

PENGARUH *AFFILIATE MARKETING*, *CONTENT MARKETING*, DAN *E-WOM* TERHADAP *PURCHASE DECISION* SHOPEE

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ABSTRAK

Kemajuan teknologi internet mempengaruhi perubahan gaya hidup masyarakat, salah satunya adalah pola transaksi jual beli di masyarakat, Masyarakat menyukai pembelian secara online disebabkan fleksibilitas dalam berbelanja yang dapat dilakukan dimana saja dan kapanpun. Dengan meningkatnya permintaan akan pengalaman berbelanja online, ini menciptakan peluang baru di sektor perdagangan digital, menghasilkan pertumbuhan lapangan kerja dalam industri e-commerce. Oleh karena itu, strategi pemasaran yang tepat menjadi faktor penting untuk mendukung peluang ini. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Affiliate Marketing*, *Content Marketing*, *E-WOM* terhadap purchase decision e-commerce Shopee. Sample dalam penelitian ini adalah seluruh pengguna aplikasi Shopee di Jakarta Selatan yang pernah membeli produk di link afiliasi Shopee. Sample dalam penelitian ini berjumlah 100 responden dengan metode Purposive Sampling. Dengan menyebarkan link melalui google form. Data dalam penelitian ini diolah menggunakan teknik analisis SEM-PLS dengan software SmartPLS 4.0. Hasil penelitian menunjukkan (1) *Affiliate marketing* tidak berpengaruh secara signifikan terhadap purchase decision. (2) *Content marketing* berpengaruh positif dan signifikan terhadap purchase decision. (3) *E-WOM* berpengaruh positif dan signifikan terhadap purchase decision.

Kata Kunci: *Affiliate Marketing*; *Content Marketing*; *E-WOM*; *Purchase Decision*

ANALYSIS OF THE EFFECT OF AFFILIATE MARKETING, CONTENT MARKETING, AND E-WOM ON SHOPEE PURCHASE DECISION

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ABSTRACT

The advancement of internet technology has influenced a change in people's lifestyles, including the pattern of buying and selling transactions in society. People prefer online purchases due to the flexibility of shopping anytime and anywhere. With the increasing demand for the online shopping experience, this creates new opportunities in the digital trade sector, leading to job growth in the e-commerce industry. Therefore, the right marketing strategy becomes a crucial factor in supporting these opportunities. Purpose of this study is to examine the effects of Affiliate Marketing, Content Marketing, and E-WOM on the purchase decisions within the Shopee e-commerce platform. The sample in this study consists of all Shopee application users in South Jakarta who have made purchases through Shopee's affiliate links. The sample size is 100 respondents selected through the Purposive Sampling method, and the link is distributed through Google Forms. Data in this study is processed using SEM-PLS analysis techniques with SmartPLS 4.0 software. The research results indicate that (1) Affiliate marketing does not have a significant impact on purchase decision. (2) Content marketing has a positive and significant impact on purchase decisions. (3) E-WOM has a positive and significant impact on purchase decisions.

Kata Kunci: *Affiliate Marketing; Content Marketing; E-WOM; Purchase Decision*