

# The Influence of Consumer Perception Factors on Purchase Intention at the YouTube Shopping Affiliate Marketing Platform

Rheza Ivan Farrell<sup>1\*</sup>, Ira Fachira<sup>2</sup>

<sup>12</sup> School of Business and Management, Institut Teknologi Bandung

\*Penulis Korespondensi: [29124337@mahasiswa.itb.ac.id](mailto:29124337@mahasiswa.itb.ac.id)

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## Abstract

This study explores the key factors influencing consumer purchase intentions on the YouTube Shopping affiliate marketing platform and how consumer perception of affiliate content on the platform affects purchase intentions. Quantitative approach used by gathering data via a survey of 306 respondents and processed using PLS-SEM through SmartPLS 4.0 software. The results demonstrated that argument quality, expertise, trustworthiness, perceived usefulness, and perceived ease of use had a significant positive impact on consumer perceptions, which, in turn, led to purchase intention. Conversely, entertainment, informativeness, and the static visual cue have an insignificant impact on consumer perception that leads to purchase intention. This study highlights the importance of consumer perception factors (argument quality, expertise, trustworthiness, perceived usefulness, and perceived ease of use) in shaping consumer purchase intentions on the YouTube Shopping affiliate marketing platform. It provides creators with important insights into the factors that significantly improve the effectiveness of their affiliate content on the YouTube Shopping platform.

**Keywords:** Consumer Perception, Purchase Intention, Affiliate Marketing, YouTube Shopping

## 1. Introduction

In recent years, the rapid development of the internet and digital technology has transformed the global retail and marketing landscape. In Indonesia, 212 million individuals already use the internet, representing 74.6% of the total population ([Kemp, 2025](#)). This trend is also supported by the amount of time consumers spend on the internet, averaging 7 hours and 22 minutes per day ([Kemp, 2025](#)). The rapid development and adoption of digital technology have also raised the popularity of online shopping through e-commerce. In 2024, the total sales value of items sold (GMV) in Indonesian e-commerce reached \$65B USD and is projected to peak at \$150B USD in 2030 ([Google et al., 2024](#)), with a total of 65.7 million people who purchase goods via online channels ([Kemp, 2025](#)).

One of the marketing strategies that has emerged strongly in this new ecosystem is affiliate marketing. Affiliate marketing is a performance-based model in which content creators or influencers earn a commission for driving product sales or traffic through personalized links. The global affiliate marketing industry in 2025 is valued at \$18.5B USD and is projected to reach \$31.7B USD in 2031 ([Salminen, 2025](#)). With the consumers now looking for more relatable and real experience-based product reviews, affiliate marketing has picked up in popularity on its perceived authenticity and effectiveness for being able to drive purchase action of consumers. Especially content in video form (i.e., honest review, unboxing, etc) that are increasing in trends of affiliate marketing media type and increase conversion rates by 49% ([Salminen, 2025](#)). [Google et al. \(2024\)](#) highlight in the 2024 e-Conomy SEA report that video commerce accounts for 20% of Southeast Asia's total GMV, up from just 5% in 2022, and that more than 40% of SEA online shoppers depend on the video format to inform their buying intentions.

YouTube is a social media platform specializing in online video sharing and streaming, allowing users to upload, watch, and interact with a wide range of video content. Indonesia is one of the largest countries on YouTube, with 143 million unique users per month ([Statista, 2025](#)). Given the nature of the YouTube platform, which is mainly video, and the increasing importance of video for online shoppers, YouTube has launched YouTube Shopping in Indonesia in September 2024, as the first featured country in Southeast Asia, and partnered with Shopee. By using YouTube Shopping, creators can tag and promote products directly in videos (long-form, short-form, and livestream). In exchange, the creators who promote and manage to sell a product through YouTube Shopping will be paid a commission based on a percentage of the sale value (10% - 15%). The integration allows shoppers to click and buy directly in the YouTube videos, making the shopping experience even more seamless and convenient. In theory, this should drive the impulse buying behavior and boost conversion rates.

Despite the platform's potential, in reality, not all affiliate marketing efforts on YouTube Shopping translate into the consumer behavior creators expect. This issue also raises an important question: what indeed drives consumers from watching the content to purchasing the product, given that the YouTube Shopping feature is relatively new here in Indonesia. Even though engagement levels are often high, there is growing concern about the inconsistency and volatility of conversion rates, meaning that content views and product clicks do not always translate into actual purchases. This issue suggests a potential behavioral gap between affiliate content and consumer purchase intention that needs further investigation. The symptoms described reflect a broader, more comprehensive issue in the YouTube Shopping affiliate marketing landscape: understanding how to design YouTube Shopping affiliate content that effectively influences action and consumer purchase intentions. While tools and platforms continue to evolve, the fundamental challenge remains that affiliate marketing not only attracts attention but also converts that attention into purchase or buying action.

This study explores the key factors of consumer perception in the YouTube Shopping affiliate marketing platform that influence consumer purchase intentions and how consumer perception of affiliate content on the YouTube shopping affects their purchase intention

## **2. Literature Review**

### *2.1 Affiliate Marketing*

Affiliate marketing is a marketing strategy that uses performance-based incentives to reward

individual or other parties (affiliates) for driving visits, engagement, or sales conversions through promotional efforts. Affiliate marketing has a contractual agreement between an affiliate partner and a retailer in which affiliate partners earn a commission by promoting a product or service made by another retailer or advertiser ([Syrdal et al., 2023](#)). Traditionally, affiliates act as intermediaries between sellers and consumers, leveraging their platforms, such as websites, blogs, or videos, to promote products and services. [Kotler and Keller \(2016\)](#) state that affiliate marketing falls within the broader scope of digital marketing, in which compensation is typically based on measurable outputs, such as clicks, conversions, or sales. This model aligns the interests of both merchants and affiliates, as payments are directly linked to performance outcomes rather than exposure alone. By adopting affiliate marketing techniques, brands can increase customer engagement and reach ([Sakas et al., 2023](#)).

As the digital era (internet and e-commerce) has developed and grown, affiliate marketing has evolved into a dominant form of digital marketing. Publishers, content creators, and influencers increasingly monetize their audiences by embedding affiliate links in their content. Research by [Duffy \(2005\)](#) emphasized that digital affiliate marketing thrives because it creates value for all stakeholders: merchants gain cost-effective and niche exposure, affiliates generate revenue, and consumers benefit from access to trusted recommendations. More recently, affiliate marketing has become closely tied to influencer marketing, particularly on social media platforms. Research shows that influencer-generated content is perceived as more authentic and trustworthy, thereby increasing consumer trust and purchase intentions ([Lou & Yuan, 2019](#)).

## *2.2 Consumer Perception*

Consumer perception is the process by which individuals select, organize, and interpret information to form a meaningful understanding of a product, service, or brand. It represents how consumers make sense of marketing stimuli and experiences, which shape their attitudes and behaviors. [Solomon and Russell \(2023\)](#) explain that perception is not determined solely by the message itself but by how consumers construct meaning from it, emphasizing that perception mediates the relationship between marketing communication and behavioral response. [Kotler and Keller \(2016\)](#) point out that perception is not merely the passive reception of information but an active process influenced by personal expectations, prior experience, and contextual cues.

Perception plays a central role in digital marketing environments because consumers are constantly exposed to large volumes of information. Users frequently rely on perceptual shortcuts such as credibility cues, design appeal, and message clarity to quickly assess whether a message or platform is trustworthy and valuable. Research shows that these perceptual factors strongly influence consumer trust and purchase behavior. [Shaouf and Lu \(2022\)](#) demonstrated that website visual design, information organization, and navigation clarity significantly enhance perceived trust in e-commerce platforms, thereby increasing consumers' purchase intentions. In terms of video-based marketing, [Meng et al. \(2024\)](#) found that short-form video advertising characteristics such as authenticity, expertise, attractiveness, and trustworthiness positively affect perceived value and ultimately drive purchasing behavior. These findings indicate that perception serves as a mediating mechanism between marketing stimuli and purchase intention. In YouTube Shopping affiliate marketing, consumer perception determines whether viewers perceive affiliate content as genuine and valuable or merely promotional. When videos are perceived as informative, visually appealing, and presented by credible creators, audiences develop favorable perceptions that strengthen both trust and purchase

intention. In contrast, when content appears biased or overly commercial, negative perceptions can undermine persuasion despite exposure. This aligns with the Elaboration Likelihood Model and Source Credibility Theory, as both emphasize that perception of message quality and source reliability guide how audiences process information.

### *2.3 Elaboration Likelihood Model (ELM)*

The ELM theory was first introduced by [Petty and Cacioppo \(1986\)](#), which highlights how persuasion operates. The model suggests that all individuals process persuasive messages through two distinct cognitive routes: the central route and the peripheral route. ELM analyzes how central and peripheral route factors can affect consumers' trust and purchase intentions ([Ding et al., 2025](#)). The central route occurs when audiences are motivated and have the capacity to carefully evaluate messages, leading them to focus on logical reasoning, evidence, and argument quality. Conversely, the peripheral route occurs when individual motivation or ability is low, and persuasion depends instead on surface-level cues such as entertainment, visual attractiveness, or the communicator's credibility. The peripheral path relies on simpler individual judgments about source credibility and situational factors ([Fang et al., 2023](#)). In the context of YouTube Shopping affiliate marketing, ELM provides a strong theoretical lens for understanding consumer perception. Viewers researching products such as gadgets are more likely to evaluate detailed technical arguments (central route), while casual viewers may be influenced by peripheral cues such as entertainment and visual presentation. Visual cues such as product demonstrations, on-screen text, editing effects, or clear close-ups play a significant role in reducing cognitive effort and increasing aesthetic appeal. [Dehghani et al. \(2016\)](#) found that informativeness, entertainment, and credibility in YouTube advertising significantly impact consumer perception and purchase intentions. This highlights that both central and peripheral cues, including visual elements, must be carefully integrated in affiliate content to effectively drive consumer purchase intentions

### *2.4 Source Credibility Theory*

The Source Credibility Theory, introduced by Hovland, underscores the communicator's role in determining the effectiveness of a persuasive message ([Andini & Thamrin, 2025](#)). The theory identifies two primary components of credibility: expertise or the communicator's perceived knowledge, and the communicator's competence, and trustworthiness or the communicator's perceived honesty and integrity. Source credibility theory highlights that individuals might evaluate credibility based on three bases: source bias, source expertise, and judge bias ([Alam et al., 2024](#)). When audiences perceive a communicator as both knowledgeable and trustworthy, they are more likely to accept and act on the message. Source credibility might transform individual perceptions and decisions, and it's crucial, especially in online environments, as it can reduce uncertainty and potentially foster trust in the given information ([Yuen et al., 2023](#)). For YouTube Shopping affiliate marketing, the relevance of source credibility is especially strong. Content creators not only entertain but also serve as product endorsers. When viewers perceive creators as experts in their domain (for example, gadgets) and as trustworthy communicators, they are more likely to trust their product recommendations.

### *2.5 Technology Acceptance Model (TAM)*

TAM, first published by Davis in 1989, highlights individuals' acceptance of new technologies. There are 2 principal in TAM theory: Perceived Usefulness (PU) and Perceived Ease of Use (PE), these principals form a person's attitude toward a system, which then influences their

behavioral intention and actual usage, PU can be defined as the degree to which an individual believes that utilizing a specific system would enhance his or her job performance, while PE can be defined as the degree to which an individual believes that utilizing a specific system feels like effortless ([Oyman et al., 2022](#)). Perceived usefulness exerts a more substantial impact on behavior, and because technology integration is largely driven by a tool's functional capacity, it makes the technology feel effortless and helps them realize its advantages. ([Akhmaaj & Sharif, 2024](#)). Over time, TAM has been validated and extended across diverse technological contexts. [Venkatesh and Davis \(2000\)](#) showed additional variables, such as social influence, but confirmed PU and PE as the strongest predictors of technology acceptance. Pavlou (2003) extended TAM to e-commerce by integrating trust and perceived risk, highlighting that perceived usefulness and ease of use strongly predict online purchase intentions. For YouTube Shopping affiliate marketing, TAM underscores the importance of platform design and functionality in shaping purchase behavior, especially considering that YouTube Shopping is a newly launched platform. Even if a viewer is persuaded by the message (ELM) and trusts the creator (Source Credibility Theory), the final purchase intention depends on whether the platform experience is seamless and valuable.

## *2.7 Consumer Purchase Intention*

Consumer purchase intention is an individual's willingness and planned effort to buy a product or service in the near future. It shows the motivational strength behind purchase behavior and is one of the most reliable predictors of actual buying behavior in marketing research. [Ajzen's \(1991\)](#) Theory of Planned Behavior (TPB) highlights that behavioral intention is the direct cause of behavior, shaped by attitudes, subjective norms, and perceived behavioral control. More recent scholars conceptualize purchase intention as a psychological state that arises when consumers cognitively and emotionally evaluate marketing stimuli before committing to a purchase. [Paul et al. \(2016\)](#) define it as a mental readiness influenced by internal attitudes and external marketing cues. [Jin and Ryu \(2020\)](#) support this argument by stating that, in social media commerce, purchase intention is built through parasocial interaction, emotional engagement, and trust in influencers.

Purchase intention in today's digital commerce is driven by content quality, source credibility, and consumer trust. [Lou and Yuan \(2019\)](#) found that message value and perceived authenticity in influencer marketing strengthen consumer trust, which, in turn, mediates purchase intention. [Jin et al. \(2019\)](#) demonstrated that influencer credibility and attractiveness directly affect followers' attitudes and intention to buy, while trust acts as a crucial intermediary variable. Similarly, [Sokolova and Kefi \(2020\)](#) confirmed that credibility, expertise, and parasocial interaction with influencers on Instagram and YouTube significantly enhance purchase intention by fostering emotional identification with the creator. Collectively, these findings indicate that online purchase intention arises from both cognitive (informativeness, usefulness, argument quality) and affective (trust, attachment, entertainment) evaluations.

## *2.8 Hypothesis Development*

### *2.8.1 Elaboration Likelihood Model and Consumer Perception*

ELM refers to 2 primary route factors, the central and peripheral routes, that affect consumers' trust and purchase intentions ([Ding et al., 2025](#)). ELM provides a theoretical foundation for understanding the impact of the central and peripheral routes on consumer perception ([Pan, 2024](#)). The central routes include informativeness and argument quality, which are key

determinants of persuasion outcomes. When consumers have low involvement or limited cognitive resources, they are more likely to rely on peripheral cues and entertainment. [Dehghani et al. \(2016\)](#) found that informativeness, entertainment, and credibility in YouTube advertising significantly impact consumer perception and purchase intentions.

Previous findings by [Wu et al. \(2019\)](#) found that informativeness and entertainment factors significantly affected consumer perception, which ultimately affected purchasing intention in an online store platform. [Andini and Thamrin \(2025\)](#) found that argument quality has a positive, statistically significant impact on consumer perception, which in turn influences purchase intention. [Chonpracha et al. \(2020\)](#) found that visual cues positively affect consumer perceptions of a product and reinforce purchase intention.

Based on the theoretical foundation and past studies exploration, the following hypotheses are formulated:

- H1. Informativeness of affiliate content positively influences consumer perception.
- H2. Argument Quality of affiliate content positively influences consumer perception.
- H3. Affiliate content positively influences consumer perception.
- H4. Visual Cues of affiliate content positively influence consumer perception.

#### *2.8.2 Source Credibility and Consumer Perception*

Source credibility theory highlights the communicator's role in determining the effectiveness of a persuasive message ([Andini & Thamrin, 2025](#)). The theory identifies two primary components of credibility: expertise or the communicator's perceived knowledge and competence, and trustworthiness or the communicator's perceived honesty and integrity. [Luo et al. \(2015\)](#) research found that source credibility represents the perceptions of the expertise and reliability of the information received. Credibility shapes consumer trust in the information and shows the extent of its influence on consumer attitudes and purchase intention. Source credibility can change individual perceptions and intentions, and it's crucial in online environments, where it can decrease uncertainty and foster trust in the information received ([Yuen et al., 2023](#)). A previous study ([Ismagilova et al., 2020](#)) found a positive relationship among source expertise, trustworthiness, and consumer perception, which affects the intention to buy. [Lis's \(2013\)](#) research highlights that the level of reviewer perceived expertise positively affects how credible their recommendations are perceived by their audiences.

Based on the theoretical foundation and past studies exploration, the following hypotheses are formulated:

- H5. The creator's expertise in affiliate content positively influences consumer perception.
- H6. Trustworthiness of the creator in affiliate content positively influences consumer perception.

#### *2.8.3 Technology Acceptance Model and Consumer Perception*

Two principle routes in TAM which include Perceived Usefulness (PU) and Perceived Ease of Use (PE) form an individual attitude toward a system, resulting and influences their behavioral intention and actual usage, PU can be defined as the degree to which an individual believes that utilizing a specific system would enhance his or her job performance, while PE can be defined as the degree to which an individual believes that utilizing a specific system feels like effortless

(Oyman et al., 2022). Previous research by Abidin (2024) highlights that PU has a positive but insignificant effect on consumer perception to buy. Setiyanto and Syakir (2019) found that PE affects consumer perceptions in online purchase, and perceived ease of use has a positive impact on consumer perceptions in finalizing online purchase decisions.

Based on the theoretical foundation and past studies exploration, the following hypotheses are formulated:

H7. The perceived usefulness of an affiliate platform positively influences consumer perception.

H8. The perceived ease of use of the affiliate platform positively influences consumer perception

#### 2.8.4 Consumer Perception and Consumer Purchase Intention

Consumer perception is defined as the process an individual undergoes in selecting, organizing, and interpreting information to form a perspective on a product or service (Kotler & Keller, 2016). Consumer perception can be viewed as a cognitive process that involves filtering (Thanyawatpornkul, 2024). Consumer purchase intention refers to an individual's willingness and planned effort to buy a product or service in the near future. Buyer's value theory explains customer value as the metric criterion in the minds of consumers, which is the value of products and services that customers perceive in the sequence of consumption (Wang et al., 2023). Previous studies by Wang et al. (2023) find that the development of consumers' or individuals' perceived value and subjective display intention positively affects their purchase intention, and that when this factor decreases, purchase intention decreases. This is also supported by studies by Tristanto and Iswati (2025), which find that consumer perception has a positive, statistically significant effect on consumer purchase intention. Gandhi et al. (2023) find that consumers' value perceptions significantly influence purchase intention.

Based on the theoretical foundation and past studies exploration, the following hypothesis is formulated:

H9. Consumer perceptions of a product or service positively influence purchase intention.

Based on the analysis above, the theoretical research model is shown in Figure 1.

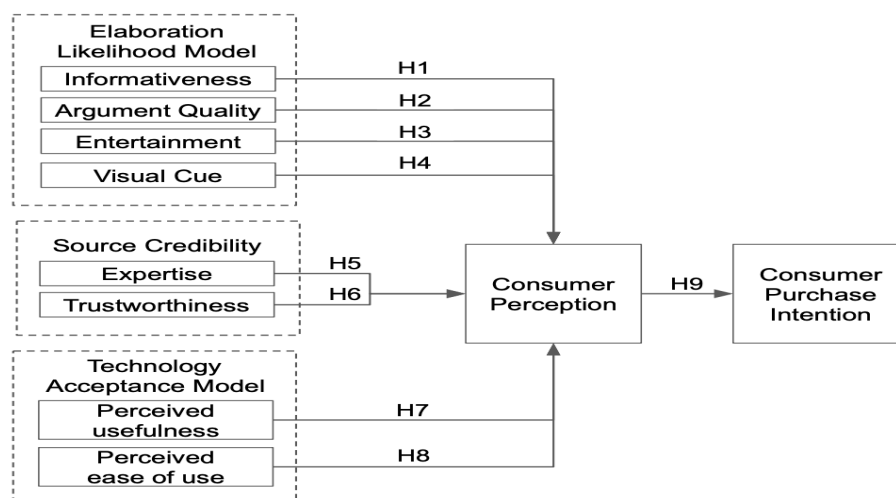


Figure 1. Research Model

### 3. Research Method

#### 3.1 Research Design

This study uses a quantitative approach; data were gathered utilizing a structured online questionnaire derived from components and indicators adopted from established theoretical foundations. The assessed variables encompass how consumer perception and platform experience affect consumer purchase intention. Every question was evaluated using a five-point Likert scale, facilitating a measurable analysis of customer perceptions and behaviors. The survey sample was drawn from users who have been exposed to or tried YouTube Shopping. The gathered data were examined using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS 4.0. The applied sample approach was probability sampling using a simple random sampling strategy, appropriate for scenarios where the precise population size is indeterminate or considered infinite. This methodology enabled the researcher to identify participants deemed competent to provide pertinent and reliable data for the study's aims ([Sugiyono, 2017](#)). The researcher adhered to Roscoe's (1975) guidelines to ascertain the suitable sample size for the study, which indicates that a sample size ranging from 30 to 500 is typically adequate for social science research.

**Table 1.** Measurement Scale

| Variable         | Item | Measurement Item                                                                                                        |
|------------------|------|-------------------------------------------------------------------------------------------------------------------------|
| Informativeness  | INF1 | I think the YouTube Shopping affiliate content provides complete and accurate product information.                      |
|                  | INF2 | I believe the affiliate videos on YouTube Shopping clearly explain product functions and features.                      |
|                  | INF3 | I find that the content on YouTube Shopping helps me make better purchasing decisions.                                  |
|                  | INF4 | I think the affiliate content on YouTube Shopping provides up-to-date and relevant product information.                 |
| Argument Quality | AQ1  | I think the creator presents logical and persuasive reasons to buy products on YouTube Shopping.                        |
|                  | AQ2  | I believe the product claims shown in YouTube Shopping affiliate videos are supported by clear facts or demonstrations. |
|                  | AQ3  | I think the explanations provided in YouTube Shopping content are consistent and easy to understand.                    |
|                  | AQ4  | I find the creator's reasoning credible when recommending products through YouTube Shopping.                            |
| Entertainment    | ENT1 | I find the affiliate content on YouTube Shopping enjoyable and entertaining to watch.                                   |
|                  | ENT2 | I think the creator delivers product information on YouTube Shopping in a fun and engaging way.                         |
|                  | ENT3 | I feel entertained while learning about products through YouTube Shopping affiliate videos.                             |
|                  | ENT4 | I think the presentation style of YouTube Shopping content makes the videos enjoyable to follow.                        |

|                       |       |                                                                                                                |
|-----------------------|-------|----------------------------------------------------------------------------------------------------------------|
| Visual Cue            | VC1   | I think the product visuals in YouTube Shopping affiliate videos help me understand the product better.        |
|                       | VC2   | I find that the visual presentation and editing in YouTube Shopping videos make the content more appealing.    |
|                       | VC3   | I believe the visuals in YouTube Shopping affiliate videos make me trust the product information more.         |
|                       | VC4   | I think the visual elements on YouTube Shopping reinforce the overall message of the content.                  |
| Expertise             | EXP1  | I think the YouTube creator shows strong knowledge about the product being reviewed.                           |
|                       | EXP2  | I believe the creator provides expert opinions and technical insights about products sold on YouTube Shopping. |
|                       | EXP3  | I feel confident in the information shared because of the creator's expertise.                                 |
|                       | EXP4  | I think the creator's knowledge makes the YouTube Shopping affiliate content more credible.                    |
| Trustworthiness       | TRU1  | I think the YouTube creator is honest when reviewing and recommending products.                                |
|                       | TRU2  | I believe the creator gives balanced and unbiased opinions in their affiliate videos.                          |
|                       | TRU3  | I feel that the creator communicates in a genuine and transparent way on YouTube Shopping.                     |
|                       | TRU4  | I trust that the creator only promotes products they truly believe in on YouTube Shopping.                     |
| Perceived Usefulness  | PU1   | I think YouTube Shopping helps me find and evaluate products more easily.                                      |
|                       | PU2   | I believe using YouTube Shopping makes my purchasing process more efficient.                                   |
|                       | PU3   | I think YouTube Shopping improves my overall online shopping experience.                                       |
|                       | PU4   | I find YouTube Shopping useful for comparing different products before buying.                                 |
| Perceived Ease of Use | PEOU1 | I think it is easy for me to use YouTube Shopping to buy products.                                             |
|                       | PEOU2 | I find the shopping process on YouTube Shopping simple and convenient.                                         |
|                       | PEOU3 | I can easily understand how to use affiliate links or buttons on YouTube Shopping.                             |
|                       | PEOU4 | I believe the YouTube Shopping interface is user-friendly for me.                                              |
| Consumer Perception   | CP1   | I think the affiliate content on YouTube Shopping is trustworthy.                                              |

|                             |      |                                                                                                  |
|-----------------------------|------|--------------------------------------------------------------------------------------------------|
| Consumer Purchase Intention | CP2  | I think the affiliate content on YouTube Shopping is informative.                                |
|                             | CP3  | I believe the content on YouTube Shopping positively shapes my view of the promoted product.     |
|                             | CP4  | I think the information presented through YouTube Shopping reflects the product's real value.    |
|                             | CP5  | I feel that YouTube Shopping affiliate content increases my confidence toward the brand.         |
|                             | CPI1 | I intend to buy the product after watching YouTube Shopping affiliate content.                   |
|                             | CPI2 | I am willing to purchase products promoted through YouTube Shopping in the near future.          |
|                             | CPI3 | I am likely to choose products recommended by YouTube creators on YouTube Shopping.              |
|                             | CPI4 | I feel motivated to buy because of my positive perception of YouTube Shopping affiliate content. |

Source: Processed Data, 2026.

### 3.2 Reliability and Validity

The measurement model was evaluated by assessing construct validity and reliability using loadings factor, Cronbach's Alpha ( $\alpha$ ), Composite Reliability (CR), and Average Variance Extracted (AVE) shown in Table 2 below.

**Table 2.** Construct Validity and Reliability

| Variables        | Items | Loading | $\alpha$ | CR    | AVE   |
|------------------|-------|---------|----------|-------|-------|
| Informativeness  |       |         | 0.872    | 0.912 | 0.722 |
|                  | INF1  | 0.857   |          |       |       |
|                  | INF2  | 0.848   |          |       |       |
|                  | INF3  | 0.856   |          |       |       |
|                  | INF4  | 0.836   |          |       |       |
| Argument Quality |       |         | 0.869    | 0.911 | 0.719 |
|                  | AQ1   | 0.863   |          |       |       |
|                  | AQ2   | 0.845   |          |       |       |
|                  | AQ3   | 0.853   |          |       |       |
|                  | AQ4   | 0.83    |          |       |       |
| Entertainment    |       |         | 0.897    | 0.928 | 0.764 |
|                  | ENT1  | 0.862   |          |       |       |
|                  | ENT2  | 0.879   |          |       |       |
|                  | ENT3  | 0.873   |          |       |       |
|                  | ENT4  | 0.882   |          |       |       |
| Visual Cue       |       |         | 0.896    | 0.928 | 0.762 |
|                  | VC1   | 0.862   |          |       |       |
|                  | VC2   | 0.891   |          |       |       |
|                  | VC3   | 0.871   |          |       |       |
|                  | VC4   | 0.867   |          |       |       |

|                             |       |       |       |       |       |
|-----------------------------|-------|-------|-------|-------|-------|
| Expertise                   |       |       | 0.882 | 0.919 | 0.739 |
|                             | EXP1  | 0.877 |       |       |       |
|                             | EXP2  | 0.871 |       |       |       |
|                             | EXP3  | 0.848 |       |       |       |
|                             | EXP4  | 0.842 |       |       |       |
| Trustworthiness             |       |       | 0.91  | 0.937 | 0.788 |
|                             | TRU1  | 0.895 |       |       |       |
|                             | TRU2  | 0.888 |       |       |       |
|                             | TRU3  | 0.897 |       |       |       |
|                             | TRU4  | 0.871 |       |       |       |
| Perceived Usefulness        |       |       | 0.878 | 0.916 | 0.732 |
|                             | PU1   | 0.858 |       |       |       |
|                             | PU2   | 0.856 |       |       |       |
|                             | PU3   | 0.865 |       |       |       |
|                             | PU4   | 0.843 |       |       |       |
| Perceived Ease of Use       |       |       | 0.888 | 0.923 | 0.749 |
|                             | PEOU1 | 0.871 |       |       |       |
|                             | PEOU2 | 0.877 |       |       |       |
|                             | PEOU3 | 0.863 |       |       |       |
|                             | PEOU4 | 0.85  |       |       |       |
| Consumer Perception         |       |       | 0.91  | 0.933 | 0.735 |
|                             | CP1   | 0.864 |       |       |       |
|                             | CP2   | 0.855 |       |       |       |
|                             | CP3   | 0.847 |       |       |       |
|                             | CP4   | 0.858 |       |       |       |
|                             | CP5   | 0.863 |       |       |       |
| Consumer Purchase Intention |       |       | 0.897 | 0.928 | 0.764 |
|                             | CPI1  | 0.884 |       |       |       |
|                             | CPI2  | 0.859 |       |       |       |
|                             | CPI3  | 0.883 |       |       |       |
|                             | CPI4  | 0.872 |       |       |       |

Source: Internal Processed Data, 2026.

Convergent validity was first assessed using indicator loadings. The results indicate that all measurement items have loading factor values ranging from 0.83 to 0.897. These values exceed the recommended minimum threshold of 0.70, suggesting that each indicator adequately represents its corresponding latent construct and demonstrates strong item reliability ([Xu et al., 2024](#)). The Average Variance Extracted (AVE) values for all constructs range from 0.719 to 0.788, which are well above the minimum recommended value of 0.50. This indicates that, on average, each construct explains more than 50% of the variance in its indicators, thereby confirming adequate construct validity ([Hair et al., 2014](#)). The model's reliability is tested using Cronbach's Alpha and Composite Reliability to assess the internal consistency of the constructs. As shown in Table 2, the Cronbach's Alpha values for all constructs range from 0.869 to 0.910, which exceed the commonly accepted threshold of 0.70, indicating good or above-average internal consistency reliability ([Hair et al., 2024](#)). In addition, the Composite Reliability values range from 0.911 to 0.937 and exceed the recommended threshold of 0.70, providing further evidence of satisfactory construct reliability ([Hair et al., 2024](#)).

#### 4. Findings and Discussions

The study's demographics, comprising 306 participants, provide a comprehensive view of the key criteria and characteristics required to understand the context and relevance of the findings. Of all participants, 82.2% were younger than 18 years old, 10.9% were 18-34 years old, and 6.9% were older than 34 years old. Among the participants, 52.2% were students, 21.9% were private sector employees, 7.5% were freelancers, and 5% were entrepreneurs. Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) had the highest number of participants (59.1%), followed by Kota Bandung (25.9%), and others lived across Indonesia area. According to the survey, 50.9% of respondents reported a monthly household income of less than 3 million rupiah, while 18.8% reported an annual household income of 3–6 million rupiah. Additionally, 15.6% of the respondents reported an annual household income of 6–10 million rupiah, and so on. The most preferred video format on YouTube is long-form video (46.7%), followed by short-form video (YouTube Shorts; 37.3%) and live streaming (16%). Regarding the purpose of using the YouTube platform, about 50.7% of participants seek entertainment, 25.8% seek product reviews and recommendations, and 22.2% seek knowledge or new information.

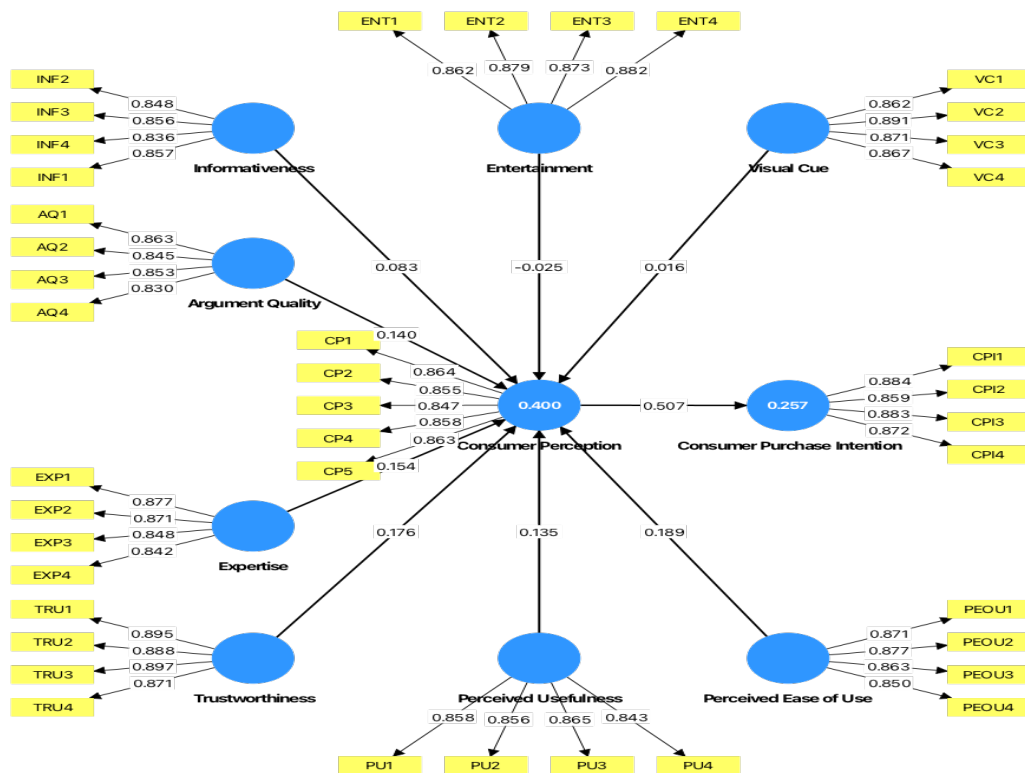
**Table 3.** Demographic of Respondent

|                            | Characteristics                    | Percentage |
|----------------------------|------------------------------------|------------|
| Age                        | <18 years old                      | 82.2%      |
|                            | 18 - 34 years old                  | 10.9%      |
|                            | > 34 years old                     | 6.9%       |
| Occupation                 | Student                            | 52.2%      |
|                            | Private Employee                   | 21.9%      |
|                            | Freelancer                         | 7.5%       |
|                            | Entrepreneur                       | 5.0%       |
|                            | Others                             | 13.4%      |
| Location                   | Jabodetabek                        | 59.1%      |
|                            | Kota Bandung                       | 25.9%      |
|                            | Others                             | 15.0%      |
| Monthly Income (In Rupiah) | < 3 million                        | 50.9%      |
|                            | 3 M - 6 M                          | 18.8%      |
|                            | 6 M - 10 M                         | 15.6%      |
|                            | 10 M - 15 M                        | 7.2%       |
|                            | 15 M - 20 M                        | 2.5%       |
|                            | > 20 M                             | 5.0%       |
| Preferred Video Format     | Long-form Video                    | 46.7%      |
|                            | Short-form Video                   | 37.3%      |
|                            | Live Streaming                     | 16.0%      |
| Purpose of Using YouTube   | Entertainment                      | 50.7%      |
|                            | Product Reviews or Recommendations | 25.8%      |
|                            | Seeking Knowledge                  | 22.2%      |
|                            | Others                             | 1.3%       |

Source: Internal Processed Data, 2026.

Shown in Figure 2 is the output model of PLS-SEM through SmartPLS software.

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**Figure 2.** Output Model PLS-SEM

#### 4.1 Direct Effect

The direct effect analysis examines the influence of each exogenous construct on the endogenous variables in the structural model. Hypothesis testing was performed using the bootstrapping procedure in PLS-SEM, and the acceptance or rejection of each hypothesis was determined based on the statistical significance criteria, where a t-value greater than 1.96 and a p-value below 0.05 indicate a significant relationship at the 5% significance level ([Hair et al., 2024](#)). The detailed results of the direct effect analysis are presented in Table 4 below.

**Table 4.** Direct Effect Test

| Hypothesis | Path                                    | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics | P values |
|------------|-----------------------------------------|---------------------|-----------------|----------------------------|--------------|----------|
| H1         | Informativeness -> Consumer Perception  | 0.083               | 0.086           | 0.058                      | 1.429        | 0.077    |
| H2         | Argument Quality -> Consumer Perception | 0.14                | 0.137           | 0.069                      | 2.025        | 0.021    |
| H3         | Entertainment -> Consumer Perception    | -0.025              | -0.023          | 0.056                      | 0.451        | 0.326    |
| H4         | Visual Cue -> Consumer Perception       | 0.016               | 0.015           | 0.06                       | 0.262        | 0.397    |
| H5         | Expertise -> Consumer Perception        | 0.154               | 0.153           | 0.062                      | 2.487        | 0.006    |
| H6         | Trustworthiness -> Consumer Perception  | 0.176               | 0.175           | 0.059                      | 3.006        | 0.001    |

|    |                                      |       |       |       |       |       |
|----|--------------------------------------|-------|-------|-------|-------|-------|
|    | Perceived Usefulness<br>-> Consumer  |       |       |       |       |       |
| H7 | Perception                           | 0.135 | 0.134 | 0.064 | 2.121 | 0.017 |
|    | Perceived Ease of<br>Use -> Consumer |       |       |       |       |       |
| H8 | Perception                           | 0.189 | 0.191 | 0.065 | 2.92  | 0.002 |
|    | Consumer Perception<br>-> Consumer   |       |       |       |       |       |
| H9 | Purchase Intention                   | 0.507 | 0.507 | 0.051 | 9.866 | 0.000 |

Source: Internal Processed Data, 2026.

The results indicate that Argument Quality has a positive, statistically significant effect on Consumer Perception ( $\beta = 0.140$ ;  $t = 2.025$ ;  $p = 0.021 < 0.05$ ), thereby supporting H2. This finding suggests that consumers place greater emphasis on the strength, clarity, and logical structure of arguments presented in YouTube Shopping affiliate content. Well-reasoned explanations, comparisons, and justifications appear to be more influential in shaping consumer perceptions than the mere presence of information. This implies that affiliate creators who provide clear, convincing arguments about product benefits are more likely to positively influence consumers' evaluations of promoted products. This is also supported by [Chen et al.'s \(2024\)](#) research, which found that influencer argument quality in a content presentation affects viewers' perceptions, thereby influencing purchasing intention.

In contrast, Informativeness does not have a statistically significant effect on Consumer Perception ( $\beta = 0.083$ ;  $t = 1.429 < 1.96$ ;  $p = 0.077 > 0.05$ ), leading to the rejection of H1. This result indicates that simply providing information may no longer be sufficient to shape consumer perceptions in the YouTube Shopping affiliates environment. Given the high availability of product information across multiple platforms, consumers may come to view basic information as a minimum expectation rather than a persuasive factor. This suggests that informativeness must be complemented by persuasive delivery, credibility, or usability to effectively influence consumer perception, which is supported by [Liu and Zheng's \(2024\)](#) findings that the informativeness value of influencers' content does not directly affect consumer perception to increase purchase intention, but the informativeness value builds trust for the influencer's fanbase.

Similarly, Entertainment ( $\beta = -0.025$ ;  $t = 0.451 < 1.96$ ;  $p = 0.326 > 0.05$ ) and Visual Cues ( $\beta = 0.016$ ;  $t = 0.262 < 1.96$ ;  $p = 0.397 > 0.05$ ) do not exhibit significant direct effects on Consumer Perception, which leads to the rejection of H3 and H4. These findings imply that entertainment value and visual presentation alone do not directly translate into positive consumer perceptions in the context of YouTube Shopping affiliate marketing. Visually appealing and entertaining content may attract attentions but it may not be sufficient to shape evaluative judgments unless supported by credible information and functional value. This is also supported by [Erdem and Yilmaz \(2022\)](#), who found that visual attractiveness and perceived entertainment in content do not significantly affect consumer perception, which increases purchase intention, but may affect their perceived enjoyment of the ease of imagining the product. This highlights a shift in consumer behavior toward more outcome-oriented evaluation rather than purely affective or aesthetic appeal.

Among the source-credibility factors, Expertise demonstrates a positive, statistically significant effect on Consumer Perception ( $\beta = 0.154$ ;  $t = 2.487 > 1.96$ ;  $p = 0.006 < 0.05$ ), thereby

supporting H5. This indicates that consumers are more likely to develop favorable perceptions when affiliate content is delivered by creators who are perceived as knowledgeable and competent. Similarly, Trustworthiness has a significant positive effect on Consumer Perception ( $\beta = 0.176$ ;  $t = 3.006$ ;  $p = 0.001 < 0.05$ ), supporting the acceptance of H6. This result underscores the importance of credibility and honesty in affiliate marketing. Consumers are more receptive to content when they believe the creator offers unbiased, transparent opinions, which is particularly important in affiliate contexts where commercial intent may raise skepticism. This aligns with [Qiu et al.'s \(2021\)](#) findings that expertise (knowledge and qualifications) and trustworthiness (honesty and trustworthiness) have a significant positive effect on consumer trust perceptions. Furthermore, [Coutinho et al.'s \(2023\)](#) findings show that trustworthiness and expertise of social media influencers guided and influenced their audience perception and purchase intention when deciding to buy a product. This finding suggests that maintaining authenticity and disclosure is essential for building positive consumer perceptions. In the context of technology and gadget reviews, such as those featured on YouTube Shopping, expertise and trustworthiness serve as critical signals that reduce perceived risk and enhance confidence in the product evaluation.

From a technology acceptance and system-related perspective, Perceived Usefulness ( $\beta = 0.135$ ;  $t = 2.121 > 1.96$ ;  $p = 0.017 < 0.05$ ) and Perceived Ease of Use ( $\beta = 0.189$ ;  $t = 2.920 > 1.96$ ;  $p = 0.002 < 0.05$ ) both show significant positive effects on Consumer Perception, which leads to H7 and H8 being accepted. These findings indicate that consumers form more favorable perceptions when YouTube Shopping is perceived as a platform that effectively supports purchase decision-making and is easy to use throughout the buying journey. This also aligned with [Moslehpour's \(2018\)](#) research, which found that perceived usefulness and perceived ease of use significantly affect consumer perceptions of consciousness when shopping online and lead to purchase intentions. The integration of YouTube Shopping with external e-commerce platforms such as Shopee enhances perceived usefulness by enabling a seamless transition from content consumption to product evaluation and purchase. This is also supported by [Chang and Li \(2022\)](#), who found that seamless integration significantly enhances consumer perceptions and increases purchase and repurchase intentions. Features such as product tagging, direct shopping links, and embedded product information reduce search effort and shorten the path from awareness and consideration to transaction. At the same time, ease of navigation between YouTube content and integrated e-commerce platforms reduces cognitive effort and friction during the buying process, thereby enhancing perceived ease of use. Content creators play a critical role in optimizing both constructs by clearly demonstrating product benefits, guiding viewers on how to use integrated shopping features, and structuring content to align with each stage of the consumer buying journey. Consequently, the functional integration between YouTube Shopping and e-commerce platforms, when effectively leveraged by content creators, may emerge as a key determinant of positive consumer perception in YouTube Shopping affiliate marketing.

Finally, the results reveal that Consumer Perception has a strong, statistically significant effect on Consumer Purchase Intention ( $\beta = 0.507$ ;  $t = 9.866$ ;  $p = 0.000 < 0.05$ ). Therefore, H9 is accepted. These findings also align with [Yan et al. \(2025\)](#) research that found consumer perception has a strong positive significant impact on purchase intention. This finding confirms that consumer perception plays a central role in translating content-related persuasion, source-credibility and platform acceptance factors into actual purchase intentions. Positive perceptions serve as a critical mechanism through which affiliate content influences consumer decision-

making for purchase intention.

#### 4.2 Indirect Effect

The indirect effect analysis evaluates whether Consumer Perception mediates the relationship between the antecedent variables and Consumer Purchase Intention.

**Table 5.** Indirect Effect Test

| Path                                                                        | Original sample (O) | Sample mean (M) | (STDEV) | T statistics | P values |
|-----------------------------------------------------------------------------|---------------------|-----------------|---------|--------------|----------|
| Argument Quality -> Consumer Perception -> Consumer Purchase Intention      | 0.071               | 0.069           | 0.035   | 2.007        | 0.022    |
| Entertainment -> Consumer Perception -> Consumer Purchase Intention         | -0.013              | -0.011          | 0.029   | 0.449        | 0.327    |
| Expertise -> Consumer Perception -> Consumer Purchase Intention             | 0.078               | 0.078           | 0.033   | 2.339        | 0.01     |
| Informativeness -> Consumer Perception -> Consumer Purchase Intention       | 0.042               | 0.043           | 0.03    | 1.42         | 0.078    |
| Perceived Ease of Use -> Consumer Perception -> Consumer Purchase Intention | 0.096               | 0.097           | 0.035   | 2.741        | 0.003    |
| Perceived Usefulness -> Consumer Perception -> Consumer Purchase Intention  | 0.068               | 0.068           | 0.033   | 2.057        | 0.02     |
| Trustworthiness -> Consumer Perception -> Consumer Purchase Intention       | 0.089               | 0.089           | 0.032   | 2.762        | 0.003    |
| Visual Cue -> Consumer Perception -> Consumer Purchase Intention            | 0.008               | 0.008           | 0.031   | 0.261        | 0.397    |

Source: Internal Processed Data, 2026.

As shown in Table 5, Argument Quality has a positive and significant indirect effect on Consumer Purchase Intention through Consumer Perception ( $\beta = 0.071$ ;  $t = 2.007 > 1.96$ ;  $p = 0.022 < 0.05$ ), which aligns with [Hair et al. \(2024\)](#), indicating that high-quality arguments enhance purchase intention by first improving consumers' perceptions of the affiliate content.

Expertise exhibits a significant indirect effect on Consumer Purchase Intention via Consumer

Perception ( $\beta = 0.078$ ;  $t = 2.339$ ;  $p = 0.010$ ), suggesting that creators' expertise increases purchase intention by fostering more positive consumer perceptions. Perceived Ease of Use ( $\beta = 0.096$ ;  $t = 2.741$ ;  $p = 0.003$ ), Perceived Usefulness ( $\beta = 0.068$ ;  $t = 2.057$ ;  $p = 0.020$ ), and Trustworthiness ( $\beta = 0.089$ ;  $t = 2.762$ ;  $p = 0.003$ ) also demonstrate positive and statistically significant indirect effects, confirming the mediating role of Consumer Perception in translating these factors into higher purchase intention.

In contrast, Entertainment ( $\beta = -0.013$ ;  $t = 0.449$ ;  $p = 0.327$ ), Informativeness ( $\beta = 0.042$ ;  $t = 1.420$ ;  $p = 0.078$ ), and Visual Cues ( $\beta = 0.008$ ;  $t = 0.261$ ;  $p = 0.397$ ) do not show significant indirect effects on Consumer Purchase Intention. This indicates that these factors do not meaningfully influence purchase intention through Consumer Perception within the context of YouTube Shopping affiliate content. The indirect effect results confirm that Consumer Perception serves as a key mediating variable, particularly for credibility- and utility-related factors, reinforcing its central role in shaping consumers' purchase intentions.

The mediation analysis shows that Consumer Perception partially mediates the relationships between Argument Quality, Expertise, Perceived Ease of Use, Perceived Usefulness, and Trustworthiness and Consumer Purchase Intention, as both the direct and indirect effects are significant ([Hair et al., 2019](#)). In contrast, Entertainment, Informativeness, and Visual Cues do not exhibit mediation effects because their indirect paths through Consumer Perception are not statistically significant.

These findings emphasize that Consumer Perception plays a central but selective mediating role in the model. It effectively transmits the influence of factors related to argument quality, expertise, perceived ease of use, perceived usefulness, and trustworthiness to purchase intention, while factors related to entertainment, informativeness, and visual cues do not exert the same influence. This suggests that successful YouTube Shopping affiliate strategies should focus on building trustworthy, useful, and easy-to-understand content rather than relying primarily on entertaining visuals or stylistic elements to drive consumer purchase intentions.

## 5. Conclusion

This study examines how consumer perception factors affect purchase intention on the YouTube Shopping affiliate marketing platform. The results demonstrated that argument quality, expertise, trustworthiness, perceived usefulness, and perceived ease of use had a significant positive impact on consumer perceptions, which in turn led to purchase intention. On the other hand, entertainment, informativeness, and the visual cue shown statically have an insignificant impact on consumer perception that leads to purchase intention.

To improve the effectiveness of their YouTube Shopping affiliate marketing strategy, creators need to focus on the quality of their arguments in affiliate content, emphasizing strength, clarity, and logical structure in their presentation. Expertise is important because consumers are more likely to develop favorable perceptions and purchase intention when affiliate creators are perceived as knowledgeable and competent. Similarly, Trustworthiness highlights the importance of credibility and honesty in the YouTube Shopping affiliate marketing platform. Perceived usefulness and perceived ease of use are important because they effectively shape consumer perceptions and purchase intentions. Creators need to educate their viewers about convenience and how YouTube Shopping works in their content, for example, by integrating a visual overlay to help consumers navigate YouTube Shopping features.

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