

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

Ummi Fisabilillah ^{1*}, Amri Dunan ¹

¹ Master of Communication Science, Gunadarma University

Article Info

Article history:

Received May 30, 2026

Revised June 18, 2026

Accepted June 29, 2026

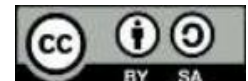
Keywords:

Affiliate, E-Commerce, Marketing, Consumer

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.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Ummi Fisabilillah | Gunadarma University, Indonesia

Email: ummifisabilillah@gmail.com
