

ABSTRACT

The increasing use of social media every year has increased competition between e-commerce platforms. Shopee has emerged as one of the most popular e-commerce platforms in Indonesia but it faces increasing competition from other big players such as Tokopedia and Lazada. To maintain its competitive advantage, Shopee needs to innovate in its marketing strategy. One of these innovations is implementing influencer marketing techniques through the Shopee Affiliate Program.

This research discusses the theoretical basis of research by combining two main theories. Shimp and Andrews (2013) theory is used to assess influencer marketing variables based on credibility, attractiveness and power. Meanwhile, Kotler and Armstrong (2017) theory is applied to analyze purchasing decision variables, focusing on Product Choice, Brand Choice, Purchase Channel Choice, Purchase Time, and Purchase Quantity. Combining these theories forms an overarching framework for understanding the impact of influencers on purchasing decisions and designing effective marketing strategies

The purpose of this research to see how much influence influencers have on the purchasing decisions of Shopee consumers in Bandung Indonesia by using Simple Linear Regression with the SPSS application as an analysis method to determine the influence of the variables involved in mediation testing in this research. The method used in the research is a quantitative method and the sampling method uses non-probability sampling with data collection techniques using a Google Form questionnaire totaling 300 samples, the samples used are Shopee users in Bandung who carry out transactions on Shopee

The research results show that the Shopee Affiliate Marketing Influencer Program has a positive influence on purchasing decisions of Shopee users in Bandung with a value of 50.4%

Suggestions for future researchers could be to expand the data set to include a larger and more diverse sample to provide a more comprehensive analysis and validation of the findings.

Keywords— Influencer Marketing, Shopee Affiliate, Decision Making