THE EFFECT OF *AFFILIATE MARKETING*, *PRICE DISCOUNTS* AND *LIVE STREAMING SHOPPING* ON THE BUYING INTEREST OF WARDAH PRODUCTS (KAHF *FACIAL WASH)* ON THE *SHOPEE* MARKETPLACE
(Case Study: Students of the Faculty of Economics and Business, Baiturrahmah University)

Mya Yuwanita Suhanda, Eko Syahputra
Faculty of Economics and Business, Baiturrahmah University, Padang
myayuwanitasuhanda@fekon.unbrah.ac.id

Abstract

This study aims to analyze how affiliate *marketing*, *price discounts*, and *live streaming shopping* simultaneously and partially affect the buying interest of Wardah products (Kahf *Facial Wash*) on the Shopee Marketplace. Based on the results of the SPSS calculation from the t-test, the *Affiliate Marketing variable* is calculated > ttable or 6.284 > 1.653 and the sig value is 0.000 < 0.05, meaning that H1 is accepted and H0 is rejected. So it can be concluded that *Affiliate Marketing* has a positive and significant effect on the Interest in Buying Wardah Products (Kahf Facial Wash) on the Shopee Marketplace. In *the Price Discount variable,* the calculation > ttable or 7.151 > 1.653 and the sig value of 0.000 < 0.05 means that H2 is accepted and H0 is rejected. So it can be concluded that *Price Discount* has a positive and significant effect on the Interest in Buying Wardah Products (Kahf Facial Wash) on the Shopee Marketplace. In *the Live Streaming Shopping variable,* the ttable < count or 1.355 < 1.653 and the sig value is 0.177 > 0.05, meaning that H3 is rejected and H0 is accepted. So it can be concluded that *Live Streaming Shopping* does not have a significant effect on the Interest in Buying Wardah Products (Kahf Facial Wash) on the Shopee Marketplace. The sampling technique uses a purposive sampling technique, using the Slovin formula so that a sample of 180 people was obtained. The F test is known to have a value of 152,777 > 2.666 with a significant value of (sig = 0.000 < 0.05). So in this study, the independent variables together affect the dependent variables. The determination coefficient was obtained with a result of 0.723 which means that the percentage of influence of *affiliate marketing, price discount* and *live streaming shopping* has an influence on the Interest in Buying Wardah Products (Kahf Facial Wash) on *the* Shopee Marketplace in students of the Faculty of Economics and Business, Baiturrahmah University by 72.3%, while the remaining 27.7% is influenced by other variables that were not studied in the study Ini.

Keywords: *Affiliate Marketing, Price Discount, Live Streaming Shopping* and Buying Interest

Introduction

The internet is now increasingly popular and accessible. In the past, only developed countries had access to the Internet, but now many countries, including Indonesia, can access the Internet. Indonesian people are now increasingly intelligent and open to technological advances. Almost everyone can use and access the Internet, not only adults, but also the younger generation (teenagers). Not only career ladies or officials, but now housewives and even pedicab drivers and parking attendants have used the internet.

Shopee is a commercial electronics site headquartered in Singapore owned by *Sea Limited* (Formerly known as Garena) which was founded in 2009 by *Forrest Li*. Shopee was first launched in Singapore in 2015 followed by Malaysia, the Philippines, Taiwan, Thailand, Vietnam and Indonesia. Carrying the vision of "Becoming the Number 1 *Mobile Marketplace* in Indonesia". Shopee first launched as *a consumer to consumer* (C2C) marketplace. But now they have switched to a hybrid C2C and *business to consumer* (B2C) model since launching Shopee *Mall* which is an online store platform for well-known brands. Shopee is under the auspices of the CEO, Chris Feng, the best graduate from the National University of Singapore who allows its users to buy or sell goods through applications available on *iOS and Android* platforms.

Kahf is a brand of care products launched by PT. Paragon *Technology and innovation* for men. Paragon officially launched Kahf in 2020 as its first brand targeted at men. This company was founded in 1985 by Nurhayati Subakat under the name PT Pusaka Tradisi Ibu as a pioneer with the motto *Salon's Best Choice*. In 1995, they launched Wardah products. In 1999, Paragon received halal certification from LPPOM MUI. This company is one of the largest *Fast Moving Consumer Goods* (FMCG) companies in the cosmetics sector in Indonesia. Paragon as a national company has now become a *market leader* that houses leading brands such as Wardah, *Make Over*, Emina, Kahf, Labore, Putri, Biodef, *Instaperfect*, *Crystallure*, *Beyondly*, OMG, *Wonderly* and Tavi. The name Kahf itself comes from a letter in the Quran, namely Al-Khafi. Kahf uses natural ingredients so it is safe for all skin types. Kahf released several products consisting of five categories, namely *Facial Wash*, *beard care, deodorant*, *hair & body wash*, and *eau de toilette* (EDT). These five categories are clearly different depending on the needs of each.

This study was conducted to find out whether *affiliate marketing*, *price discounts* , and *live streaming shopping* on the buying interest of Wardah (*Kahf Facial Wash*) *products in* Shopee Marketplace in students of the Faculty of Economics and Business, Baiturrahmah University with a quantitative approach with multiple linear regression analysis using SPSS 23 Software. Kahf *Facial Wash* is a new product from PT. Paragon *Technology and innovation.* Although Kahf *Facial Wash* is not the only *Facial Wash* in Indonesia, researchers chose it because Kahf *Facial Wash* is a product of one company with the Wardah brand where the Wardah brand is very well known by the Indonesian people, especially women.

Purpose
To find out the simultaneous and partial influence of *affiliate marketing*, *price discounts*, and *Live Streaming Shopping* on the buying interest of Wardah Products (Kahf *Facial Wash*) on the Shopee *Marketplace* (Students of the Faculty of Economics and Business, Baiturrahmah University).

Literature Review
Buying Interest

According to (Kotler & Keller, 2021), Buying interest is a consumer behavior that appears as a responder to an object that indicates the customer's desire to make a purchase. According to Kinner & Taylor in Pratiwi, et al. (2021), Buying interest is an attitude from humans that is included in consumer behavior which translates into attitudes in making purchases. According to Chaniago (2022), buying interest is consumer

have not made a purchase, but only see, pay attention and look for information about the product. According to Sri Sulastri (2022), Buying interest can occur if consumers already know information about the product so that from the information they get, they can determine whether they need the product or service. According to Ferdinand in Maisyaroh, et al. (2022:5), Identifying the indicators of buying interest are as follows: Transactional Interest, Referral Interest, Preferential Interest and Exploratory Interest.

Affiliate Marketing

According to Eka Andrayanti, (2022), *Affiliate* is an *affiliate* marketer who is able to influence consumer buying interest widely so that it is able to bring *traffic* to the website/link until the transaction occurs to get a commission. According to Anshari & Mahani (in Batu, Situngkir, Krisnawati, & Halim 2019), *Affiliate marketing* is a collaborative activity that involves an organization, company or website to get profits for both parties in an agreement through advertising products or services. According to (Patrick et al. 2019), Affiliate marketing is a technique that companies use by working with trusted individuals or groups to promote the goods or services offered by the company. According to Galaugher et al in the journal Benediktova and Nevosad (2019), the indicators of affiliate marketing are the number of online sales, the number of transaction activity, the volume of commissions and market segmentation.

Price Discount

According to Peter and Olson in (Sonata, 2019), Rebate is defined as a pricing strategy that involves a long-term plan to systematically reduce prices after introducing high-priced products. According to (Rahmawati et al., 2020), Rebates are the reduction of products from normal prices in a certain period. According to (Rahmawati et al., 2020), Rebates are the reduction of products from normal prices in a certain period. According to Warnerin & Dwijayanti (2020), *Price discount* consists of three indicators, namely, High discount, Discount period and Various types of products that get discounts.

Live Streaming Shopping

According to Jattamart et al., (2023), *Live Streaming* is a live broadcast related to sharing content with the audience that involves social interaction and communication as well as providing information to the audience. According to Faradiba and Syarifuddin (2021), the indicators of *Live Streaming* are as follows: Promotion time, Discounts or promotions, Product descriptions and Visual *marketing*.

Method

This study aims to find out the relationship between two or more variables. And whether there is an influence between two variables, namely the dependent variable and the independent variable. Therefore, this type of research uses an associative approach. According to Sugiyono (2019:63), Associative Research is a research that aims to find out some speculations about whether or not there is a relevant relationship between two or more research variables. Data processing and testing are carried out using SPSS. The population in this study is students of the Faculty of Economics and Business, Baiturrahmah University, Class of 2020-2023 who are still active. The number of samples was 180 respondents using the Slovin formula. The data collection technique used in this study is by means of a questionnaire distribution technique.

Result

The sample in this study is 180 people who are respondents in this study. The sample in this study is students of the Faculty of Economics and Business, Baiturrahmah University, Class of 2020-2023. In this study, respondents were divided into several characteristics. From these respondents, a description of the respondents can be made as follows:

Table of Respondent Characteristics

No.	Characteristics of Respondents	Sum
1.	Age Group	
	17-19 Years	89
	20-24 Years	91
2.	Courses	
	Management (S1)	153
	Entrepreneurship (S1)	27
3.	Year of the Class	
	2020	33
	2021	58
	2022	28
	2023	61

Source: Academic Faculty of Economics and Business, Baiturrahmah University

Based on the table above regarding the characteristics of the respondents, it can be seen that the potential of the respondents is 20-24 years old as many as 91 students, judging from the study program is Management (S1) as many as 153 students and then when viewed from the year the most filled batch is 2023 as many as 61 students. The validity analysis of the instrument was carried out on all statement items so that it showed that all questionnaire items were valid. Furthermore, a reliability analysis was carried out using *Cronbach alpha* which produced the output of all questionnaire items as reliable. Then a test of the prerequisite test of the analysis was carried out, namely the classical assumption test.

Validity Test

To see how well the tool measures the concept measured and to see if the question items in the tool are valid, a validity test is used. A valid instrument is used for measurement, meaning that it measures what is measured. The following are the results of the validity of each variable in this study. Below is a summary of the validity results of the independent and dependent variable statement items using the correlation method $n = 30$ rtable = 0.361 with the Personal correlation, shown in the following Table:

Table of Validity Test Results of Independent Variables (X1, X2, X3) and Dependent Variables (Y)

Variable Items	R-Calculate	R-Table	Information
P1_Minat Buy	0.618	0.361	Valid
P2_Y	0.643	0.361	Valid
P3_Y	0.367	0.361	Valid
P4_Y	0.600	0.361	Valid
P5_Y	0.711	0.361	Valid
P6_Y	0.635	0.361	Valid
P7_Y	0.409	0.361	Valid
P8_Y	0.786	0.361	Valid
Variable Items	**R-Calculate**	**R-Table**	**Information**
P1_*Affiliate Marketing*	0.617	0.361	Valid
P2_X1	0.681	0.361	Valid
P3_X1	0.465	0.361	Valid
P4_X1	0.823	0.361	Valid
P5_X1	0.572	0.361	Valid
P6_X1	0.648	0.361	Valid
P7_X1	0.395	0.361	Valid
P8_X1	0.543	0.361	Valid

Variable Items	R-Calculate	R-Table	Information
P1_*Price Discount*	0.680	0.361	Valid
P2_X2	0.628	0.361	Valid
P3_X2	0.669	0.361	valid
P4_X2	0.789	0.361	Valid
P5_X2	0.506	0.361	Valid
P6_X2	0.479	0.361	Valid
Variable Items	**R-Calculate**	**R-Table**	**Information**
P1_ *Live Streaming Shopping*	0.795	0.361	Valid
P2_X3	0.736	0.361	Valid
P3_X3	0.658	0.361	Valid
P4_X3	0.708	0.361	Valid
P5_X3	0.696	0.361	Valid
P6_X3	0.746	0.361	Valid
P7_X3	0.779	0.361	Valid
P8_X3	0.840	0.361	Valid

Source: SPSS Data Processing, 2024

Based on the table above, it can be seen that all items in the independent and dependent variables are valid because *the Item-Total Corelation* > 0.361.

Reliability Test

The purpose of the reliability test is to assess how well the respondent's response can produce different (consistent) data if repeated assessments are carried out on similar subjects. The reliability of the instrument is determined by *the Cronbach alpha* formula if the r-alpha value is negative and the magnitude of the rtable (0.60) when used multiple times to measure the same item, means that the instrument uses SPSS to verify the authenticity of a valid instrument. All parts of the device must be reliable. The reliability test for each of the research variables is shown in the following table:

Reliability Test Results Table

Variable	Cronbach Alpha	Information
Buying Interest (Y)	0.856	Reliable
Affiliate Marketing (X1)	0.850	Reliable
Price Discount (X2)	0.842	Reliable
Live Streaming Shopping (X3)	0.925	Reliable

Source: SPSS Data Processing, 2024

Based on the Table above, it can be concluded that all statements are reliable. Based on the results *of Cronbach alpha*, all reliable variables > 0.6 (n=30 rtable = 0.6). These variables are then said to be authoritative if their values help control and consistently respond to surveys that are sent periodically.

Classical Assumption Test
Normality Test

Table of Results of Unstandardized Residual Normality Test

	Unstandardized Residual
Asymp. Sig. (2-Tailed)	0.200

Source: SPSS Data Processing, 2024

Based on the table above, it can be seen that the significant value (Asymp Sig 2-Tailed) *Unstandardized Residual* is 0.200 of all research variables, the value is greater than the significant level used in this study ($\alpha = 0.05$), so it can be concluded that all research variables have been distributed normally.

Multicollinearity Test

Multicollinearity Test Results Table

Variable	Tolerance	VIF	Information
Affiliate Marketing (X1)	0.376	2.657	No multicollinearity occurs
Price Discount (X2)	0.421	2.373	No multicollinearity occurs
Live Streaming Shopping (X3)	0.399	2.506	No multicollinearity occurs

Source: SPPS Data Processing, 2024

Based on the table above, it can be seen that the results of the multicollinearity test data processing, *the tolerance* value from *Collinearity Statistics* for the variables *Affiliate Marketing, Price Discount* and *Live Streaming Shopping* > 0.10, and the VIF (*Variance Inflation Factor)* value) for all independent variables is known < 10.00 (ten). This shows that there is no significant relationship between the independent variables.

Heteroscedasticity Test
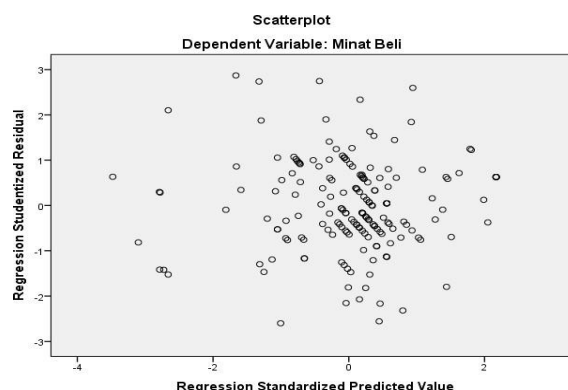
Source: SPSS Data Processing, 2024
Image of Heteroscedasticity Test Results

Based on the figure above, it can be seen that heteroscedasticity does not occur because the data is distributed above and below the zero axis and the distribution of the data is not patterned.

Autocorrelation Test

Autocorrelation Test Results Table

T y p e	Durbin-Watson
1	1,795

Source: SPSS Data Processing, 2024

Based on the table above, it can be seen that the Durbin-Watson value of 1.795 is located between (-2) to (+2), so it shows that the Regression Model does not have an Autocorrelation Case.

Hypothesis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of independent variables on bound variables. The independent variables used in this study were *Affiliate Marketing, Price Discount* and *Live Streaming Shopping*. The variables tied to this study are Buying Interest and the results of the hypothesis test using multiple linear regression as follows:

Hypothesis Test Table

Type	B
(Constant)	5,685
Affiliate Marketing (X1)	0,371
Price Discount (X2)	0,495
Live Streaming Shopping (X3)	0,076

Source: SPSS Data Processing, 2024

Multiple Linear Regression Analysis Results

Based on the table above, a multiple linear regression equation can be made as follows:

$$Y = 5,685 + 0,371 + 0,495 + 0,076$$

The coefficient for *the affiliate marketing* variable (X1) is 0.371, the *price discount* variable (X2) is 0.495, the variable *live streaming shopping* (X3) is 0.076, and in column B there is a constant value of 5.685.

Test Result T (partial)

Table of Partial T Test Results

Type	B	T	Sig
(Constant)	5,685	4,905	0,000
Affiliate Marketing (X1)	0,371	6,284	0,000
Price Discount (X2)	0,495	7,151	0,000
Live Streaming Shopping (X3)	0,076	1,355	0,177

Source: SPSS Data Processing, 2024

Based on the table above, it can be seen that the *affiliate marketing* variable (X1) has a t-value calculated > the $_{table}$ or 6.284 > 1.653 with a significant value of 0.000 < 0.05. H1 is therefore accepted and H0 is rejected. This means that affiliate marketing has a positive and significant effect on buying interest.

Then the *price discount* variable (X2) has a value of $t_{calculated}$ > t_{table} or 7.151 > 1653, with a significant value of 0.000 < 0.05. H1 is therefore accepted and H0 is rejected. This means that partially *the price discount* has a positive and significant effect on buying interest.

The variable *of live streaming shopping* (X3) has a t_{-value} calculated > t_{table} or 1.355 > 1.653 with a significant value of 0.177 > 0.05. Therefore H1 is rejected and H0 is accepted. This means that partially *live streaming shopping* does not have a significant effect on Buying Interest.

Test Result F (Simultaneous)

Test Result Table F (Simultaneous)

T y p e	F	Sig.
1	152.777	0,000

Source: SPSS Data Processing, 2024

Based on the table above, it can be seen that the value of Fcal > Ftabel or 152,777 > 2.666 with a significant value of (sig = 0.000 < 0.05). This means that together or simultaneously the variables *of affiliate marketing* (X1), *price discount* (X2) and *live streaming shopping* (X3) have a positive and significant effect on buying interest (Y).

Determinant Coefficient (*R-Square*)

R-Square Test Result Table

T y p e	R-Square
1	0,723

Source: SPSS Data Processing, 2024

Based on the table, it can be seen that the R-Square value is 0.723 which means that the percentage of influence of *affiliate marketing, price discount* and *live streaming shopping* has an influence on buying interest of 72.3%, while the remaining 27.7% is influenced by other variables that are not studied in this study.

DISCUSSION

The Influence of *Affiliate Marketing* on Buying Interest

The results of hypothesis one (X1) test in this study show that *affiliate marketing* has a positive and significant effect on buying interest. This is proven by showing that the results in the t test are significant in the *affiliate marketing* variable (X1) obtained t $_{calculation}$ of 6.284 and t $_{table}$ of 1.653 with a significant number of 0.000 < 0.05 which means that H1 is accepted and H0 is rejected or *affiliate marketing* has a positive and significant effect on the buying interest of Wardah Products (Kahf Facial Wash) on the *Marketplace* Shopee to students of the Faculty of Economics and Business, Baiturrahmah University.

This means that students are interested in buying products through the link that has been provided by the affiliate, where the affiliate here makes it easier for consumers to buy products without having to enter the online store profile. This was explained by Eka Andrayanti, (2022), *Affiliate* is an *affiliate* marketer who is able to influence consumer buying interest widely so that it is able to bring *traffic* to the website/link until the transaction will get a commission.

This research is in line with research conducted by Eka Andriyanti, Siti Ning Farida (2022), and research conducted by Laelatul Aina Fadhilah, Cindy Wulandari, Salmanda Nur Afni (2022) which states that there is an influence of *Affiliate* on Buying Interest.

The Effect of *Price Discount* on Buying Interest

The results of hypothesis two (X2) testing in this study show that *price discount* has a positive and significant effect on buying interest. This is proven by showing that the results in the t test are significant in the price *discount* variable (X2) obtained t $_{calculated}$ as 7.151 and t $_{table}$ of 1.653 with a significant number of 0.000 < 0.05 which means that H2 is accepted and H0 is rejected or *the price discount* has a positive and significant effect on the buying interest of Wardah Products (Kahf Facial Wash) in the *Marketplace* Shopee to students of the Faculty of Economics and Business, Baiturrahmah University.

This means that students have an interest in buying products when they are discounted. Where when the product is experiencing a discount, it will certainly attract the attention of consumers to buy the product. This is explained by (Rahmawati et al., 2020), Rebate is a reduction of a product from the normal price in a certain period.

This research is in line with research conducted by Firda Rona Hafizhoh, Rayhan Gunaningrat, Khabib Alia Akhmad (2023) which states that there is an effect of *Price Discount* on Buying Interest.

The Effect of *Live Streaming Shopping* on Buying Interest

The results of hypothesis three (X3) testing in this study show that *live streaming shopping* does not have a significant effect on buying interest. This is proven by showing that the results on the t test are not

had a significant effect on the *variable of live streaming shopping* (X3) obtained t $_{calculation}$ of 1.355 and t $_{table}$ of 1.653 with a significant number of 0.177 > 0.05 which means that H3 was rejected and H0 was accepted or *live streaming shopping* did not have a significant effect on the buying interest of Wardah Products (Kahf Facial Wash) on the *Marketplace* Shopee to students of the Faculty of Economics and Business, Baiturrahmah University.

This means that students have no interest in buying products through people who sell live, because most people only want to see people who sell directly, not to make transactions or shop through *live streaming* on shopee. This is explained by Jattamart et al., (2023), *Live Streaming* is a live broadcast related to sharing content with the audience that involves social interaction and communication as well as providing information to the audience.

The results of this study are in line with research conducted by Adam Pratama Yudha Putra, Atthaya Layla Zhafira Hilwana, Muhammad Fadhli Al Multazim, Muhammad Zhafran Hafiz, Syti Sarah Maesaroh (2023) which states that *live streaming* does not affect buying interest because consumers tend to only want to see video content, not to make transactions or shop through live broadcasts. Farhan Saputra, Hapzi Ali, M. Rizky Mahaputra (2023) who stated that *live streaming* does not play a role and is not significant to consumer buying interest. And Juliana (2023) who stated that *live streaming* is not a factor that determines consumer buying interest, from the three research results above, it can be concluded that *Live Streaming* does not have a significant effect on Buying Interest. However, this research is contrary to the results of research conducted by Firda Rona Hafizhoh, Rayhan Gunaningrat, Khabib Alia Akhmad (2023) who stated that *Live Streaming Shopping* has a positive and significant effect on Buying Interest.

The Influence of *Affiliate Marketing, Price Discount* and *Live Streaming Shopping* on Buying Interest Based on the results of the t-test in the above study, it shows that *affiliate marketing, price discounts* have a positive and significant effect while *live streaming shopping* does not have a significant effect on buying interest. Variable
Affiliate marketing, price discount is said to have a positive and significant effect because the significant number is 0.000 < 0.05 and *live streaming shopping* is said to have no significant effect because the significant number is 0.177 > 0.05. But when viewed from the results of the simultaneous test (Test F), it shows that simultaneously the variables *of affiliate marketing, price discount*, and *live streaming shopping* have a positive and significant effect on Buying Interest. Where the value of the correlation coefficient (R) is 0.723 which shows that the relationship between the influence of *affiliate marketing, price discounts* and *live streaming shopping* on the Buying Interest of Wardah Products (Kahf Facial Wash) on   *the* Shopee Marketplace in students of the Faculty of Economics and Business, Baiturrahmah University is 72.3%, while the remaining 27.7% is influenced by other variables.

COVER

Conclusion

Based on the results of the research carried out, the following conclusions can be obtained:
1. Affiliate Marketing *variables* partially have a positive and significant effect on buying interest.
2. The *Price Discount* variable partially has a positive and significant effect on buying interest.
3. The Live Streaming Shopping *variable* partially did not have a significant effect on buying interest.
4. The variables *of Affiliate Marketing, Price Discount and Live Streaming Shopping* simultaneously have a positive and significant effect on buying interest.

Suggestion

The results of the study showed that *affiliate marketing, price discount* and *live streaming shopping* simultaneously had a positive and significant effect on buying interest by 72.3%, this shows that the percentage of influence of *affiliate marketing, price discount* and *live streaming shopping* variablesTherefore, companies need to pay attention to and understand consumer behavior in order to further increase buying interest in consumers by:

a) An affiliate must highlight the ability to promote products so that consumers are more interested in buying at the link that the affiliate has shared, for example, the affiliate can make a video related to the product so that consumers are more interested and can see what the product looks like from the affiliate link.

b) A *shopping streamer* must highlight the ability to promote products so that consumers are more interested in buying the product that is broadcast, for example, the *streamer* can display the product he is promoting so that consumers can ask directly about the product that the streamer is promoting.

c) Creating a more attractive offer pattern so that consumers feel more interested in shopping at Shopee, for example, the discount vouchers given are held every three times a day so that consumers are more interested in lingering at Shopee and then shopping.

d) Paying attention to other factors that cause buying interest to increase, for example such as the shopee monthly event, namely 1.1, 2.2, 3.3 to 12.12, it greatly increases consumer buying interest because at the event the goods are again discounted, free shipping vouchers are multiplied and many more. If companies pay attention to and improve *affiliate marketing, price discounts* and *live streaming shopping* , then buying interest will increase.

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