

Abstract

This study was conducted to determine the Influence of Aristotle's Rhetoric Elements of an Affiliator on Consumer Trust in Shopee Online Shopping Site. Shopee is an e-commerce platform that offers secure and reliable online buying and selling transactions through mobile phones. Shopee was the object of this study because it has successfully marketed to Indonesian consumers through its digital marketing program, Shopee Affiliate. This study aimed to examine the role of Affiliators in promotional activities, where individuals sell other people's products and receive commissions if purchases are made through their references. The study used a descriptive analysis method with the IBM SPSS Statistics 25 program as the tool. Sampling was carried out using a non-probability sampling method with a total of 400 respondents who are Shopee app users and have made purchases on Shopee. Based on the results of descriptive analysis, the variables of the Influence of Aristotle's Rhetoric Elements of an Affiliator and consumer trust are classified as very good. The hypothesis testing results show that the calculated t-value of 5.786 is greater than 2.82277, indicating that the communication appeal of Affiliators has a significant effect on consumer trust.

Keywords: Communication, Rhetoric Theory, Affiliate Marketing, and Consumer Trust.