

***ANALYSIS OF THE INFLUENCE OF PAID ADVERTISING AND  
AFFILIATE MARKETING WITH INSTAGRAM SOCIAL  
MEDIA INTERMEDIATION ON PURCHASE  
DECISIONS IN LAZADA E-COMMERCE***

**By Sandya Aryasatya**

**Abstract**

*The fast expansion of Indonesia's e-commerce sector has heightened competition among platforms, while Lazada, although an early market entrant, has faced declining traffic and consumer engagement, underscoring the need for more optimized digital marketing strategies. This research examines the impact of paid advertising and affiliate marketing on purchase decisions, both directly and indirectly through Instagram as a mediating variable. Employing a quantitative method and PLS-SEM analysis using SmartPLS 4, the findings reveal that paid advertising positively and significantly influences social media and purchase decisions but does not generate a significant indirect effect via social media. Conversely, affiliate marketing does not have a direct effect on purchase decisions, yet it significantly influences social media and indirectly affects purchase decisions through Instagram. Overall, the results suggest that Lazada's digital marketing performance is more effectively enhanced through social media engagement, particularly affiliate-driven content, rather than relying solely on paid advertising.*

**Keywords:** *Affiliate Marketing, Instagram, Lazada, Paid Advertising, Purchase Decision, Social Media.*

# **ANALISIS PENGARUH *PAID ADVERTISING* DAN *AFFILIATE MARKETING* DENGAN INTERMEDIASI MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN DI *E-COMMERCE LAZADA***

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## **Abstrak**

Pertumbuhan *e-commerce* di Indonesia menyebabkan persaingan antarplatform semakin ketat, sementara Lazada sebagai pelopor sejak 2012 justru mengalami penurunan trafik dan minat konsumen sehingga membutuhkan strategi pemasaran digital yang lebih efektif. Instagram diposisikan sebagai variabel mediasi dalam penelitian kuantitatif ini yang menerapkan analisis PLS-SEM melalui SmartPLS 4 untuk menelaah keterkaitan antara *paid advertising*, *affiliate marketing*, maupun keputusan pembelian. Hasil analisis mengungkapkan bahwasanya *paid advertising* terbukti memberikan dampaknya yang positif maupun signifikan pada media sosial serta keputusan pembelian, namun pengaruhnya tidak terbukti secara tidak langsung melalui media sosial. Di sisi lain, *affiliate marketing* tidak memperlihatkan kontribusinya secara langsung pada keputusan pembelian, tetapi mempunyai pengaruhnya yang signifikan pada media sosial maupun secara tidak langsung memberikan pengaruhnya pada keputusan pembelian melalui Instagram

**Kata Kunci:** *Affiliate Marketing*, Instagram, Keputusan Pembelian, Lazada, Media Sosial, *Paid Advertising*.