



The Impact of Affiliate Marketing and Service Features on E-Commerce Consumers Buying Interest

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Abstract: The development of information technology in the 4.0 era has made business people make many changes in their business strategy, affiliate marketing is one of the marketing strategies that is being widely used today, apart from that, service features in the digital world are elements that need attention in influencing consumer buying interest. The purpose of this study is to find out how affiliate marketing, service features, and buying interest consumers of TikTok Shop e-commerce. And to find out how much impact affiliate marketing has on buying interest, the impact of service features on buying interest, as well as the influence of affiliate marketing and service features on buying interest. In this study, the independent variable (X) is affiliate marketing and service features, and then the dependent variable (Y) is buying interest consumers. This research is a sample study where consumers are respondents to this study, for data collection using a questionnaire with a total of 100 respondents. The analytical method used is a quantitative method with descriptive analysis. To process the data, the author used Microsoft Excel 2019 and SPSS 26 For Windows. The result of this study is either partially or simultaneously affiliate marketing and service features have a positive effect on e-commerce consumers buying interest.

Keywords: Affiliate Marketing; Buying Interest; Service Features

INTRODUCTION

The rapid development of information technology can make it easier for people to carry out all activities, and increasingly diverse consumer behaviors are one of the driving developments in the current digital era. The Indonesian Ministry of Communication and Information explained that Indonesia is the country with the most internet users and is ranked 4th in the world. Based on the newest data from the databoks, Social media is the first internet content, that is most popular among users. and then is a table of data on internet content users that are most frequently accessed by the Indonesian people (2020-2021):

Table 1. Data on internet content users most frequently accessed by Indonesians (2020-2021)

Internet Content	Users
Media Social	89.15
Chatting Online	73.86
Online Shopping	21.26
Game Online	14.23
News	11.98

Source: (databoks katadata.co.id, 2022)



Based on the data in Table 1 above, we can see that social media ranks first in the category of Internet content most frequently accessed by the public with a presentation of 89.15 of total Internet users followed by online chatting at 73.86% then online shopping at 21.26%, etc. There are many social media of interest to Internet users, such as Facebook, Instagram, and Twitter. The social media currently in great demand by internet users is TikTok. According to (Adawiyah, 2020) Tik Tok is one of the world's most popular and most interesting applications. This application allows users to create, edit, and share short video clips complete with filters and accompanied by music as support that lasts a maximum of 3 minutes. This application was launched by a company from China, China. Byte Dance first launched a short-form app called Douyin. In just 1 year, Douyin has 100 million users and 1 billion daily video views. Douyin's high popularity made it expand outside of China under the name Tik Tok (Kusuma, 2020). The following is the most data for TikTok users in the world:

Table 2. Most Tiktok User Data in the World

Country	Users
Amerika Serikat	65.9
Indonesia	22.2
Rusia	16.4
Jepang	12.6
Prancis	9.3

Source: (databoks.katadata.co.id, 2022)

Based on the data above, it can be seen that Indonesia is the second country with the largest number of TikTok users after the United States, with the increasing number of TikTok users, the TikTok application has added its service features, namely the TikTok Shop. Now, apart from being a social media, TikTok can also buy and sell online shopping with that platform, be hoped that TikTok users, content creators, and online shop sellers can use this feature with more interesting and clear information through TikTok videos. According to Permana & Pratama (2022) Currently, Tiktok seems to be an integral part of the activities of current social media users. There are 10,000,000 active TikTok users in Indonesia, with the increasing variety of content that TikTok presents and the increasing number of users. Of course, this phenomenon makes Tiktok a potential promotional medium for advertising, especially in the field of digital marketing. The presence of TikTok adds to the list of potential social media used by business people to help promote and develop business in Indonesia. The availability of various creative features on TikTok makes it easy for us to produce interesting content regularly, one of which is the TikTok Shop e-commerce feature.

Seeing the conditions of e-commerce competition that is getting tougher. TikTok Shop, which is a newcomer in e-commerce, is faced with the challenge of trying to keep up with the competition. This challenge indirectly requires companies to develop various factors that consumers consider when shopping online. The affiliate marketing program is one of the promotions carried out by the TikTok Shop to attract consumers' interest. According to Misra et al. (2021), the concept of affiliate marketing is a marketing system using the Internet that connects buyers, intermediaries, and owners of goods. The model used in this business system is none other than applying the principle of commission-based buying and selling of goods and services. Affiliate marketing is a way to earn income in the form of commissions by selling goods through the site. The affiliate site



will have links connected to the site that owns the item thereby attracting consumer interest through its content (Ningsih & Kurniawan, 2019).

Besides promotional media from affiliate marketing, another aspect that is considered by consumers before deciding their interest in a product or service is the service feature of the application. Features are components that can add to the functionality of a platform. Because features can be the reason consumers choose an e-commerce platform, for marketers, features are the basis for defining their products with other products.

According to Abrilia & Sudarwanto (2020), features are a product as a function with different characteristics. With the feature of choosing a product to choose the product they want. and for a marketer, features are an important key for companies so that they can compare with other competing products. The TikTok Shop makes consumers more comfortable by viewing uploaded interesting photos and video content. The TikTok Shop also promotes products through live-streaming sales video content. Combining entertainment content interactively and product promotion directly with the audience, so that video live-streaming sales are considered more effective in attracting new customers and increasing consumer buying interest. Through the live shopping feature at the TikTok Shop, sellers can display product reviews, unboxing, and inform ongoing product discount promos. Sellers can also interact and answer questions from TikTok users directly. Product promotions through the TikTok Shop have been carried out by many creators, especially owners of local brands in Indonesia.

Affiliate Marketing and good Service Features are a strong attraction to lead consumers or at least will generate a strong desire or interest from consumers to enjoy or consume the products or services offered. But of course, all this can be proven by conducting further research. Therefore, to prove this, the researcher is interested in conducting this research with the research title "The Influence of Affiliate Marketing and Service Features on Buying Interests of e-commerce consumers".

Affiliate marketing is an activity in collaboration with other organizations or companies and websites to be able to get mutual benefits after promoting their products or services (Aldhama, 2022). Anshari & Mahani in Batu et al. (2020) define affiliate marketing as a collaborative activity that involves organizations, companies, or sites to gain profit for both parties in an agreement through the activity of advertising products or services. In general, affiliate marketing is a way in which agents sell other people's products and will get a commission if a purchase occurs through their referrals (Misra et al., 2021)

Features are components that can add to the function of a product. Because features can be a reason for consumers to choose a product, so for marketers, features are the basis for defining their products with other products (Umaningsih & Wardani, 2020). Features or specifications in a product can certainly be an advantage in a product/service. According to Abrilia & Sudarwanto (2020), Service features are products that companies use to differentiate feature products from one company to another. By proving consumer confidence in deciding to make transactions both online and offline.

Features are usually used to describe the functional and non-functional characteristics of a system. But even though there are many definitions of features, features themselves are still very abstract concepts. The feature definition lacks concrete guidelines for how to use the feature idea in practice. So, applying features to products is important because it becomes an introduction to product characteristics and this is supported by global progress and the times (Rofiudin et al., 2022).



Buying interest according to Kotler and Keller in Sholikha & Sunarti (2019) is behavior that arises in response to objects that indicate consumer expectations to make purchases. So, buying interest becomes a customer preference before making a purchase or repurchasing. According to Kinner and Taylor in Pratiwi et al. (2021), Purchase intention is an attitude of a human being that includes consumer behavior which is translated into consumer attitudes and is a response to the form of consideration in whether a purchase decision will be made or not.

The hypothesis or provisional results in this study are: (1) Affiliate marketing has a positive effect on buying interest at the TikTok Shop; (2) Service features have a positive effect on buying interest; (3) Affiliate marketing and service features positively affect buying interest at the TikTok Shop.

METHODS

In this study, the authors used quantitative research methods. According to Jayusman et al. (2020), this method is used when the data obtained uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. According to Priyono in Rofiudin et al. (2022), Quantitative research can be divided into 2 variables, namely the independent variable and the dependent variable. So that in this study there is an independent variable denoted by X and the dependent variable is denoted by Y. The independent variable (X) in this study is affiliate marketing as variable X1 and service features as variable X2. While the dependent variable (Y) is Consumer Buying Interest.

This research is descriptive. According to Sugiyono (2018), The descriptive method is research conducted to determine the existence of independent variables, either only on one variable or more (stand-alone variables) without making comparisons and looking for relationships between these variables and other variables. The sampling technique used is non-probability sampling, namely a sampling technique that does not provide equal opportunities for each element of the population that is selected to be a member of the sample by using accidental sampling. The population of this study is e-commerce users from teenagers to adults in the city of Bandung. This research is descriptive-verification research with quantitative data analysis.

RESULTS AND DISCUSSION

A T-test was conducted to test the research hypothesis regarding the effect of each independent variable partially on the dependent variable. According to Ghozali (2018), there are criteria for statistical tests if the significance value of the t-test is > 0.05 , then H_0 is accepted and H_a is rejected. This means that there is no influence between the independent variables on the dependent variable. In addition, if the significance value of the t-test < 0.05 , then H_0 is rejected and H_a is accepted. This means that there is an influence between the independent variables on the dependent variable.

Table 3. T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.078	.278		.281	.779
x1	.398	.089	.353	4.471	.000
x2	.569	.087	.514	6.505	.000

Source: Data is processed with SPSS (2022)



Based on Table 3 above, it is known that the results of the t-test showed that the significance value of the influence of affiliate marketing (X1) on purchase intention is $0.00 < 0.05$ and the value of t_{count} is $4.471 > t_{table}$ 1.984 then H_0 is rejected and H_a is accepted. This means that affiliate marketing has a significant influence on buying interest. It is also known that the results of the t-test showed that the significance value of the influence of service features (X2) on purchase intention is $0.00 < 0.05$ and the t_{count} is $6,505 > t_{table}$ 1.984 then H_0 is rejected and H_a is accepted. This means that affiliate marketing has a significant influence on buying interest.

Table 4. F-Test Result

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.309	2	13.155	73.029	.000 ^b
	Residual	17.472	97	.180		
	Total	43.782	99			

Source: Data is processed with SPSS (2022)

Based on Table 4. The results of the study show that the F test results are 73,029 with a significant level of 0.000. Because the probability value in this research test is 0.000, the value is less than 0.05 and the calculated F_{value} of 73,029 is greater than F_{table} 3,089, it can be concluded that affiliate marketing and service features influence purchase intention. Therefore, it can be concluded that the affiliate marketing variable (X1) and service features (X2) can explain the buying interest variable in the case study of TikTok Shop users, and the regression model above is good and has a significant effect.

Table 5. The Results of the Regression Analysis

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	R Square Change	F Change	Sig. F Change
1	.775 ^a	0.601	0.593	0.42442	0.601	73.029	0.000

Source: Data is processed with SPSS (2022)

Based on Table 5 the results of the regression analysis in the model summary column above, the magnitude of R is 0.775 between the intervals (0.60-0.799), which means that there is a strong relationship between affiliate marketing variables (X1) and service features (X2). with buying interest (Y), so that the variables X1 and X2 can be used to explain the buying interest variable (Y). Based on the Adjust R Square value in Table 5 above, the effect of affiliate marketing (X1) and service features (X2) on purchase intention (Y) is indicated by the magnitude of R square. From Table 5 above it can be seen that the R Square value is 0.601 or 60.1%, meaning that buying interest is influenced by affiliate marketing and service features by 60.1%. While the remaining 39.9% is explained by other factors outside the affiliate marketing variables and service features.



CONCLUSION

Based on the results of research conducted on e-commerce users at the TikTok Shop regarding the influence of affiliate marketing and service features on consumer buying interest, it can be concluded that the influence of affiliate marketing and service features has a positive effect both partially and simultaneously on consumer buying interest in e-commerce. With the positive influence of service features on buying interest, it is hoped that service features in the form of live streaming that already exist in the TikTok Shop will be maintained, and other service features will continue to be improved so that e-commerce consumers in the TikTok Shop can more easily make purchases, access products or track their orders on the TikTok Shop thereby increasing interest in e-commerce shopping at the TikTok Shop.

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