

THE IMPACT OF AFFILIATE MARKETING ON ONLINE PURCHASE INTENTION OF SKINTIFIC PRODUCTS AMONG BUSINESS EDUCATION STUDENTS AT UNIVERSITAS PENDIDIKAN INDONESIA

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ABSTRACT

This study aims to analyze the influence of affiliate marketing on online purchase intention of scientific products among students of the Business Education Study Program at the Indonesian University of Education. The research method used was a quantitative approach with a survey method, involving 80 active respondents selected using a simple random sampling technique. The research instrument consisted of 12 items for the affiliate marketing variable covering the dimensions of trust, perceived usefulness, content relevance, and communication, as well as 9 items for the online purchase intention variable based on the AIDA dimensions (attention, interest, desire, action). The sample size was determined using the Slovin formula with a 10% error rate. Data analysis was performed using simple linear regression, demonstrating high reliability with Cronbach's Alpha values of 0.972 and 0.976, respectively. The regression results show a constant value of 1.142 and a regression coefficient for the affiliate marketing variable of 0.727, with a t-value of 20.286 and p-value of 0.000 ($p < 0.001$), indicating that every one-unit increase in affiliate marketing increases online purchase intention by 0.727 units. The standardized Beta value of 0.917 indicates a very strong and positive influence. Overall, affiliate marketing has a significant effect on online purchase intention with an R^2 value of 0.841. The findings highlight that trust and content relevance play a crucial role in shaping purchase intentions in the digital era. This study provides practical implications for skincare companies and marketers to design affiliate marketing strategies that are more credible and relevant to digitally literate students. Theoretically, these results broaden the comprehension of the AIDA framework by highlighting the critical role of content relevance and interactive communication in fostering consumer trust within the digital marketing landscape.

Key words: Affiliate marketing; Online Purchase Intention; Trust; Digital Marketing; Business Education Students

INTRODUCTION

The development of the beauty and skincare industry in recent years has shown very significant growth, especially through digital channels (Bakri, 2023). It states that more than 83% of global consumers search for skincare product information online before making a purchase, reflecting a shift in consumer behavior towards a digital orientation (Klemovitch, 2025). This trend is also reinforced by Statista (2025), which reports that the global cosmetics market is estimated to reach revenues of USD 114.69 billion in 2025 with an annual growth rate of 3.96%, where increased consumer spending is primarily influenced by trust and digital experiences in purchasing beauty products (Statista, 2025). This change indicates that purchase intention in the digital realm is a key factor in determining the success of marketing strategies (Hasim et al., 2025). Recent research confirms that consumer purchase intention is influenced by perceptions of product quality, trust in the brand, and digital interaction experiences (Sun et al., 2022). However, in the competitive beauty industry, consumers are increasingly critical of marketing content and require specific stimuli such as personalized recommendations or connectedness to online communities (Dhillon et al., 2022). Therefore, studying the factors influencing online purchase intention in the skincare sector is of great academic and practical importance.

While numerous studies highlight the influence of various digital marketing strategies on purchase intention, inconsistent findings remain, leaving room for research gaps. Some studies report that digital influencers and affiliates can significantly increase purchase intention, especially when the affiliate is perceived as credible and relevant to the audience (Putu et al., 2024), while others show a weak or even insignificant effect, particularly when consumers perceive the content to be overly commercial or manipulative (Mangiò & Di Domenico, 2022). This gap is not only caused by individual consumer factors, but also by broader contexts such as country and cultural differences (for example, Asian consumers prioritize community recommendations, while Western consumers tend to value individual credibility), the digital platforms used (Instagram vs. TikTok vs. YouTube), and differences in consumer generations (millennials vs. Gen Z vs. Gen Alpha), which have different content preferences (Herdiyanti et al., 2024; Wandhe, 2024). These findings indicate that the relationship between affiliate marketing and purchase intention remains inconsistently explained and requires further research, particularly in the context of skincare, which is heavily influenced by social media trends.

Affiliate marketing, as a digital marketing strategy, is now increasingly used by skincare companies to expand market reach and build consumer trust (Rachmadi & Ramadhan, 2024). Through this system, companies leverage networks of content creators, beauty bloggers, and micro-influencers to influence audience purchasing behavior (Aulia et al., 2024). Recent research shows that affiliate credibility and relevance play a crucial role in enhancing the effectiveness of beauty product promotions, particularly for millennial and Gen Z consumers who are more connected to social media (F Fitria et al., 2024). However, in practice, implementing affiliate marketing in the beauty sector still faces challenges, such as fluctuating levels of consumer trust, the sustainability of affiliate relationships, and limitations in measuring the direct impact on purchase intention (Kertiriasih, 2023; Putu et al., 2024; Suyanto & Karundeng, 2025). This provides an important basis for this study to further explore the influence of affiliate marketing on online purchase intention in the skincare industry.

Based on these conditions, this study offers an academic contribution by strengthening understanding of the inconsistencies in previous empirical findings regarding the role of affiliate marketing in shaping consumer purchase intention. Practically, this study provides implications for skincare companies to design affiliate strategies that are more credible and relevant to the Gen Z generation. Therefore, the purpose of this study is to analyze the influence of affiliate marketing on online purchase intention in the context of the skincare industry, especially on skintific products, with a focus on Business Education students at the Universitas Pendidikan Indonesia.

METHOD

This study is a mini-research study using a quantitative approach and a verification paradigm. It aims to test the influence of affiliate marketing on online purchase intention. The dimensions used in the Affiliate Marketing variable in this study include Trust, Perceived Usefulness, Relevance of Content, Communication (Azmi et al., 2025; Candara & Pasundan, 2024; Putu et al., 2024), dan Variabel yang digunakan pada variabel Online Purchase Intention adalah Attention, Interest, Desire, dan Action (Kotler, P., & Keller, 2016). The research instrument was a Likert-scale questionnaire (1–5) developed based on theoretical indicators. Validity was tested using Pearson product-moment correlation, and reliability using Cronbach's Alpha with an α criterion of >0.7 .

The population of this study consisted of active students of the Business Education Study Program at Universitas Pendidikan Indonesia (UPI) who had interacted with Scientific products through affiliate links. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 80 respondents selected using simple random sampling to maintain data representativeness.

The collected data were analyzed using simple linear regression with a significance level of 10% ($\alpha = 0.10$).

$$Y = a + bX,$$

Keterangan:

Y: represents student decision-making

X: represents digital marketing

a: constant

b: regression coefficient

The analysis was conducted using SPSS version 26.0 with a significance level set at $\alpha = 0.10$. The research paradigm was structured as Affiliate Marketing (X) → Online Purchase Intention (Y).

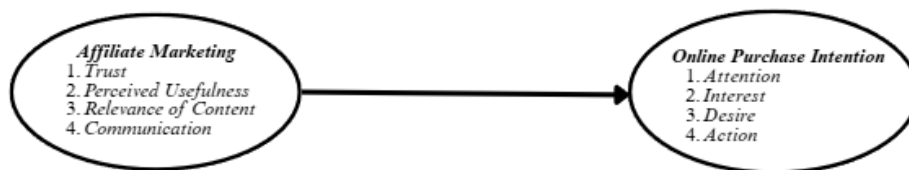


Figure Research Model

H0: Affiliate marketing has no significant effect on online purchase intention for skintific products.

H1: Affiliate marketing has a significant effect on online purchase intention for skintific products.

RESULTS AND DISCUSSION

Table 1. Reliability Test and Cronbach Alpha

Variable	Cronbach's Alpha	N of Items	Interpretation
Affiliate Marketing	0,972	12	Highly Reliable
Online Purchase Intention	0,976	9	Highly Reliable

Source: SPSS 26 Output (2025)

Table 1. This indicates that all research instruments have very high reliability. The Cronbach's Alpha value for the Affiliate Marketing variable is 0.972 with 12 statement items, while for Online Purchase Intention it is 0.976 with 9 statement items. A Cronbach's Alpha value above 0.7 indicates that the instruments used are

reliable and able to measure the construct stably. This indicates that all items in the questionnaire have been consistently understood by the respondents, namely active Business Education students at the Universitas Pendidikan Indonesia.

Tabel 2. Simple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,917 ^a	0,841	0,839	3,023

a. Predictors: (Constant), Affiliate Marketing

Source: SPSS 26 Output (2025)

Furthermore, the results of the simple linear regression analysis in Table 2 show a very strong relationship between Affiliate Marketing and Online Purchase Intention. The correlation coefficient (R) value of 0.917 and the R Square value of 0.841 indicate that 84.1% of the variation in Online Purchase Intention can be explained by the Affiliate Marketing variable, while the remaining 15.9% is influenced by other factors outside this research model. The Adjusted R² value of 0.839 indicates the stability of the model and indicates that the relationship between the variables does not occur by chance.

Tabel 3. Anova Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3761,554	1	3761,554	411,541	0,000 ^b
	Residual	712,934	78		9,140	
	Total	4474,488	79			

a. Dependen Variable: Online Purchase Intention

b. Predictors: (Constant), Affiliate Marketing

Source: SPSS 26 Output (2025)

Based on the ANOVA test results in Table 3, the F value is 411.541 with a significance level of $p = 0.000$ ($p < 0.001$), indicating that the regression model used is suitable for explaining the influence of affiliate marketing on online purchase intention. This means that the affiliate marketing variable simultaneously has a significant effect on students' online purchase intention.

Tabel 4. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,142	1,685		0,678	0,500
Affiliate Marketing	0,727	0,036	0,917	20,286	0,000

a. Variable Dependen: Online Purchase Intention

Source: SPSS 26 Output (2025)

Furthermore, the regression coefficient test results show a constant value of 1.142, while the regression coefficient for the affiliate marketing variable is 0.727 with a t-value of 20.286 and a p-value of 0.000 ($p < 0.001$). This indicates that every one-unit increase in affiliate marketing will increase online purchase intention by 0.727 units. The standardized beta value of 0.917 also indicates a very strong and positive influence between affiliate marketing and online purchase intention for product scientific students active in Business Education at the Universitas Pendidikan Indonesia. Thus, the hypothesis that affiliate marketing has a significant effect on online purchase intention is accepted.

The results of the study show that affiliate marketing has a significant effect on online purchase intention, with an R² value of 0.841, indicating a very strong influence on the dimensions of trust, perceived usefulness, content relevance, and communication. This value is higher than previous findings, which only reached R² = 0.68, where trust was the primary mediator between credibility and purchase intention (Hassan et al., 2021). This finding also goes beyond the results of research that shows a moderating influence between source credibility and social engagement on purchase intentions (Rachmadi & Ramadhan, 2024). This difference indicates a theoretical gap that in the younger generation with high digital literacy, content relevance and interactive communication play a more dominant role than conventional factors such as price promotions (Xu et al., 2021). Thus, this study expands the AIDA (Attention, Interest, Desire, Action) conceptual model by emphasizing that affiliate marketing functions not only as a promotional medium, but also a persuasive instrument based on trust and digital relevance that is effective in building consumer online purchase intentions. (Sulaiman, 2024).

CONCLUSION

This study concludes that affiliate marketing has a very significant influence on online purchase intention, especially among Business Education Students Universitas Pendidikan Indonesia. The dimensions of trust, perceived usefulness, relevance of content, and communication are proven to be the main factors that strengthen the stages of Attention, Interest, Desire, and Action, from attention to purchase. Theoretically, these findings expand the understanding of the AIDA model by emphasizing the importance of content relevance and two-way communication in building consumer trust in the digital marketing environment. Practically, these results contribute to the understanding that affiliate marketing is not only a promotional tool, but also an effective communication strategy to increase trust-based purchase intention implications for skincare companies and marketers to design affiliate marketing strategies that are more credible and relevant to Generation Z, especially digitally literate students. Future research is recommended to explore the role of moderating variables such as brand loyalty, platform engagement, and transparency disclosure to deepen understanding of the effectiveness of affiliate marketing strategies in various digital contexts.

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