

ABSTRAK

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Judul : **Pengaruh Social Proof Dan Affiliate Marketing Terhadap Keputusan Pembelian Online Di Shopee 2024**

Penelitian ini bertujuan untuk menganalisis pengaruh Social Proof dan Affiliate Marketing terhadap keputusan pembelian online di Shopee, salah satu platform e-commerce terkemuka di Indonesia. Dengan pendekatan kuantitatif dan metode survei pada 110 responden pengguna aktif Shopee, data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan regresi linear berganda dengan perangkat lunak SPSS versi 25.

Hasil menunjukkan bahwa Social Proof memiliki pengaruh positif signifikan terhadap keputusan pembelian (t -hitung 7,704, signifikansi 0,000), di mana ulasan pelanggan, rating produk, dan testimoni berperan penting. Affiliate Marketing juga berpengaruh signifikan (t -hitung 4,666, signifikansi 0,000), dengan program afiliasi yang melibatkan influencer efektif dalam mendorong keputusan pembelian. Secara simultan, kedua faktor ini menunjukkan pengaruh signifikan (F -hitung 54,454, signifikansi 0,000), dengan Social Proof sebagai faktor dominan (koefisien regresi 0,466) dibandingkan Affiliate Marketing (koefisien regresi 0,229).

Kesimpulan menegaskan pentingnya optimalisasi kedua faktor dalam strategi pemasaran Shopee untuk meningkatkan kepercayaan dan konversi penjualan, serta menyarankan pelaku e-commerce untuk memperkuat ulasan dan rating produk serta memaksimalkan strategi pemasaran berbasis afiliasi.

Kata Kunci: Social Proof, Affiliate Marketing, Keputusan Pembelian, Shopee, E-commerce.

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ABSTRACT

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Title : **The Influence of Social Proof and Affiliate Marketing on Online Purchasing Decisions on Shopee 2024**

This study aims to analyze the influence of Social Proof and Affiliate Marketing on online purchasing decisions at Shopee, one of the leading e-commerce platforms in Indonesia. With a quantitative approach and survey method on 110 active Shopee user respondents, data were collected through a questionnaire that had been tested for validity and reliability. Data analysis was carried out using multiple linear regression with SPSS software version 25.

The results showed that Social Proof had a significant positive influence on purchasing decisions (t-count 7.704, significance 0.000), where customer reviews, product ratings, and testimonials played an important role. Affiliate Marketing also had a significant influence (t-count 4.666, significance 0.000), with affiliate programs involving influencers being effective in driving purchasing decisions. Simultaneously, these two factors showed a significant influence (F-count 54.454, significance 0.000), with Social Proof as the dominant factor (regression coefficient 0.466) compared to Affiliate Marketing (regression coefficient 0.229).

The conclusion emphasizes the importance of optimizing both factors in Shopee's marketing strategy to increase trust and sales conversion, and suggests e-commerce players to strengthen product reviews and ratings and maximize affiliate-based marketing strategies.

Keywords: Social Proof, Affiliate Marketing, Purchase Decision, Shopee, E-commerce.

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