

The Influence of Affiliate Marketing, Live Streaming, Trust, and Harbolnas Promotions on Shopee Purchasing Decisions

Aisyah Nur Khotimah¹⁾, Rizal Ula Ananta Fauzi²⁾, Hendra Setiawan³⁾.

¹ Management, faculty of Economics and Business, Universitas PGRI Madiun
email: aisyah29a@gmail.com

² Management, faculty of Economics and Business, Universitas PGRI Madiun
email: rizalula@unipma.ac.id

³ Management, faculty of Economics and Business, Universitas PGRI Madiun
email: hendrasetiawan@unipma.ac.id

Abstrak

Perkembangan teknologi informasi dan komunikasi yang cepat telah mendorong perubahan digital di berbagai sektor, termasuk di bidang pemasaran dan perdagangan. Dengan adanya *e-commerce* menjadi salah satu contoh nyata dari perubahan tersebut yang mengubah cara konsumen dalam melakukan aktivitas pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *affiliate marketing*, *live streaming*, *trust*, dan promo harbolnas terhadap keputusan pembelian pada *platform* Shopee. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling* terhadap 385 responden yang merupakan Generasi Z di Kota Magetan yang pernah melakukan pembelian melalui *platform* Shopee. Teknik pengumpulan data menggunakan kuesioner dan analisis data dilakukan dengan menggunakan bantuan aplikasi SPSS versi 23. Hasil penelitian ini menunjukkan bahwa secara parsial *affiliate marketing*, *live streaming*, dan promo harbolnas berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan *trust* berpengaruh positif tidak signifikan terhadap keputusan pembelian.

Kata Kunci : *Affiliate marketing*, *live streaming*, *trust*, promo harbolnas, keputusan pembelian.

Abstract

The rapid development of information and communication technology has driven digital change in various sectors, including marketing and commerce. The emergence of e-commerce is a clear example of this change, transforming the way consumers make purchases. This study aims to analyze the influence of affiliate marketing, live streaming, trust, and Harbolnas promotions on purchasing decisions on the Shopee platform. This study used a quantitative method with a purposive sampling technique for 385 Generation Z respondents in Magetan City who had made purchases through the Shopee platform. Data collection used a questionnaire, and data analysis was conducted using SPSS version 23. The results of this study indicate that affiliate marketing, live streaming, and Harbolnas promotions partially have a positive and significant effect on purchasing decisions. Meanwhile, trust has a positive but insignificant effect on purchasing decisions.

Keywords: Affiliate marketing, live streaming, trust, Harbolnas promotions, purchasing decisions.

A. INTRODUCTION

The development of information and communication technology has transformed marketing and trading activities. The growth of e-commerce has provided consumers with greater convenience, speed, and efficiency, while also increasing competition among digital platforms (Melati, 2024). In Indonesia, Shopee is one of the dominant e-commerce platforms. Based on APJII data, Shopee was the most frequently accessed e-commerce platform in 2025, reaching 53.22% (GoodStats, 2025). Its popularity is supported by various digital marketing strategies, including affiliate marketing, live streaming, and promotional programs. Purchasing decisions represent the final stage of the consumer decision-making process and are influenced by various factors, including marketing content, online interaction, and consumer trust (Aryani, 2016). For Generation Z, who are highly familiar with digital media, interactive and informative digital marketing strategies can influence purchasing decisions. Affiliate marketing allows affiliates or influencers to promote products through digital media (Musyafa et al., 2025), while live streaming provides real-time information and interaction between sellers and consumers (Musyafa et al., 2024). Trust is also important in online transactions because consumers cannot directly evaluate products before purchasing. In addition, Harbolnas promotions, such as discounts and flash sales, can encourage purchasing decisions and impulsive buying behavior (Salsabilla et al., 2025).

The phenomenon is evident among Generation Z in Magetan City. A preliminary survey found that 88.2% of respondents most frequently used Shopee, 44.1% had purchased products based on affiliate recommendations, 52.9% were interested in purchasing after watching live streaming, 29.4% considered seller trust before purchasing, and 76.5% purchased more frequently during major discount periods such as Harbolnas. Previous studies have shown inconsistent findings. (Dewi & Munawaroh, 2025)found

that affiliate marketing and live streaming positively influence purchasing decisions, whereas (Lamik & Dwiyanto, 2024) found that affiliate marketing did not significantly influence purchasing decisions. (Finanda et al., 2025) found a significant effect of live streaming, while (Rhotama et al., 2026) reported no partial effect. (Rosniati et al., 2023) found that trust significantly influences purchasing decisions. These inconsistencies indicate a research gap and provide a basis for further investigation, particularly among Generation Z in Magetan City. This study aims to analyze the influence of affiliate marketing, live streaming, trust, and Harbolnas promotions on purchasing decisions on the Shopee platform among Generation Z in Magetan City. The findings are expected to contribute to digital marketing research and provide practical considerations for e-commerce companies.

1. Theoretical Review

This study applies the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991). TPB explains behavior through attitude toward the behavior, subjective norm, and perceived behavioral control. In this study, affiliate marketing represents subjective norm, live streaming and trust represent attitude toward the behavior, while Harbolnas promotions represent perceived behavioral control.

2. Hypothesis Developmen

Affiliate marketing can increase consumers' attention, interest, and confidence in products, while live streaming provides direct information and interaction that can encourage purchasing decisions (Dewi & Munawaroh, 2025). Trust supports consumers' confidence in online transactions (Rosniati et al., 2023), while Harbolnas promotions provide economic incentives that can encourage purchases (Salsabilla et al., 2025). Therefore, the hypotheses are:

H1: Affiliate marketing has a positive effect on purchasing decisions on the Shopee platform,

H2: Live streaming has a positive effect on purchasing decisions on the Shopee platform,

H3: Trust has a positive effect on purchasing decisions on the Shopee platform,

H4: Harbolnas promotions have a positive effect on purchasing decisions on the Shopee platform.

B. METHOD

This study employs a quantitative approach to analyze the influence of affiliate marketing, live streaming, trust, and Harbolnas promotions on purchasing decisions on the Shopee platform. The study population consists of Generation Z individuals residing in Magetan City who have experience shopping via Shopee. The sample comprises 385 respondents, determined using the Lemeshow formula and purposive sampling. Data were collected via online questionnaires using Google Forms with a five-point Likert scale. The collected data were analyzed using IBM SPSS version 23, involving validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and the coefficient of determination (R^2).

C. RESULTS AND DISCUSSIONS

Instrument Testing

A statement item is considered valid if the calculated r-value is greater than the r-table value (0.100). A statement item is also considered valid if the obtained Sig. value (calculated r) is less than 0.05. Conversely, if the Sig. value is greater than 0.05, the item is deemed invalid and requires revision or removal from the research instrument.

Table 1. Validity Test Results for the Affiliate Marketing Variable (X1)

Item Variabel	Nilai r_{hitung}	Nilai r_{tabel} = 0,100	Keterangan
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Item Variabel	Nilai r_{hitung}	Nilai $r_{tabel} = 0,100$	Keterangan
X _{1.1}	1,000	$r_{hitung} > r_{tabel}$	Valid
X _{1.2}	0,491	$r_{hitung} > r_{tabel}$	Valid
X _{1.3}	0,468	$r_{hitung} > r_{tabel}$	Valid
X _{1.4}	0,427	$r_{hitung} > r_{tabel}$	Valid

Source: SPSS Output, 2026

Table 2. Validity Test Results for the Live Streaming Variable (X2)

Item Variabel	Nilai r_{hitung}	Nilai $r_{tabel} = 0, 100$	Keterangan
X _{2.1}	1,000	$r_{hitung} > r_{table}$	Valid
X _{2.2}	0,931	$r_{hitung} > r_{table}$	Valid
X _{2.3}	0,907	$r_{hitung} > r_{table}$	Valid

Source: SPSS Output, 2026

Table 3. Validity Test Results for the Trust Variable (X3)

Item Variabel	Nilai r_{hitung}	Nilai $r_{tabel} = 0, 100$	Keterangan
X _{3.1}	1,000	$r_{hitung} > r_{table}$	Valid
X _{3.2}	0,677	$r_{hitung} > r_{table}$	Valid
X _{3.3}	0,919	$r_{hitung} > r_{table}$	Valid
X _{3.4}	0,694	$r_{hitung} > r_{table}$	Valid

Source: SPSS Output, 2026

Table 4. Validity Test Results for the Harbolnas Promo Variable (X4)

Item Variabel	Nilai r_{hitung}	Nilai $r_{tabel} = 0, 100$	Keterangan
X _{4.1}	1,000	$r_{hitung} > r_{table}$	Valid
X _{4.2}	0,647	$r_{hitung} > r_{table}$	Valid
X _{4.3}	0,663	$r_{hitung} > r_{table}$	Valid
X _{4.4}	0,893	$r_{hitung} > r_{table}$	Valid
X _{4.5}	0,618	$r_{hitung} > r_{table}$	Valid

Source: SPSS Output, 2026

Table 5. Results of Multiple Linear Regression and Hypothesis Testing

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	5.049	.646	7.822	.000

Affiliate Marketing (X ₁)	.328	.045	.356	7.321	.000
Live Streaming (X ₂)	.123	.042	.133	2.950	.003
Trust (X ₃)	.038	.023	.023	1.679	.094
Promo Harbolnas (X ₄)	.207	.035	.285	5.923	.000

a. Dependent Variable: Y

Source: SPSS Output, 2026

Based on the multiple linear regression analysis, the equation $Y = 5.049 + 0.328X_1 + 0.123X_2 + 0.038X_3 + 0.207X_4 + e$ was obtained. The constant value of 5.049 indicates that the purchase decision value is 5.049 when all independent variables are held constant. The positive regression coefficients indicate that affiliate marketing, live streaming, trust, and Harbolnas promotions all exert a positive influence on purchase decisions. Each one-unit increase in affiliate marketing, live streaming, trust, and Harbolnas promotions results in an increase in purchase decisions of 0.328, 0.123, 0.038, and 0.207 units, respectively.

Table 6. Partial t-test Results (t-test)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized t Coefficients		Sig.
	B	Std. Error	Beta		
(Constant)	5.049	.646		7.822	.000
Affiliate Marketing (X ₁)	.328	.045	.356	7.321	.000
Live Streaming (X ₂)	.123	.042	.133	2.950	.003
Trust (X ₃)	.038	.023	.023	1.679	.094
Promo Harbolnas (X ₄)	.207	.035	.285	5.923	.000

a. Dependent Variable: Y

Source: SPSS Output, 2026

Based on the t-test conducted at a 5% significance level with a t-table value of 1.966, affiliate marketing yielded a calculated t-value of 7.321 and a significance value of 0.000 (< 0.05), indicating a positive and significant effect on purchasing decisions. Live streaming also demonstrated a positive and significant effect, with a calculated t-value of 2.950 (> 1.966) and a significance value of 0.003 (< 0.05). In contrast, trust showed a calculated t-value of 1.679 (< 1.966) and a significance value of 0.094 (> 0.05), indicating no significant effect on purchasing decisions. Furthermore, the Harbolnas promotion had a positive and significant effect, with a calculated t-value of 5.923 (> 1.966) and a significance value of 0.000 (< 0.05). Thus, affiliate marketing, live streaming, and the Harbolnas promotion were proven to have a positive and significant effect on purchasing decisions, whereas trust did not have a significant effect.

D. CONCLUSIONS

This study concludes that affiliate marketing, live streaming, and Harbolnas promotions have a positive and significant effect on purchasing decisions among Generation Z on the Shopee platform in Magetan City. These findings indicate that attractive affiliate content, interactive live streaming, and promotional programs such as discounts, vouchers, cashback, and free shipping can encourage consumers to make purchasing decisions. Meanwhile, trust does not have a significant effect on purchasing decisions, indicating that trust is not the primary factor considered by Generation Z when purchasing on Shopee. Consumers tend to place greater emphasis on direct benefits such as price, promotions, interactive shopping experiences, and product information. This study is limited to Generation Z users of the Shopee platform in Magetan City, so the findings may not be fully generalized to consumers in other regions or users of other e-commerce platforms. In addition, the study only examines affiliate marketing, live

streaming, trust, and Harbolnas promotions, while other factors may also influence purchasing decisions.

Future research is recommended to include other variables such as product quality, price, online customer reviews, electronic word of mouth (e-WOM), brand image, customer satisfaction, and customer loyalty. Future studies may also expand the research area and compare different e-commerce platforms to obtain broader and more comprehensive findings.

E. SUGGESTIONS

Future researchers are expected to develop this study by examining other factors that may influence purchasing decisions, such as product quality, price, online customer reviews, electronic word of mouth (e-WOM), brand image, customer satisfaction, and customer loyalty. Further research may also expand the research scope by involving respondents from different regions and comparing other e-commerce platforms, such as Tokopedia, Lazada, or TikTok Shop. These developments are expected to provide broader and more comprehensive findings regarding the factors influencing consumer purchasing decisions in e-commerce.

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