

**ANALISIS PENGARUH IKLAN DENGAN METODE AFFILIATE
MARKETING PRODUK SHOPEE TERHADAP KEPUTUSAN
PEMBELIAN PADA MEDIA SOSIAL INSTAGRAM
(STUDI PADA MAHASISWA FAKULTAS EKONOMI DAN SOSIAL
UNIVERSITAS JENDERAL ACHMAD YANI YOGYAKARTA)**

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INTISARI

Penelitian ini diakukan untuk mengetahui pengaruh iklan dengan metode *affiliate marketing* produk shopee pada media sosial Instagram terhadap keputusan pembelian pengguna. Penelitian ini dilakukan dengan metode kuantitatif melalui penyebaran kuesioner yang berisi pernyataan tertutup terhadap 89 responden dari 777 jumlah total populasi dari mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta.. Analisa data dilakukan melalui aplikasi perangkat lunak IBM SPSS Statistics 20 dengan melakukan uji validitas, uji reliabilitas, uji asumsi klasik, uji korelasi, uji regresi linear, serta pengujian hipotesis.

Penelitian ini menunjukkan bahwa variabel iklan dengan metode *affiliate marketing* (X) produk Shopee pada media sosial Instagram berpengaruh terhadap variabel keputusan pembelian konsumen (Y). Pada pengujian data yang telah dilakukan menunjukkan bahwa variabel iklan *affiliate marketing* (X) berpengaruh sebesar 40,9% terhadap variabel keputusan pembelian (Y). Kemunculan iklan produk Shopee pada laman rekomendasi Instagram dapat memunculkan ketertarikan hingga keputusan pembelian terhadap produk yang diklankan. Hal ini menunjukkan bahwa adanya saling keterkaitan serta adanya hubungan positif dari kedua media untuk melakukan pemasaran secara digital.

Kata Kunci : *Affiliate marketing*, keputusan pembelian.

***ANALYSIS THE EFFECT OF ADVERTISING WITH AFFILIATE
MARKETING METHOD OF SHOPEE PRODUCTS IN INSTAGRAM
PLATFORM ON PURCHASE DECISIONS***
***(STUDY ON STUDENTS OF THE FACULTY OF ECONOMIC AND SOCIAL
UNIVERSITY ACHMAD YANI YOGYAKARTA)***

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ABSTRACT

This research was conducted to determine the effect of advertising with the affiliate marketing method of shopee products on Instagram social media on users' purchasing decisions. This research was conducted using quantitative methods through the distribution of questionnaires containing closed statements to 89 respondents from 777 total population of students from the Faculty of Economics and Social Affairs, Universitas Jenderal Achmad Yani Yogyakarta. Data analysis was carried out through the IBM SPSS Statistics 20 software application by testing the validity, reliability test, classical assumption test, correlation test, linear regression test, and hypothesis testing.

This study shows that the advertising variable with the affiliate marketing method (X) for Shopee products on Instagram social media has an effect on the consumer purchasing decision variable (Y). In testing the data that has been done, it shows that the affiliate marketing advertising variable (X) has an effect of 40.9% on the purchasing decision variable (Y). The appearance of Shopee product advertisements on the Instagram recommendation page can generate interest and purchase decisions for the advertised product. This shows that there is a mutual relationship and a positive relationship between the two media for digital marketing.

Keywords: Affiliate marketing, purchasing decisions.