

# The Effect of Online Customer Reviews and Affiliate Marketing on Impulsive Buying of Products in the Shopee Marketplace

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## ABSTRACT

This study aims to determine the influence online customer reviews and affiliate marketing against impulsive buying on products in the Shopee marketplace. This type of research is qualitative research, population and sample of this study amounted to 135 people have made purchases of products on Shopee. Data analysis techniques of this study using multiple regression analysis and hypothesis testing. The results of this study show that Online customer reviews have a positive and significant effect on Impulsive Buying on products in the Shopee Marketplace. At 0.799 this means that 79.9% of the variance in the value of impulsive buying on products in Shopee Marketplace is determined or explained by independent variables, namely online customer review and affiliate marketing, while the remaining 20.1% is influenced by other variables that are not studied in this study product promo, product quality and others.



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## 1. INTRODUCTION

A Marketplace is a virtual marketplace where sellers and buyers meet and make different types of transactions. David (2014) stated in his research that e-marketplace has benefits for business actors in creating new strategies for marketing so that the impact of marketing outreach becomes more effective and efficient. The ease of shopping in an online shop is the reason for this change in customer behavior (Novirsari, 2022). People's previous habits when they want to buy a product, they will automatically look for information by looking at the physical product, material quality, compatibility with, service and so on can be seen and felt directly (Syaifullah, 2021). Unlike when people will buy a product through an online shop, they will not be able to see and feel directly the physical products and services of the seller, therefore buyers will try to get information about the products and services they will buy through ratings and online customer reviews. One of the fastest growing marketplaces in Indonesia is Shopee according to data collected by iPrice, in the second quarter of 2022 Shopee had an average of 131.3 million website visitors per month. This figure is lost to Tokopedia, which managed to attract 158.3 million website visitors per month in the same period (Ahdiat, 2022).

Shopee's strategy in the marketplace in Indonesia, one of which is through online reviews, is one of the triggers for sales. Before consumers buy products on online shopping sites, consumers are accustomed to looking for information that can be searched through various ways, one of which is to see information that can be accessed such as reviews of blogs or writings provided by website owners about a product, ranging from specifications, advantages and disadvantages of the product and the price of the product. The high growth of onlineshop through the marketplace is influenced by other factors besides online customer reviews, namely through affiliate marketing. Shopee affiliate

program is an affiliate program between Shopee and social media influencers to offer products (sold on Shopee) to social media feeds. With a note, the influencer will get a commission from each successful and legitimate sale (not canceled buyer).

The rapid interest in shopee affiliate programs with promotional patterns on social media makes shopee customers' interest high, especially among young women. Various needs such as outfit, skincare, room decoration and others can be searched by simply typing keyword items in the search field. Usually Shopee users who follow this affiliate program make a review via video and provide a link in the bio column which can later be viewed and click on the review. The changing tastes of people from traditional shopping to the market and changing online shopping through the marketplace have mushroomed in all corners of Indonesia and one big city is the city of Medan. Medan city with population growth that always increases every year and plays an important role in growing the Shopee marketplace through online customer reviews and affiliate marketing against impulsive buying.

The sweet reality offered by online reviews makes people interested in making purchases on the marketplace even though the product is not really needed. Likewise, affiliate marketing which is currently busy in theory mamou affiliate marketing fosters a person's desire to buy a product.

## 2. RESEARCH METHOD

### Type of Research

This research uses a type of quantitative research is a method of research in which it uses many numbers. From the process of data collection to its interpretation. The research method is a deep study and full of caution of all facts. According to the Journal (Nirmalasari & Amelia, 2020) quantitative research is a systematic, planned, and structured type of research. Many mention that quantitative methods are traditional methods. Because quantitative methods have been used for quite a while so that it became a tradition in research.

### Population And Sample

The population of this study is the community of Medan New Medan sub-district Medan Merdeka Village that conducted transactions in Shopee during 2022 with criteria. women b. ages 20 - 30 years and totaling 489 people. The sampling method in the study used non probability sampling method, according to (Sugiyono, 2018) (Sugiyono, 2018) is "a sampling technique that does not provide equal opportunities or opportunities for each element or population member to be selected into a sample". Then the technique used to take samples in this study is accidental sampling. Because the population in this study is homogeneous, namely the community of Medan City sub-district Medan Merdeka Village that conducted transactions in Shopee during 2022 with the number of samples that have been determined by 135 people.

### Data Analysis Technique

According to (Amalia, 2022) Data analysis is conducted using multiple regression analysis. Test classic assumptions and hypothesis test. Data analysis is tested using SPS Version 25 software.

## 3. RESULTS AND DISCUSSIONS

### a. Characteristics of respondents

**Table 1.** Characteristics of respondents Based on Gender

No	Gender	Total	Percentage
1	Male	48	36
2	Female	87	64
Total		135	100%

**Source : Data processed authors 2023**

Based on the table above, the respondents found that the majority of respondents were women, which was 87 people with a percentage of 64%. While male respondents were 48 people with a percentage of 36%.

**Table 2. Characteristics of respondents Based on Age**

No	Age	Total	Percentage
1	20 - 30 Years	57	42
2	31 – 41 Years	49	36
3	42 – 56 Years	29	22
<b>Jumlah</b>		<b>135</b>	<b>100%</b>

**Source : Data processed authors 2023**

Based on the table above, the respondents' age indicates that the majority of respondents are 20-30 years old, which is 57 people with 42% percentage, respondents with 31-41 years old as many as 49 people with 36% percentage and respondents with 42-56 years old as 29 people with 22% percentage.

#### b. Validity Test and Reliability Test

**Table 3 : Validity test**

Variable	Item	Correlation	Table R	Description
Online Customer Review (X1)	No.1	0,983	0,169	Valid
	No.2	0,977	0,169	Valid
	No.3	0,928	0,169	Valid
	No.4	0,968	0,169	Valid
	No.5	0,924	0,169	Valid
	No.6	0,931	0,169	Valid
	No.7	0,975	0,169	Valid
	No.8	0,711	0,169	Valid
Affiliate Marketing (X2)	No.1	0,737	0,169	Valid
	No.2	0,783	0,169	Valid
	No.3	0,966	0,169	Valid
	No.4	0,922	0,169	Valid
	No.5	0,949	0,169	Valid
	No.6	0,916	0,169	Valid
	No.7	0,923	0,169	Valid
	No.8	0,923	0,169	Valid
Impulsive Buying (Y)	No.1	0,788	0,169	Valid
	No.2	0,843	0,169	Valid
	No.3	0,835	0,169	Valid
	No.4	0,832	0,169	Valid
	No.5	0,924	0,169	Valid
	No.6	0,859	0,169	Valid
	No.7	0,901	0,169	Valid
	No.8	0,860	0,169	Valid
	No. 9	0,790	0,169	Valid

**Source : Data processed authors 2023**

The results of the variable validity test Online Customer Review, Affiliate Marketing and Impulsive Buying all items are said to be valid because the value of the p-value is smaller than the r-table 0.169, then the whole variable item is declared valid.

**Table 4 : Reliability Test**

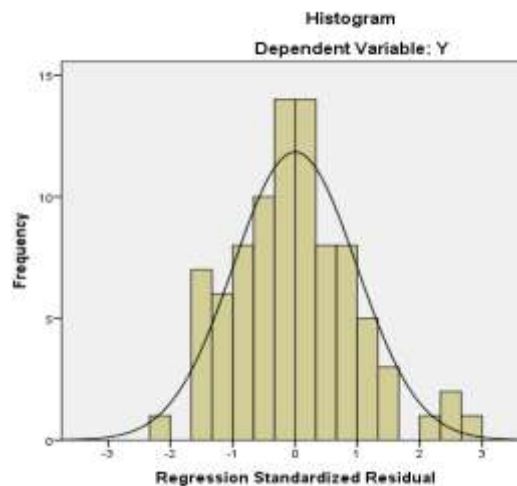
Variabel	Reliability Statistics		Status
	Cronbach's Alpha	N of Items	
Online Customer Review (X1)	.926	8	Reliabel
Affiliate Marketing (X2)	.868	8	Reliabel
Impulsive Buying (Y)	.924	9	Reliabel

**Source : Data processed authors 2023**

Based on the table above reliability test results for online customer review variables of  $0.926 > 0.60$ , reliability test results for variable Affiliate Marketing amounting to  $0.868 > 0.60$  and reliability test results for variable Impulsive Buying amounting to  $0.924 > 0.60$  which means the question item in this study is considered reliable or feasible.

### c. Classical Assumptions Test

#### 1) Normality test

**Picture 1 : Normality test**

Based on the histogram chart above it can be seen that histogram charts provide symmetrical distribution. Thus the chart shows that the regression model does not violate the assumption of normality.

#### 2) Multicollinearity test

**Table 5 : Multicollinearity test**

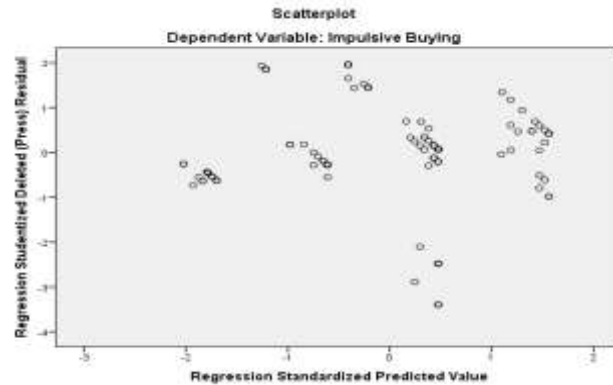
Model	Coefficients <sup>a</sup>	
	Tolerance	VIF
1 (Constant)		
Online Customer Review	0,432	2,314
Affiliate Marketing	0,432	2,314

a. Dependent Variable: Impulsive Buying

**Source : Data processed authors 2023**

From the table above it can be seen that the results of the analysis calculations show that the VIF values of each independent variable are smaller than 10 and the tolerance value is greater than 0.10 so it can be concluded that the regression model does not contain any symptoms of multicollinearity.

3) Heterocedastisity Test



Picture 2 : Heterocedastisity Test

From the test results with the above graphic method can be seen the output of the Scatterplot above it is seen that the points spread and do not form a specific pattern that is clear. Thus, it can be concluded that there is no problem of heteroskedasticity.

d. Multiple regression test

Table 6 : Multiple Regression test

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,713	1,253		3,761	,000
	online Customer review	,300	,060	,298	5,018	,000
	Affiliate Marketing	,670	,062	,647	10,891	,000

a. Dependent Variable: Impulsive Buying

Source : Data processed authors 2023

Based on the calculation of multiple linear regression on table above can be known the formula as follows:  $Y = 4,713 + 0.300 (X1) + 0.670 (X2) + e$

From the regression equation above it can be explained that:

- 1) If the variable value of X1 (online customer review) and X2 (Affiliate Marketing) is constant or equal to zero, then the number of Y (Impulsive Buying) variable is 4,713.
- 2) The value of the variable coefficient (X1) of 0.300 Positive signs indicate the change in the direction of the variable (X1) to the variable (Y), which means if the X1 variable has increased 1 times then the Y variable will increase 0.300.
- 3) Variable coefficient value (X2) of 0.670. Positive signs indicate the direct change of (X1) to the variable (Y), which means if the variable (X2) increases 1 time then (Y) will also increase 0.670.

e. Hypothesis Test

Table 7 : Partial test

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,713	1,253		3,761	,000
	online Customer review	,300	,060	,298	5,018	,000
	Affiliate Marketing	,670	,062	,647	10,891	,000

a. Dependent Variable: Impulsive Buying

Based on the calculation of the table above the number of tables with the terms of 0.05 and  $dk = (n - k)$  or  $(135 - 2) = 133$  so that the t-table value of 1,977, then it can be known to each variable as follows:

- 1) Based on the above table obtained the value of t-count = 5,018 which means t-count > t-table (5,018 > 1,977) with a significant 0,000 < 0.05 then Ha accepted and Ho denied the hypothesis (H1) indicates the results of online customer review positively and significantly on Impulsive Buying on products in Marketplace Shopee.
- 2) Based on the above table obtained the value of t-count = 10.991 which means t-count > t-table (10.991 > 1.977) with a significant 0.000 < 0.05 then Ha accepted and Ho denied the hypothesis (H1) indicates the positive and significant effect of affiliate buying on products in Marketplace Shopee.

**Table 8 : Simultaneous Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6817,377	2	3408,688	261,710	.000 <sup>b</sup>
	Residual	1719,260	132	13,025		
	Total	8536,637	134			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Affiliate Marketing, online Customer review

**Source : Data processed authors 2023**

Based on the calculation results of F-calculation = 261,770 and the results obtained for F-table are 3,104 So the results of F-calculation > F-table (261,710 > 3,104 with the value of significance (0,000 < 0.05) then simultaneously independent variable online customer review and affiliate marketing have a positive and significant effect on Impulsive Buying on products in Marketplace Shopee.

**Table 9 : Determination Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 <sup>a</sup>	.799	.796	3,609

a. Predictors: (Constant), Affiliate Marketing, online Customer review

b. Dependent Variable: Impulsive Buying

**Source : Data processed authors 2023**

The results of the above determination test are seen that the value of determination coefficient (seen from R Square) of 0.799 this means 79.9% of the value variance impulsive buying on products in Shopee Marketplace is determined or explained by independent variables, namely online customer review and affiliate marketing while the remaining 20.1% are affected by other variables that are not studied in this research product promo, product quality and etc.

## DISCUSSION

### The influence of online customer reviews on impulsive buying

Online Customer review in business is one of the things that should not be underestimated, because it has an important role for the continuity of a business. It is important to know that almost 89% of customers view online reviews as a consideration for them to shop. However, 80% of customers will change their minds to shop when they see a bad review of a product or service. Therefore, customer review business is very important for the continuity of each product because customer review will cause impulsive buying because the review is good, because if the review given positive can increase sales. However, if the review provided by the customer negatively can affect the prospective customer to make a purchase. Because basically in an online business it requires a trust between the seller and the buyer. This study is in line with research (Ningsih, 2019) stated in his research that the importance of online customer review in increasing sales and causing impulsive buying. supported by research (Ishmah Azizah Dwi Putri, 2023) Online Customer Review Against Impulsive Purchase On Halal Cosmetic Products In Tiktok Shop.

### **Affiliate Marketing effect on impulsive buying**

Affiliate is the party that promotes the product. Affiliate or publisher will try to influence and invite people to buy a product. The high growth of online business in Indonesia is directly proportional to the growth of the system and promotional model to attract the attention of prospective buyers so that it will grow the desire to buy in the product called impulsive buying. Shopee as a marketplace that facilitates sellers in Indonesia, grows with the presence of affiliate marketing as a promotional media. This research is supported by (Marquerette & Hamidah, 2023), (Andriyanti & Farida, 2022) the results of his research suggest that with affiliate marketing affects impulsive buying products in Marketplace so it is important for sellers to use affiliate marketing promotion media.

### **The influence of online customer review and affiliate marketing on impulsive buying**

Calculation is calculated F calculation = 261,770 and the results obtained for F table are 3,104 So the results of Fhitung > Ftabel calculation (261,710 > 3,104 with obtained sig value (0,000 < 0.05) then simultaneously independent variable online customer review and affiliate marketing influential positive and significant Impulsive Buying on products in Marketplace Shopee. 0.799 this means 79.9% of the value variance impulsive buying on products in Shopee Marketplace is determined or explained by independent variables namely online customer review and affiliate marketing while the remaining 20.1% are affected by other variables that are not researched in this product promo, product quality and etc. In line with this study (Andriyanti & Farida, 2022) (Kembaren, 2023) stated in his research that online customer review and affiliate marketing towards impulsive buying.

## **4. CONCLUSION**

Based on research on the influence of online customer review and affiliate marketing on impulsive buying on products in Shopee marketplace, can be concluded as follows: Online customer review has a positive and significant effect on Impulsive Buying on products in Marketplace Shopee. Affiliate Marketing has a positive and significant effect on Impulsive Buying on products in Marketplace Shopee. Online customer review has a positive and significant effect on Impulsive Buying on products in Marketplace Shopee.

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