

DIGITAL MARKETING STRATEGY: AN ANALYSIS OF THE EFFECTIVENESS OF INFLUENCER AND AFFILIATE ENDORSEMENTS IN PROMOTING WOMEN'S FASHION PRODUCTS

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Abstract:

This study aims to analyze the effectiveness of digital marketing strategies through influencer endorsements and affiliate marketing in influencing consumer purchase intention for women's fashion products, as well as to examine the role of brand awareness as a moderating variable. The research employed a quantitative approach with multiple linear regression analysis based on data collected through questionnaires. The findings reveal that influencer endorsements have a significant and positive effect on purchase intention, indicating that an influencer's credibility, attractiveness, and expertise can enhance consumer willingness to purchase fashion products. In contrast, affiliate marketing does not have a significant direct effect on purchase intention. Regarding the moderating effect, brand awareness does not significantly strengthen the relationship between influencer endorsements and purchase intention, but it does significantly enhance the relationship between affiliate marketing and purchase intention. These results suggest that affiliate marketing strategies are effective only when supported by high brand awareness, whereas the influence of endorsements relies more heavily on the personal branding and credibility of the influencer. The managerial implications of this study highlight the importance for women's fashion companies to optimize collaborations with credible influencers and to build strong brand awareness to improve the effectiveness of affiliate marketing strategies.

Keywords: Digital Marketing, Influencer Endorsement, Affiliate Marketing, Brand Awareness, Purchase Intention

INTRODUCTION

The fashion industry continues to experience rapid development in line with changing lifestyles, fast fashion trends, and technology. To date, the fast fashion trend in Indonesia remains quite widespread in the market due to its growing appeal and market reach, reinforced by data from the Kompas Research and Development Team showing that the number of consumers shopping for clothing is growing from 7.9 million people to 14.1 million by 2024.

This growth can be driven by globalization, social media, and increasing public awareness of personal style and identity. Women, as one of the largest consumer segments in the fashion industry, play a significant role in the sector's growth, particularly through online shopping trends. With advances in digital technology, marketing strategies in the fashion industry have also transformed. Companies no longer rely solely on conventional marketing, such as TV advertising, but also utilize engaging content marketing to reach more consumers through social media platforms effectively. The development of digital marketing has transformed promotional strategies for various products, including fashion products. One factor that can contribute to business success in marketing through social media is the use of influencers (Rahayu et al., 2021). Influencer endorsements and affiliate



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marketing programs are two strategies frequently used today through social media, but the effectiveness of each strategy in increasing purchasing interest and brand awareness still requires further research. A deeper understanding of which strategy is more effective in increasing consumer purchasing interest is crucial for fashion business owners in optimizing their digital marketing strategies.

One strategy involving influencers that is growing rapidly today is the use of influencer endorsements. The primary role of endorsers is to create a positive association between the endorser and the recommended product, thus fostering a positive attitude in consumers, enabling the advertisement to create a positive image in the eyes of consumers (Soesatyo et al., 2013).

The rapid advancement of digital technology has also driven the growth of new social media platforms that develop new features periodically. One such platform is TikTok, which has developed an online shopping feature called TikTok Shop. With TikTok Shop, content creators can include or embed purchase links (yellow carts) for products they wish to promote in their content. This strategy is called affiliate marketing. Affiliate marketing is a system that involves paying others (affiliates) for successfully selling products or services owned by a company or online store based on links distributed through the affiliate's social media channels connected to the product's online store on e-commerce platforms or websites (Tukidi et al., 2024).

These two digital marketing strategies have become increasingly popular recently in the hope of increasing product sales. Entrepreneurs, particularly fashion entrepreneurs, are not only competing to create engaging content, but they are also employing strategies involving other parties (influencers and affiliates) to boost consumer purchasing power and compete in today's highly competitive business world.

This study aims to analyze the effectiveness of influencer endorsements and affiliate marketing in influencing purchasing decisions for women's fashion products. Furthermore, this study will identify the key factors contributing to the success of digital marketing strategies in the fashion industry. Therefore, this research is crucial for helping fashion brands determine the most effective promotional strategies to increase sales and competitiveness in the digital marketplace.

This study employed a quantitative method with a survey approach. Data were collected through questionnaires distributed to women aged 18–40 who actively purchase fashion products through influencer endorsements and/or affiliate links on TikTok. A purposive sampling technique was used to ensure respondents had relevant experience, with a sample size of 160 respondents. Data were analyzed using descriptive statistics and linear regression to measure the influence of each strategy on consumer purchasing interest in fashion products. The data collection techniques selected were questionnaires and interviews, with several tests including instrument testing for questionnaires, classical assumption testing, and moderated regression analysis (MRA).

This study uses brand awareness as a moderating variable, providing a deeper analysis of how brand awareness influences consumer purchase intention. Brand awareness describes the extent to which consumers recognize and remember a brand. Consumers who are familiar with a brand tend to have more trust in the products offered compared to unfamiliar brands. In other words, using brand awareness as a moderating variable in this study aims to test whether the level of brand awareness can strengthen or weaken the relationship between influencer endorsements and affiliate marketing on consumer purchase intention for women's fashion products. The results of this study will help companies understand how digital marketing strategies can be adjusted to the level of brand awareness to achieve optimal results. It is expected to provide novelty in the development of research in the field of digital marketing.



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Hypothesis. This study uses a quantitative approach, examining the influence of influencer endorsements and affiliate marketing on female consumers' purchase intention, using brand awareness as a moderating variable. This study formulates the following hypotheses:

- H1: Influencer endorsements have a positive and significant effect on female consumers' purchase intention for fashion products.
- H2: Affiliate marketing has a positive and significant effect on female consumers' purchase intention for fashion products.
- H3: Brand awareness moderates the effect of influencer endorsements on female consumers' purchase intention for fashion products.
- H4: Brand awareness moderates the effect of affiliate marketing on female consumers' purchase intention for fashion products.

METHODS

This study uses a quantitative method with an explanatory approach to analyze the relationship between influencer endorsements and affiliate marketing on consumer purchase intention, with brand awareness as a moderating variable.

The population of this study is female consumers who actively use social media and frequently interact with influencers or affiliates when purchasing fashion products online. The sampling method used was non-probability sampling. Non-probability sampling is a sampling method in which not all members of the population have an equal or known chance of being selected. The data collection techniques used were questionnaires and interviews, with several tests: instrument testing for questionnaires, classical assumption testing, and moderated regression analysis (MRA). The sampling method used in this study was purposive sampling, with the following criteria:

- a) Female aged 18-35 residing in Bali
- b) Actively uses social media (Instagram, TikTok, or YouTube)
- c) Has purchased fashion products through influencer endorsements or affiliate links
- d) Has brand awareness

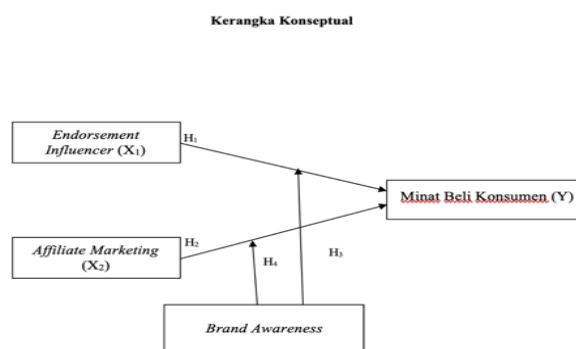


Figure 1. Conceptual Framework

RESULT AND DISCUSSION

In this study, validity testing was conducted by examining the Pearson correlation between the scores of each statement item and using the Cronbach's Alpha method for reliability testing. Based on the results of the research instrument testing, which used validity and reliability tests, the following results were obtained:



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Validity Test of Variable X1.

Table 1. Correlations

		Influencer 1	Influencer 2	Influencer 3	Influencer 4	Influencer 5	Endorsement Influencer
Influencer 1	Pearson Correlation	1	.580**	.496**	.450**	.458**	.782**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Influencer 2	Pearson Correlation	.580**	1	.585**	.380**	.361**	.764**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Influencer 3	Pearson Correlation	.496**	.585**	1	.325**	.319**	.721**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Influencer 4	Pearson Correlation	.450**	.380**	.325**	1	.608**	.737**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Influencer 5	Pearson Correlation	.458**	.361**	.319**	.608**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Endorsement Influencer	Pearson Correlation	.782**	.764**	.721**	.737**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160

** : Correlation is significant at the 0.01 level (2-tailed)

Based on the validity test results for the independent variable, Influencer Endorsement (X1), in the Correlations Table, all items have a significant positive correlation at the 0.01 level (2-tailed). The correlation coefficients (r-values) ranged from 0.721 to 0.782, all of which were greater than the table r (0.155 for N=160, α=0.05). These results indicate that each question item used to measure variable X1 has a strong relationship with the overall construct of Influencer Endorsement.

Reliability Test of Variable X1.

Cronbach's Alpha	N of Items
.803	5

Based on the reliability test results for the independent variable, Influencer Endorsement (X1), using the Cronbach's Alpha method, the value was 0.803 for the five-item questionnaire. It indicates that the research instrument for the Influencer Endorsement variable has good internal consistency. It means that respondents tended to provide consistent answers to the questions.

Validity Test for Variable X2.

Table 3. Correlations

	Affiliate 1	Affiliate 2	Affiliate 3	Affiliate 4	Affiliate 5	Affiliate 6	Affiliate Marketing
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Affiliate 1	Pearson Correlation	1	553**	203*	275**	308**	217**	.618**
	Sig. (2-tailed)		.00	.000	.000	.000	.000	.000
	N	160	16	160	160	160	160	160
Affiliate 2	Pearson Correlation	553**	1	417**	378**	.374**	.313**	.740**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160
Affiliate 3	Pearson Correlation	203*	.417**	1	290**	.478**	.505**	.703**
	Sig. (2-tailed)	.010	.00		.000	.000	.000	.000
	N	160	160	160	160	160	160	160
Affiliate 4	Pearson Correlation	.275**	.378**	.290**	1	.387**	.377**	.650**
	Sig. (2-tailed)	.000	.00	.000		.000	.000	.000
	N	160	160	160	160	160	160	160
Affiliate 5	Pearson Correlation	308**	.374**	.478**	.387**	1	.473**	.718**
	Sig. (2-tailed)	.000	.00	.000	.000		.000	.000
	N	160	160	160	160	160	160	160
Affiliate 6	Pearson Correlation	217**	.313**	.505**	.377**	.473**	1	.704**
	Sig. (2-tailed)	.006	.00	.000	.000	.000		.000
	N	160	160	160	160	160	160	160
Affiliate Marketing	Pearson Correlation	.618**	.740**	.703**	.650**	.718**	.704**	1
	Sig. (2-tailed)	.000	.00	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160

** : Correlation is significant at the 0.01 level (2-tailed)
 * : Correlation is significant at the 0.05 level (2-tailed)

Based on the validity test of the independent variable Affiliate Marketing (X2) in the Correlations Table, all items have a positive and significant correlation coefficient at the 0.01 level (2-tailed), with the highest correlation value in Affiliate2 (r = 0.740) and the lowest in Affiliate1 (r = 0.618). According to Ghozali, an item is considered valid if the calculated r-correlation value is greater than the calculated r-table (for n = 160, r-table ± 0.155 at α = 0.05). 8 All indicators in this variable meet these criteria, so all items are declared valid.

Reliability Test of Variable X2.

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
.778	6

Based on the reliability test results for the independent variable Affiliate Marketing (X2), the Cronbach's Alpha value was 0.778 for six statement items (Affiliate 1-Affiliate 6). Referring to Ghozali's criteria, an α value of ≥ 0.70 indicates acceptable reliability for variable X2.8. Therefore, the measurement instrument for the Affiliate Marketing variable in this study can be said to be reliable.

Validity Test of Variable Y.

Table 5. Correlations

	Interest in Buying 1	Interest in Buying 2	Interest in Buying 3	Interest in Buying 4	Interest in Buying 5	Consumer Purchase
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		Interest					
Interest in Buying 1	Pearson Correlation	1	.592**	.553**	.517**	.562**	.818**
	Sig. (2-tailed)		.00	.000	.000	.000	.000
	N	160	160	160	160	160	160
Interest in Buying 2	Pearson Correlation	.592**	1	.577**	.545**	.461**	.806**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160
Interest in Buying 3	Pearson Correlation	.553**	.575**	1	.443**	.419**	.785**
	Sig. (2-tailed)	.000	.00		.000	.000	.000
	N	160	160	160	160	160	160
Interest in Buying 4	Pearson Correlation	.517**	.545**	.443**	1	.515**	.757**
	Sig. (2-tailed)	.000	.00	.000		.000	.000
	N	160	160	160	160	160	160
Interest in Buying 5	Pearson Correlation	.562**	.461**	.419**	.515**	1	.752**
	Sig. (2-tailed)	.000	.00	.000	.000		.000
	N	160	160	160	160	160	160
Consumer Purchase Interest	Pearson Correlation	.818**	.806**	.785**	.757**	.752**	1
	Sig. (2-tailed)	.000	.00	.000	.000	.000	
	N	160	160	160	160	160	160

** : Correlation is significant at the 0.01 level (2-tailed)

The method used to test the validity of the Consumer Purchase Intention (Y) variable is the Pearson Product-Moment correlation between the scores of each item (PurchaseIntention1–PurchaseIntention5) and the total score of the Consumer Purchase Intention variable. The validity criterion used is r -calculated > r -table at a significance level of 5% (for $n = 160$, r -table ± 0.155). All items had correlation values higher than r -table and a significance level of 0.000 (<0.05), thus all indicators were declared valid.

Reliability Test of Variable Y.

Table 6. Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

All items in the Consumer Purchase Intention (Y) variable are closely related and mutually supportive in measuring the same construct. The α value is 0.839, indicating an α value ≥ 0.70 , which is in the good category. It indicates the instrument has high internal consistency.

Validity Test of Moderating Variables.

Table 7. Correlations

		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand Awareness
Brand 1	Pearson	1	.587**	.618**	.510**	.449**	.786**
	Sig. (2-tailed)		.00	.000	.000	.000	.000
	N	160	160	160	160	160	160



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	Pearson	587**	1	633**	542**	.461**	810**
Brand 2	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160
	Pearson	618**	.633**	1	652**	.574**	.865**
Brand 3	Sig. (2-tailed)	.000	.00		.000	.000	.000
	N	160	160	160	160	160	160
	Pearson	.510**	.542**	.652**	1	.559**	.813**
Brand 4	Sig. (2-tailed)	.000	.00	.000		.000	.000
	N	160	160	160	160	160	160
	Pearson	449**	.461**	.574**	559**	1	.747**
Brand 5	Sig. (2-tailed)	.000	.00	.000	.000		.000
	N	160	160	160	160	160	160
	Pearson	786**	.810**	.865**	.813**	.747**	1
Brand Awareness	Sig. (2-tailed)	.000	.00	.000	.000	.000	
	N	160	160	160	160	160	160

** : Correlation is significant at the 0.01 level (2-tailed)

Based on the validity test of the Brand Awareness moderating variable, all correlation values are above the r table and the p-value is <0.05, thus all items are declared valid. The validity criterion used is calculated $r > r$ table at a significance level of 5% (for $n = 160$, r table ± 0.155).

Reliability Test of Moderating Variables.

Cronbach's Alpha	N of Items
.864	5

The Cronbach's Alpha value of 0.864 in the reliability test for the moderating variable Brand Awareness demonstrates that the instrument is of good quality for use in this study.

Classical Assumption Test.

Table 9. Classical Assumption Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1.66914539
Most Extreme Differences	Absolute	.056
	Positive	.049
	Negative	-.056
Test Statistic		.056
Asymp. Sig (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data
 c. Lilliefors Significance correction
 d. This is a lower bound of the true significance



A normality test was conducted to determine whether the residual data in the regression model had a normal distribution. Based on the One-Sample Kolmogorov-Smirnov Test table, the significance result (Asymp. Sig. 2-tailed) was $0.200 > 0.05$, thus H_0 was not rejected. It means that the residual data in this study were normally distributed.

Table 10. Normality Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
1 (Constant)	1.552	.832		1.864	.064
Endorsement Influencer	.061	.303	.144	.201	.841
Affiliate Marketing	-.030	.242	-.082	-.123	.902
X1_Z	-.007	.016	-.582	-.441	.660
X2_Z	.004	.013	.394	.306	.760

a. Dependent Variable: Abs_Res

This study used the Glejser test to test for heteroscedasticity, where the dependent variable is the absolute value of the residuals, and the independent variables are the same as in the main model. The table shows that all variables have a significance value > 0.05 , thus concluding that there are no symptoms of heteroscedasticity in this regression model.

Hypothesis Testing (Moderated Regression Analysis).

Table 11. Hypothesis Testing

Model Summary				
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.787 ^a	.620	.610	1.69055

a. predictors: (Constant), X2_Z, Endorsement Influencer, Affiliate Marketing, X1_Z

Table 12. Hypothesis Testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	722.919	4	180.730	63.238	.000 ^b
	Residual	442.981	155	2.858		
	Total	1165.900	159			

a. Dependent Variable: Consumer Purchase Interest
 b. predictors: (Constant), X2_Z, Endorsement Influencer, Affiliate Marketing, X1_Z

The R value in the Model Summary table shows the level of closeness of the relationship between the independent variables (Influencer Endorsement, Affiliate Marketing, and interaction with the moderating variable Brand Awareness) with the dependent variable (Consumer Purchase



Intention). The R value = 0.787 is included in the category of a very strong relationship, meaning that the combination of the three variables together has a strong relationship with consumer purchase intention in women's fashion products. Based on the ANOVA table, the significance value is 0.000. This significance value is far below the critical limit of 0.05 ($p < 0.05$), so it can be concluded that the regression model is statistically significant. It means that together the independent variables used in this study do have a significant effect on consumer purchase intention. This result strengthens the findings in the Model Summary, which shows the large contribution of the model to the dependent variable. Simultaneously, the variables Influencer Endorsement, Affiliate Marketing, and the moderating variable Brand Awareness have a significant effect on consumer purchase intention.

Table 13. Hypothesis Testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.320	1.282		4.151	.000
Endorsement Influencer	1.034	.467	.994	2.216	.028
Affiliate Marketing	-.373	.372	-.421	-1.004	.317
X1_Z	-.046	.025	-1.554	-1.879	.062
X2_Z	.045	.020	1.839	2.277	.024

a. Dependent Variable: Consumer Purchase Interest

The Effect of Influencer Endorsement (X1) on Purchase Intention. Based on the coefficients table above, a significance value of $0.028 < 0.05$ indicates that Influencer Endorsement significantly influences consumer purchase intention. A positive coefficient ($B = 1.034$) means that each increase in positive perceptions of an influencer endorsement will increase consumer purchase intention by 1.034 units (assuming other variables remain constant). It indicates that the more credible, attractive, and expert an influencer is, the higher the consumer purchase intention for the women's fashion products they promote. It aligns with research by Romadona et al. (2024), which showed that influencers have a positive and significant effect on purchase intention for fashion products among social media users in Cirebon. Similarly, research by Putri et al. (2024) found that influencer characteristics such as credibility and attractiveness significantly increase Gen Z's purchase intention for beauty products, particularly through the role of online reviews (Heykal et al., 2024).

The Effect of Affiliate Marketing (X2) on Purchase Intention. Based on the coefficients table above, a significance value of $0.317 > 0.05$ indicates that affiliate marketing does not have a significant partial effect on consumer purchase intention. Affiliates typically take the form of links or reviews, which are more transactional and less personal than influencer endorsements. Therefore, if the affiliate is less well-known or the content is less convincing, the impact on purchase intention will be small. The results of this study, which indicate that affiliate marketing does not have a significant effect on consumer purchase intention, align with the findings of several previous studies. Siswanto et al.'s (2024) study on Shopee users found that affiliate programs did not significantly influence purchase intention among college students, as other factors, such as promotions and app features, were more dominant in influencing consumer decisions. Similar results were also reported by Putra et al. (2025) on Gen Z TikTok users in Jambi City, where affiliate



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marketing did not have a significant partial effect on purchase decisions. Thus, the consistency of these results confirms that the effectiveness of affiliate marketing in many cases requires other supporting factors, such as brand awareness or affiliate credibility, to impact consumer purchase intention significantly. This condition indicates that affiliate marketing strategies in the form of links or reviews that are more transactional in nature have not been able to create emotional attachment with consumers, so their impact on purchasing interest is limited, especially if the affiliate is less well-known or less convincing.

Brand Awareness Moderates the Relationship Between Influencer Endorsements and Consumer Purchase Intention. Based on the coefficients table above, a significance value of $0.062 > 0.05$ indicates that brand awareness does not significantly moderate the relationship between influencer endorsements and consumer purchase intention. Therefore, even if consumers have a high level of brand awareness, this does not necessarily strengthen or weaken the influence of influencer endorsements on purchase intention. Sesar et al. (2022) asserted that "influencer credibility has a direct and significant effect on purchase intention," indicating that while brand awareness plays a role in certain contexts, influencer credibility remains more prominent in influencing consumer behavior. It is consistent with the results of this study, which show that the influence of influencer endorsements remains significant even though brand awareness does not strengthen the relationship. It means that influencer attractiveness and credibility are more dominant than brand awareness in this study.

Brand Awareness Moderates Affiliate Marketing's Relationship to Consumer Purchase Intention. Based on the coefficients table above, a significance value of $0.024 < 0.05$ indicates that brand awareness significantly moderates the relationship between affiliate marketing and consumer purchase intention. A positive coefficient indicates that the higher the brand awareness, the stronger the influence of affiliate marketing on consumer purchase intention. When consumers are familiar with the fashion brand promoted by the affiliate, the effectiveness of affiliate marketing increases in driving purchase intention. Although the results of this study indicate that affiliate marketing does not directly influence consumer purchase intention, the findings regarding the moderating role of brand awareness provide a more comprehensive explanation. These results align with research by Siswanto et al. (2024), who examined college students using Shopee, where affiliate marketing did not significantly influence purchase intention without the support of other factors. Therefore, this study concludes that affiliate marketing is not a direct determinant of purchase intention but requires the support of brand awareness to increase its effectiveness.

CONCLUSION

The results of this study indicate that a digital marketing strategy through influencer endorsements significantly influences consumer purchase intention, with the influencer's credibility, attractiveness, and expertise being the dominant factors in shaping purchasing decisions for women's fashion products. Conversely, affiliate marketing did not have a direct, significant effect, but its effectiveness increased when consumers had high levels of brand awareness. Meanwhile, brand awareness was not shown to moderate the relationship between influencer endorsements and purchase intention, indicating that the influencer's credibility and persuasive power were more important than mere brand awareness.

Based on the findings of this study, companies should be more selective in selecting influencers, considering credibility, relevance, and familiarity with the target audience or potential consumers to enhance their promotional messages. Affiliate marketing strategies should be



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implemented after brand awareness has been established, as consumer familiarity with the brand has been shown to strengthen the impact of affiliate promotions. Future research could expand the study to different products and e-commerce platforms, and consider additional variables such as consumer trust or perceived value to provide a more comprehensive understanding of the dynamics of digital marketing's effectiveness in influencing consumer purchase intention.

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