is 0.586
- b. The beta coefficient value in the affiliate marketing variable is -0.442
- c. The value of the beta coefficient in the Brand Image variable is 0.586

Hypothesis Test

This test is carried out to prove the hypothesis based on existing research. These tests include t test, f test and determinant coefficient.

- a. Test Model Accuracy Testing F (simultaneous)

In this research table, it is known that the number of samples (n) is 100 respondents, the number of variables (k) is 4 so that it is obtained: df (numerator) = $k-1= 4-1=3$ and df (denominator) = $n-k=100-3 = 97$. the table value at $\alpha = 5\%$ is 3.09. while the F value of the calculation will be obtained from the calculation through SPSS. The results of the simultaneous regression calculation were obtained as follows:

Table 10. Test Results F (Simultaneous Testing)

ANOVA					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	155,920	2	77,960	2,742	,069b
Residual	2758,270	97	28,436		
Total	2914,190	99			
a. Dependent Variable: Impulse Buying					
b. Predictors: (Constant), Brand Image, affiliate Marketing					

Source: Processed Data, 2023

Based on the table, the results of the static calculation show that the F value of the F calculation $>$ the table is $2.742 > 3.09$. By using a significance limit of 0.05, the significance value is obtained $0.000 < 0.05$.

- b. Significant Testing Test T (partial)

In this study, the number of samples (n) was 100 respondents and the number of variables (k) was 4 with an error rate of $\alpha = 5\%$, so that the value $(df) = n-k = 100-3 = 97$ was obtained, then the t table used was 0.198. The results of partial regression calculations are obtained as follows:

Table 11. Test results T test (Partial testing)

Coefficients						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,640	2,860		5,119	,000
	Affiliate Marketing	-,442	,195	-,346	-2,268	,026
	Brand Image	,586	,278	,321	2,106	,038
a. Dependent Variable: Impluse Buying						

Source: Processed Data, 2023

Based on the table of the results of the t-calculation test that has been obtained on the variable affiliate marketing is -2.268 which means it is less than 0.198 which is t table and has a significance level of 0.026 which means more than 0.05 then H_0 is accepted H_a rejected which means that affiliate marketing (x) has a negative effect on impulse buying (Y).

Based on the table of the results of the t-calculation test that has been obtained on the brand image variable of 2.106 which means it is greater than 0.198 which is t table and has a significance level of 0.038 which means less than 0.05, then H_0 is rejected H_a is accepted, which means that the brand image (X2) has a significant effect on impulse buying (Y).

c. Determinant Coefficient (R2)

Table 12. Determinant Testing (R2)

Model Summary				
Type	R	R Square	Adjusted Square	Std. Error of the Estimate
1	,231a	,054	,034	5,333
a. Predictors: (Constant), Brand Image, affiliate Marketing				
b. Dependent Variable: impulse Buying				

Source: Processed Data, 2023

Based on the table of the results of the determination coefficient (R2) test, it can be seen that the coefficient value is 0.231. This shows that *brand image*, and impulse buying have a very strong relationship with brand image because the correlation value or variable relationship between *brand image*, and impulse buying is strong.

Discussion

The results of this study indicate that two different variables have opposite impacts on impulse buying behavior. While affiliate marketing reduces the likelihood of impulse purchases, brand image actually increases the propensity. These findings may reflect that affiliate-based marketing strategies may cause consumers to be more cautious in their purchases, perhaps due to the additional information provided by affiliates. On the other hand, a strong brand image can create an emotional appeal that drives purchases without much consideration.

This research is important for marketing practitioners who want to understand the factors that encourage or inhibit impulse buying. A marketing strategy that focuses on strengthening the brand image can be prioritized if their goal is to encourage impulsive buying behavior. In contrast, an affiliate marketing approach may be more appropriate in contexts where controlling impulsive behavior is preferable, such as in market segments with high-priced products or that require careful consideration.

CONCLUSIONS

This study was conducted to determine which independent variables can affect the purchase of Skintific products with partial impulse buying. The independent variables used in this study are affiliate marketing (X1) and brand image (X2), while the dependent variable is impulse buying (Y), with a case study on Skintific products on Shopee Live. The data analysis described in the previous chapter reveals the following findings: there is a significant negative influence of affiliate marketing on impulse buying decisions for Skintific products on Shopee Live. Additionally, the brand image variable significantly influences the impulse buying decisions for Skintific products on Shopee Live. Therefore, both affiliate marketing and brand image variables have a significant influence on the decision to purchase Skintific products impulsively on Shopee Live, with the brand image variable having the highest impact, as evidenced by the results of the classical assumption test, which showed a linearity test result of 0.574 and a descriptive test result of 3.96 on the product display indicator.

REFERENCES

Anis Khedhaouria Arshad Jamal (2015). *Sourcing knowledge for innovation: knowledge reuse and creation in project teams*. *Journal of Knowledge Management*, Vol. 19 Iss 5 pp. 932 – 948 Permanent link to this document: <http://dx.doi.org/10.1108/JKM-01-2015-0039>.

Arens, Alvin A., Randal J.Elder and Mark S.Beasley, 2008. *Auditing Dan Jasa Assurance: Pendekatan Terintegrasi Edisi Keduabelas*(Jilid 1). Penerbit: Erlangga, p. 429-462.

Budiman, J. 2012. *Pengaruh Karakter Eksekutif terhadap Penghindaran Pajak (Tax Avoidance)*. Tesis. Universitas Gadjah Mada.

Foster Bob (2005). *Pengaruh Kinerja Bauran Penjualan Eceran dan Hubungan Pelanggan Terhadap Ekuitas Merek Serta Dampaknya Terhadap Keunggulan Bersaing dan Loyalitas Pelanggan*. Disertasi. Universitas Padjjaran Bandung.

Jones, Charles, P. (2014). *Invesments. Principle and Concepts*. Tewelft Edition. International Student Version. Singapore : John Wiley & Son Singapore.

- Pramuka, Bambang Agus dan Muh. Arief Ujjiyantho, 2007. Mekanisme Corporate Governance, Manajemen Laba Dan Kinerja Keuangan (Studi Pada Perusahaan Go Publik Sektor Manufaktur). Simposium Nasional Akuntansi X UNHAS Makasar 26-28 Juli 2007, p. 1-26.
- Statement Fraud) Dengan Menggunakan Beneish Ratio Index Pada Perusahaan Manufaktur Yang Listing Di Bursa Efek Indonesia Tahun 2010-2011. Skripsi Fakultas Ekonomi Jurusan Pendidikan Akuntansi Universitas Negeri Yogyakarta, p. 1-123.
- Suzanne M. Carter¹ and Charles R. Greer (2013). Strategic Leadership: Values, Styles, and Organizational Performance. *Journal of Leadership & Organizational Studies* 20(4) 375– 393 © Baker College 2013 DOI: 10.1177/1548051812471724. jlo.sagepub.com.
- Tessa G, Chynthia., Puji Harto, 2016. Fraudulent Financial Reporting: Pengujian Teori Fraud Pentagon Pada Sektor Keuangan dan Perbankan Di Indonesia. Simposium Nasional Akuntansi XIX Lampung, p. 1-21.
- Tuanakotta, Theodorus M., 2014. Mendeteksi Manipulasi Laporan Keuangan. Penerbit: Salemba Empat, p. 523-527.
- Umar, Haryono, (2016). Corruption The Devil. Penerbit: Universitas Trisakti, Jakarta. Utaminingsih, Nanik Sri dan Susmita Ardiyani, 2015. Analisis Determinan Financial Statement Melalui Pendekatan Fraud Triangle. *Accounting Analysis Journal*, Vol. 4, No. 1: 1-10.
- Zain, Mustafa M, Nooraslinda A.A, Siti Maznah M.A, Rohana O, 2015. Fraudulent Financial Statement Detection Using Statistical Techniques: The Case Of Small Medium Automotive Enterprise. *The Journal Of Applied Business Research*, Vol. 31, No. 4: 38-42.
- Zulma, G., W., M. 2015. Pengaruh Kompensasi Manajemen terhadap Penghindaran Pajak dengan Corporate Governance dan Kepemilikan Keluarga sebagai Moderasi. Tesis. Fakultas Ekonomi dan Bisnis Universitas Indonesia.