

## THE EFFECT OF AFFILIATE MARKETING AND INFLUENCER CREDIBILITY ON CONSUMER ENGAGEMENT IN INDONESIAN E-COMMERCE

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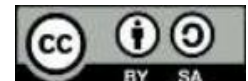
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### ABSTRACT

This study examines the influence of affiliate marketing strategies on the level of consumer involvement in online transactions in the Indonesian e-commerce industry. To determine the influence of consumer credibility on the level of consumer involvement in online transactions in the Indonesian e-commerce industry. To determine the influence of affiliate marketing strategies and consumer credibility on the level of consumer involvement in online transactions in the Indonesian e-commerce industry. The research method uses quantitative. Data collection uses a questionnaire, SPSS data processing. The results of the study on the Influence of Affiliate Marketing Strategies and Influencer Credibility on the Level of Consumer Involvement in Online Transactions in Indonesian E-Commerce can be concluded as follows: The Sig. value for affiliate marketing (X1) on consumer involvement (Y) is  $0.00 < 0.05$  and the t-value is  $5.905 > t\text{-table } 1.984$ . So there is a partial influence of affiliate marketing (X1) on consumer involvement (Y). The Sig. value. The correlation between influencer credibility (X2) and consumer engagement (Y) was  $0.00 < 0.05$ , with a calculated t value of  $6.026 > t\text{table value of } 1.984$ . This indicates that influencer credibility (X2) partially influences consumer engagement (Y). The significance value for the influence of affiliate marketing and influencer credibility on consumer engagement was  $0.00 < 0.05$ , with an Fcount value of  $158.882 > F\text{table value of } 3.090$ . This indicates that affiliate marketing and influencer credibility are accepted, indicating a simultaneous influence of affiliate marketing and influencer credibility on consumer engagement. Affiliate marketing and influencer credibility influence consumer engagement by 76.3%. The remaining 23.7% is influenced by other factors not examined.

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## INTRODUCTION

Looking ahead , the future of e -commerce in Indonesia looks very bright . With huge market potential and increasing digital adoption rates , the industry is predicted to continue to grow and develop . The key to future success lies in the ability of industry players to continue to innovate and provide a comfortable , safe , and satisfying online shopping experience for consumers. Indonesia , with all its potential , business players must be ready to become one of the major forces in the global e-commerce map . With innovation , adaptation , and the right infrastructure support , the e-commerce industry in Indonesia will not only survive , but will also continue to grow and dominate the market in the coming years .

In the modern marketing world , social influence through affiliates has become a significant phenomenon in influencing purchasing decisions and consumer engagement . Affiliates , as intermediaries between brands and consumers , play a key role in delivering marketing messages that can influence consumer perceptions and attitudes towards a particular product or service . The trust that consumers place in affiliates is crucial in this dynamic . Consumers tend to be more open to product or brand recommendations delivered by someone they trust or who they perceive as having relevant knowledge . This creates an environment where affiliates can build close relationships with their audiences , understand their needs , and effectively convey the brand 's desired values .

Brand perception is also influenced by how affiliates communicate marketing messages . With creative and relevant approaches , affiliates can build a positive brand image in the eyes of consumers , persuasively portraying the values , quality , and benefits of a product . The presence and role of influencers in various fields are becoming increasingly popular . A brand can pay an influencer to provide a positive review of a product to increase sales . This method is known as an endorsement. Endorsement can be defined as a way to market a product based on an agreement between the business owner and the influencer ( Soesatyo & Rumambi , 2013). The simplicity of this endorsement method makes promotional activities practical .

In practice , it 's not uncommon to find influencers exaggerating the products they promote . This makes consumers less likely to trust what influencers say in endorsements ( Sukoyo et al . , 2019). For influencers , credibility is crucial . Being credible means that the influencer is trustworthy ( AlFarraj et al . , 2021). This trust can stimulate consumers ' perceptions that what the influencer says is factual and true , and has significant influence on decision - making . Consumer engagement also results from the interaction between affiliates and their audiences . Through engaging and useful content , affiliates can increase consumer engagement , encourage them to actively participate in discussions , and even inspire purchasing decisions .

The role of influencers today greatly influences the consumption patterns of society . Chetioui et al., ( 2020) said that the use of influencer services can reach a wider market . Honest reviews made by influencers make the community trust the reviews given on the reviewed products . It is this belief that creates curiosity from consumers so that it can create consumer involvement .

Consumer engagement is a strategy that enables business actors to interact effectively with consumers , creating quality content and positive two - way dialogue between sellers and buyers ( Mahandy and Sunawiri , 2018)

The platforms and communication channels used by affiliates , such as social media , blogs, or other digital platforms , also play a role in determining how effective social influence can be achieved . By utilizing the right platforms according to the characteristics of their audience , affiliates can expand their reach and strengthen their social influence in the marketing process . Thus , social influence through affiliates is not only focused on commercial transactions but also on building sustainable relationships between brands , affiliates , and consumers . This reflects the complex dynamics behind modern marketing strategies that increasingly rely on the power of social influence to achieve their business goals .

## **METHOD**

This study uses a quantitative method with an explanatory research approach , as it aims to explain the influence of affiliate marketing strategies and influencer credibility on the level of consumer engagement in online transactions in the Indonesian e-commerce industry . According to Bungin, this research describes or explains the relationship between one variable and another. ( Bungin, Burhan, 2013) Bungin explains that explanatory research uses hypotheses to test related hypotheses . (Suharsimi Arikunto, 2014)

A questionnaire is a data collection technique obtained by creating a written list of questions , aimed at the research object . The results are written data obtained from the data collection technique which is a method used by researchers to capture or gather information, both quantitatively and qualitatively, from respondents according to the scope of the research. According to Sugiyono , data collection techniques are a method that must be carried out to obtain data and information as well as information needed in research.

Thus, the data collection technique in this study was conducted by distributing questionnaires to 383 Shopee followers engaged in online transactions in the Indonesian e-commerce industry, as described in the population and sample section. This questionnaire was distributed online . The researchers also used online media to strengthen the data obtained through the questionnaires.

## **RESULTS AND DISCUSSION**

One of Shopee's key strengths lies in its integrated digital ecosystem . They provide a variety of additional services such as ShopeePay for digital payments , ShopeeFood for food delivery , and Shopee Xpress for internal logistics . Through this comprehensive approach , Shopee has become not only a marketplace but also a vital part of people's digital lives .

Additionally , Shopee plays an active role in supporting the growth of small and medium enterprises (MSMEs) by providing training , mentoring , and broader market access . This is part of their commitment to promoting digital inclusion and strengthening local economies , especially in the post- pandemic era where digitalization is a pressing need .

To date , Shopee has been downloaded by hundreds of millions of users and is one of the most trafficked e - commerce apps in Southeast Asia. In Indonesia , Shopee consistently ranks at the top of the shopping category on the App Store and Google Play. This success is due to their focus on user experience , technological innovation , and adaptation to local market needs .

### Summary Table of Statistical Test Results

No	Hypothesis	T-Test ( Partial )	Results
1	The influence of affiliate marketing strategies on the level of consumer involvement in online transactions in the Indonesian e-commerce industry	The Sig. value for affiliate strategy (X1) on consumer involvement (Y) is $0.00 < 0.05$ and the calculated t value is $5.905 > t \text{ table } 1.984$	affiliate strategies influence consumer engagement
2	The influence of consumer credibility on the level of consumer involvement in online transactions in the Indonesian e-commerce industry	The Sig. value for consumer credibility (X2) towards consumer involvement (Y) is $0.00 < 0.05$ and the calculated t value is $6.026 > t \text{ table } 1.984$	Consumer credibility influences consumer involvement .
4	F Test ( Simultaneous )	The Sig. value for the influence of affiliate marketing and influencer credibility on consumer engagement is $0.00 < 0.05$ and the calculated F value is $158.882 > F \text{ table } 3.090$ , so it can be concluded that affiliate marketing and influencer credibility are accepted , which means there is a simultaneous influence of affiliate marketing and influencer credibility on consumer engagement .	
5	Uji R <sup>2</sup>	Affiliate marketing and influencer credibility influenced consumer engagement by 76.3 %. The remaining 23.7% was influenced by other factors not examined .	

Fundamentally , credibility can be defined as the willingness to trust someone . If information from an influencer is perceived as credible , it will influence the psychological state of the influencer 's followers , making them accept whatever information is provided .

Based on the results of the research that has been conducted , the results of this study indicate that there is a partial influence of influencer credibility (X2) on consumer involvement (Y). The credibility possessed by influencers in promoting a product causes an increase in public brand awareness of a product or brand, so that it can attract potential consumers , especially if the followers of the influencer are actively involved in helping with marketing so that it can help influence the level of product sales to consumers effectively (Evelina and Fitrie, 2018 ) .

The significant increase in purchases and public attention in e-commerce in Indonesia due to the influence of influencers indicates that consumer behavior is occurring in society due to their persuasive promotional techniques on social media. This certainly has an impact on social conditions that are beneficial for sellers and e-commerce service providers. Their profits will increase from increased purchases, but it has a negative impact on consumers who will act in a consumptive manner.

According to Basu and Hani (2011), consumer behavior involves needs and desires that have not been met or satisfied. The needs that are met are not primary needs, but rather needs that merely follow fashion trends, want to try new products, or want to gain social recognition, without caring whether they are actually needed or not.

The negative impacts of consumer behavior are the emergence of wastefulness, dependency, and never feeling satisfied with the results achieved. Therefore, to avoid the negative impacts of consumer behavior can be done by saving, being frugal, or by investing. A wise attitude towards all kinds of promotions of goods and services on the internet, especially from social media influencers, is very necessary for every consumer to have. There is a need for an attitude of curiosity about a product and service to be purchased in the form of searching for information or in the form of product reviews so that they trust the good and bad of the product more. In addition, consumers must also be more aware of whether the item to be purchased is a need or just a desire without knowing its benefits. With these efforts, consumer attitudes can be minimized. relying on the power of social influence to achieve its business goals.

Affiliate marketing strategies create structured promotional channels, while influencer credibility strengthens trust and sparks emotional engagement in consumers. Both complement each other in increasing consumer engagement rates and transaction conversions in e-commerce. Based on the results of the research conducted, the results of this study indicate that affiliate marketing and influencer credibility simultaneously influence consumer engagement. Consumer engagement influenced by affiliate marketing and influencer credibility is 76.3%.

## CONCLUSION

The Influence of Affiliate Marketing Strategy on Consumer Engagement Affiliate marketing strategies have been shown to play a significant role in increasing consumer engagement in online transactions. Through an approach that relies on third parties such as influencers or content creators, affiliate marketing creates a more personalized and relevant communication channel for consumers. Recommendations provided by these affiliates make it easier for consumers to evaluate and select products, thereby increasing interest and intention to engage more deeply in the transaction process. This shows that affiliate marketing is not only a promotional tool, but also a means to build a more meaningful consumer experience.

Influence of Influencer Credibility on Consumer Engagement Influencer credibility is proven to be an important factor in shaping consumer perception and confidence in a product or service. When consumers trust the information presented by influencers, they tend to feel more secure and motivated to make purchasing decisions. This credibility creates an emotional connection that strengthens consumer involvement. In addition, the trust that is formed is also capable of creating long-term effects on consumer loyalty and participation in the e-commerce ecosystem.

Combining Affiliate Marketing Strategy and Influencer Credibility to Drive Consumer Engagement When affiliate marketing strategy and influencer credibility are combined , they complement each other and create a powerful synergy in driving consumer engagement . This strategy not only expands the reach of communication but also deepens the quality of the relationship between consumers and brands. Consumer engagement becomes higher because they feel emotionally connected and rationally informed through recommendations conveyed by figures they trust. This shows that the power of persuasion in digital marketing lies not only in the communication channel, but also in the character and credibility of the communicator.

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