

Strategy to Increase Consumer Trust in Affiliate Links on Social Media

Ni Putu Christina Piliانا, Agus Fredy Maradona

Master of Management, Universitas Pendidikan Nasional, Denpasar, 80224, Indonesia

Abstract

Affiliate marketing in Indonesia has experienced significant growth, especially with the development of the e-commerce & e-marketplace industry. This research aims to analyze strategies to increase consumer trust in affiliate links on social media. This research is quantitative research uses a purposive sampling method. Data Analysis using the Structural Equation Modeling Partial Least Squares (SEM PLS) method with the help of SmartPLS 4 software. This research involved 392 respondents with the criteria for respondents being active social media users in Indonesia who had interacted with affiliate links when purchasing goods or services, aged between 17 - 50 years old, and have educational levels from Elementary School - Doctoral Degree. This research aims to explore effective strategies in increasing consumer trust in affiliate links on social media. The research results show that factors such as information transparency, affiliate reputation, product and service quality, content relevance, and user experience have a significant effect on consumer trust. However, it was found that consumer attitudes did not significantly moderate the influence of product and service quality and user experience on consumer trust. These findings help marketing practitioners create better strategies to foster consumer trust in affiliate links in the digital era.

Keywords: consumer trust, affiliate links, social media, content relevance, user experience.

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1. Introduction

In Indonesia the digital market has developed, this is driven by internet penetration, digital literacy, changes in consumer behavior, technological advances, cultural preferences and regulatory frameworks that aim to encourage innovation while protecting consumer data privacy. The proliferation of smart phones with affordable data packages allows access extensive coverage of online shopping, financial services and digital content consumption, as reported by the kominfo.go.id article based on a survey by the Indonesian Internet Service Providers Association (APJII) in 2024 the level of internet access in Indonesia will increase to 79.5%. Therefore, of the 278.6 million population of Indonesia, there are 221,563,479 people who are connected to the internet (KOMINFO, 2024). This internet use includes e-commerce, online services, and digital entertainment platforms. According to data from wearesocial.com, in 2023 there will be 212.9 million internet users and 167 million active social media users in Indonesia ([wearesocial](http://wearesocial.com), 2023).

The social media platforms that are popularly used include WhatsApp with an estimated number of users of 92.1%, then Instagram with 86.5% of users, Facebook with 83.8% of users, Tiktok with 70.8% of users, Telegram with 64.3% of users, Twitter with 60.2% of users, and so on ([wearesocial](http://wearesocial.com), 2023).

Integrating social media into an e-commerce strategy can increase brand visibility, attract customers and ultimately increase sales. Social media has transformed online marketing and purchasing by providing powerful tools to reach, engage and convert consumers. By leveraging the unique features and broad user base of social media platforms, businesses can improve marketing strategies, build strong relationships and increase sales. The more users feel they can differentiate between accurate information and misinformation, the more they trust the platform, resulting in higher engagement rates (Cheng & Chen, 2020).

In recent years, affiliate marketing via social media has become a dynamic and potentially profitable business model. It involves promoting products or services through uniquely coded affiliate links on social media platforms. When followers buy from the link, the affiliate will earn a commission. To succeed in affiliate marketing, affiliates must know

* Corresponding author.

E-mail address: christina.piliانا93@gmail.com

audience algorithms and create content that is relevant to their audience, evaluate the credibility of the Company or seller, understand commission structures, disclose affiliate relationships transparently, maintain honesty and integrity, follow industry trends and build strong relationships with Company or seller (Phil Norris, 2024). Affiliate marketing is an important component of a comprehensive marketing strategy because affiliate marketing is cost-effective, where companies or business actors only pay for successful transactions, thereby reducing wasted payments. With affiliates, businesses can reach new, diverse audiences, this benefits SEO (Search Engine Optimization) through inbound links. In addition, through affiliate links you can also build consumer trust through trusted recommendations, provide valuable data insights about consumer behavior, and the flexibility to adapt to various marketing channels and integrate with other marketing. Affiliate marketing not only helps drive sellers but also complements other marketing efforts that are all focused on maximizing ROI (Return of Investment).

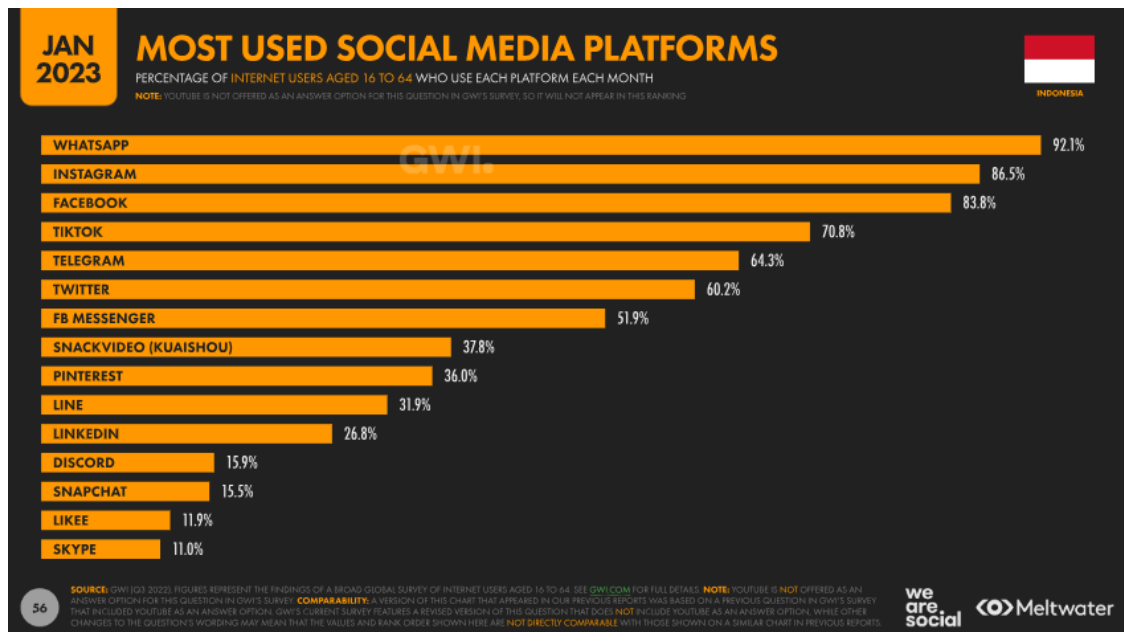


Figure 1. Social media platforms used in Indonesia.
Source: We Are Social

In digital marketing, consumer trust & transparency towards affiliate links are important key factors. because this can measure the success of an affiliate marketing strategy. Consumer trust is a fundamental concept in the relationship between business people and consumers. This is a consumer's belief in the likelihood that an exchange will work as expected. This confidence is important because it can help reduce feelings of uncertainty about the intentions and abilities of other parties involved in the transaction. Consumer trust influences brand and affiliate credibility, engagement and conversion rates. Affiliates are similar to referral marketing programs, where the affiliate has built trust with their audience and is considered a trusted person or authority to recommend products or services. As a means of building trust, micro-influencers can provide accurate brand recommendations to their followers, making them an important part of brand strategy. Brands can collaborate with micro influencers effectively and reduce risks by utilizing affiliate programs. Trust has the power to make or break a brand's reputation. 70% say that trust in a brand is more important now than in the past (Philip Kushmaro, 2021).

In the world of affiliate marketing transparency is very important for building trust. Product descriptions that are clear, honest and transparent to consumers about affiliate partners are very necessary. Affiliate marketing on social media is a popular and profitable way to monetize online content, but achieving good results requires careful planning, implementation and optimization. Affiliate marketing allows social media creators/influencers to promote other companies' products in exchange for a certain percentage of advertising proceeds. The literature on consumer trust in affiliate links is important to understand, as it can help online consumers make purchasing decisions and how affiliate marketers can increase their conversions. There are several factors that influence consumers on affiliate links, there are:

- a. Trust and credibility: Consumers tend to trust reputable affiliates more. Such as, showing honest content, talent and integrity.

- b. Product and service quality: Product quality is the extent to which purchased products meet customer expectations and needs. Meanwhile, service quality is how well an online store can provide satisfactory, fast and customer-friendly service.
- c. Social Facts: The opinions and actions of other people influence consumers, especially when they get reviews from customers or influencers.
- d. FOMO (Fear of Missing Out): Consumers have a fear of missing out on unique limited-time offers. Where this can be an affiliate strategy to create a sense of urgency and scarcity.
- e. Behavioral Economics: Consumers' cognitive biases and heuristics influence the Decision-making process. Affiliates can use the information to make their marketing strategies more efficient.
- f. Benefits over features: consumers are more interested in the feeling a product can provide than its specifications or technical features. To appeal to customers' emotions, affiliates can emphasize product benefits rather than technical features.

The factors above can help affiliates understand consumer behavior better and can design more effective marketing strategies and campaigns so as to increase consumer trust in affiliate links (Hidayat et al., 2021), (Rafi Robin, 2023).

Today's online marketing strategies often include affiliate links to drive sales, but the widespread use of these affiliate links has contributed to a lack of consumer trust, as users are increasingly wary of biased recommendations driven by commission incentives over genuine product endorsements. This lack of consumer trust can have a significant impact on the level of sales conventions such as consumer hesitancy to buy where consumers tend to hesitate before making a purchasing decision due to a lack of consumer trust in a brand, then there is an increase in perceived risk which is higher, especially if they are new customers without experience. directly in advance with the Company or brand. Lack of consumer trust is also a major obstacle to conversion, where consumers hesitate to make decisions, such as making a purchase or registering for a service, thereby preventing customers from moving forward. The loss of repeat business is also a factor in the lack of trust that loyal consumers have in the company or brand, so that the business or brand will lose the opportunity to build a loyal customer base that is important for long-term success (Jimit Mehta, 2023).

The success of affiliate marketing depends largely on the consumer trust that is built between the marketer and their audience, as consumers are more likely to make a purchase through an affiliate link when they believe that the recommendation is honest and reliable. On research (Paul et al., n.d.) 2024, said consumer trust has a strong influence on purchasing decisions in the digital era. This research underlines the importance for the business world, especially Micro, Small and Medium Enterprises (MSMEs), to build interaction with social media users in order to build trust and promote products effectively.

According to research (Khamitov et al., 2024), integrity-based antecedents are more effective than reliability-based ones in encouraging consumer trust. Consumer trust has a stronger impact on attitudinal outcomes compared to behavioral outcomes. In recent years, reliability-based products have become a stronger driver of consumer confidence.

Research conducted (Bachnik & Nowacki, 2018), concluded that two-way communication, especially through advertising that attracts attention and emotions, is very important in building consumer trust. The socially responsible or controversial nature of an advertisement sets the tone for communication and influences how receptive consumers are to the message. This is also an important thing and needs to be considered in the context of affiliate marketing.

There is some literature that discusses strategies to increase consumer confidence including; (Soleimani, 2022), this journal highlights the importance of trust and distrust in digital markets, trust is the main issue to reduce the risks felt by consumers, this journal also discusses several factors that influence consumer trust in online transactions including, privacy and security where users need assurance that their personal and financial information is protected. Lack of physical interaction during transactions can create a lack of trust. Consumers perceive risks associated with online transactions, lower risks can result in higher trust.

(Yusuf et al., 2023), this research highlights how online trust (E-trust) is the main key to consumer confidence in carrying out online transactions by emphasizing the importance of risk and security in the digital era where technology is an integral part of efficient and practical trade.

(Micu et al., 2017), this research emphasizes that quality digital content is essential for marketing campaigns and is a critical component in acquiring search engine traffic. Trust is closely related to transactions in e-commerce so marketing communication is an important part of customer interaction.

Consumer beliefs can influence consumer attitudes towards marketing in different ways, and vary depending on the type and context of marketing. Information about products, services, brands can influence the way consumers view

things. Previous studies show that customer engagement on social media is influenced by satisfaction, positive emotions and trust. Customers who have a strong sense of loyalty or interest in a brand tend to be actively involved on social media. Social media platforms and brands play an important role in influencing engagement levels on social media, which means more than one formula is needed for effective social media management. Brands must understand their audiences' preferences, behaviors and motivations and then change their content and strategy to meet those needs. Social media commerce can improve relationships between consumers and allow them to share information, recommend each other and post comments. This shows that social commerce has the ability to attract customers who use social media to shop.

Affiliate marketing is a form of online marketing where a person or business earns a commission from promoting another company's products or services. Affiliates use unique links and codes to track referred products or services. Here social media plays an important role in affiliate marketing. Social media and e-commerce platforms such as Facebook, Instagram, TikTok, shopee offer various features and tools to help affiliates create interesting content and promote products or services. The strengths of affiliate marketing on social media include allowing it to reach an audience that is relevant to the product or service being offered, by collaborating with influencers affiliate marketing can build trust and credibility of products or services, expand audience reach by utilizing the follower base of influencers, can save promotional costs / operations, have a higher lead-to-close rate. Disadvantages of affiliate marketing on social media include, requires constant monitoring and optimization to ensure performance, faces competition from other affiliates and influencers, depending on the quality and relevance of the content created by the affiliate marketer, may face legal issues or ethical issues regarding disclosure, privacy, spam, or misleading claims (Kate Parish, 2022).

There are several factors that can influence consumer trust in affiliate links, there are:

- a. Lack of transparency and disclosure about the relationship between affiliates and traders.
- b. Low product quality, resulting in dissatisfaction and complaints which ultimately lead to negative reviews.
- c. Affiliate link conversion rate which can affect the credibility of the affiliate.

With the factors that influence consumer trust in affiliates, the challenges of affiliate marketing in building consumer trust include competition from other brands and influencers, the rapid development of social media platforms and algorithms, and potential risks and threats from cyber, phishing, spam or hacking that endanger data security. personal and private consumers (Soleimani, 2022).

In social media marketing trust is an important concept in consumer research. Affiliate marketing relies on trust between consumers and affiliates. When consumers click on affiliate links, they expect authenticity and reliability. The strategy of building trust in affiliate links on social media is essential to a successful affiliate marketing campaign. The changing digital marketing landscape and the need to adapt to consumer behavior means consumers are increasingly relying on social media for product recommendations and ensuring trust in affiliate links. Research on strategies to increase consumer trust in affiliate links on social media is not only relevant but also urgently needed to drive the success of affiliate marketing efforts.

2. Literature Review

2.1. Consumer Behavior Theory

The definition of consumer behavior according to (Kotler & Keller, 2012) is how someone considers, selects, purchases, utilizes and evaluates a product to meet their needs. According (Solomon et al., 2016), behavior is said to be more or less the same as behavioral intention, which can be derived from a combination of consumer attitudes towards purchasing products and subjective norms regarding this behavior. Through the concept of 'subjective norms', this theory recognizes the power of other people in influencing behavior. Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs or wants.

According to (Yulianti et al., 2019), consumer behavior is defined as individual actions related to purchasing and using goods and services, including the initial decision making process and determining actions as experiences with goods and only from other sources.

2.2. Information Transparency (TI)

Information transparency is the openness of information in providing information (Susanto, 2017). (Fahim, 2020), said that consumers trust affiliate advertising and are sensitive to information, consumers tend to look for clear and accurate information about the products or services offered. Therefore, information transparency is the key to implementing an effective affiliate marketing strategy. Research by (Nurhadi, 2019), Information transparency has a positive impact on consumer trust. Information transparency can help consumers make rational and relevant purchasing decisions.

H1: Information transparency has a positive effect on consumer trust in affiliate links on social media.

2.3. Affiliate Reputation (RA)

(Kent Campbell, 2023) Reputation is society's general opinion of someone or something. This determines how much credibility or trust a person or entity receives in a particular community or social group. Reputation is usually based on the perceived qualities of an individual's or group's actions, character and achievements. Affiliate reputation is the public's perception of the credibility, expertise and quality of affiliates in promoting products or services. Affiliate reputation is influenced by several factors such as content, interaction, performance and affiliate ethics. Affiliate reputation can influence the level of trust and audience loyalty towards affiliates, products and services. Good affiliation can increase the affiliate's credibility and authority so that it can attract more audiences and increase sales potential (Sahilah et al., 2023). (Gracelia & Indriani, 2023), In affiliate marketing, the reputation of the affiliate promoting certain goods or services can influence brand trust. In research (Andreani et al., 2021), reach, relevance and resonance have a significant positive influence on brand awareness. Reach has a positive but not significant influence on purchase decisions. This shows that affiliate reputation is an important factor in increasing brand awareness.

H2: Affiliate reputation has a positive effect on consumer trust in affiliate links on social media.

2.4. Product and Service Quality (KPL)

(Anggrenita & Sander, 2022), social media marketing has a significant impact on customer trust and purchase intentions. According to (Kaharudin et al., 2021), customer trust, product quality, website quality and service quality have a positive influence on purchasing decisions. (Utami & Handayani, 2019), it was found that service quality and customer trust had a significant effect on customer loyalty. (Naini et al., 2022), said good product quality is very important for purchasing decisions, consumer loyalty repurchase intentions.

H3: Product and Service Quality has a positive effect on consumer trust in affiliate links on social media.

2.5. Content Relevance (RK)

According to (Pandrianto & Genep Sukendro, 2018), content that is not relevant to consumers or customers and is too informative is less popular with the audience because there is a gap between the content strategy implemented and the audience's needs and preferences. (Rahmanto, 2022), good public perception is influenced positively and significantly by social media

H4: Content relevance has a positive effect on consumer trust in affiliate links on social media.

2.6. User Experiences (PP)

User Experience (Customer Experience) is an internal and subjective response, feedback, or interpretation from users as a result of interactions either directly or indirectly with a brand, service provider and company. Customer experience is critical because of its ability to influence customer loyalty, retention, and brand image. Good customer experience can build strong and sustainable relationships (Lemon & Verhoef, 2016). (Yunus, 2022) said that online consumer reviews influence consumer purchasing decisions. (Manyanga et al., 2022) this research found that user experience, user satisfaction and word of mouth intentions have a positive influence on customer loyalty. The same thing can also be obtained from research (Barbu et al., 2021) that customer support, guarantees, speed and company innovation have a positive effect on user experience.

H5: User experiences has a positive effect on consumer trust in affiliate links on social media.

2.7. Consumer Attitudes (SK)

Consumer attitude is a person's relatively consistent evaluation, feelings and tendencies towards an object or idea related to consumption or marketing. Consumer Attitudes also have a relationship between consumer beliefs, attitudes and behavior, as well as the characteristics and functions of consumer attitudes (Mowen & Minor, 2000). According to (Tirtayasa et al., 2021), product quality has a positive and significant effect on consumer satisfaction and purchasing

decisions, purchasing decisions, purchasing decisions have a positive and significant effect on consumer satisfaction, and purchasing decisions play a role in mediating product quality and trust in consumer satisfaction. (Ansyah, 2019), Trust in online vendors has a significant effect on consumer attitudes. Trust in online vendors has a significant effect on buying interest. In line with the research above, (Abdullah et al., 2023), also states that consumer motivation and consumer trust have a positive and significant effect on purchasing decisions. Consumer attitudes can moderate the influence of consumer motivation and consumer confidence on purchasing decisions.

H6: Product and service quality has a positive effect on consumer trust in affiliate links on social media, mediated by consumer attitudes.

H7: *User Experience has a positive effect on consumer trust in affiliate links on social media which is mediated by Consumer Attitude*

2.8. Social Media

(Yaputra, 2020) social media is an online platform that allows users to share information, ideas and content with other people. Social media can also be used as a marketing approach that utilizes social networks to increase brand awareness, customer loyalty and purchasing decisions. According to (Yulianti et al., 2019), consumer behavior is defined as individual actions related to purchasing and using goods and services, including the initial decision making process and determining actions as experiences with goods and only from other sources.

As an affiliate marketing tool social media is very useful because it allows affiliates to quickly share discount codes, referral links, and promote goods or services to their followers. Affiliate marketing no longer just requires posts and stories on social media (Lauren Mohr, 2023).

2.9. Online Marketing

Marketing is an administrative and social process through which individuals and groups obtain what they need and want by producing, offering, and exchanging valuable products with their peers. According to (Fandy Tjiptono & Gregorius Chandra, 2020), digital marketing is experiencing a three-stage evolutionary process. That are:

- a. Information publishing: This is the initial stage of the emergence of the internet, businesses use websites as a medium to provide information about their goods or services, such as interactive brochures. At this stage the internet cannot be used as a medium for personalization or transactions.
- b. Transaction site: This stage occurs when a business begins to use the internet as a tool to carry out various online transactions, such as selling goods or services, receiving payments, or providing after-sales services. This allows businesses to reach a wider market and improve their operational efficiency.
- c. Mass Customization: This stage occurs when businesses start using the internet as a medium to customize messages and services to individuals according to their needs, references and behavior. This allows businesses to increase customer loyalty and value.

In the digital era which is currently developing rapidly, online businesses are required to have online advertising. (Siti Rohmah Noviah, 2021) There are several types of digital marketing that are familiar to hear, such as:

- a. Content Marketing: a marketing strategy that focuses on creating and sharing relevant, useful and interesting content to attract and retain the target audience.
- b. Search Engine Optimization (SEO): The process of increasing the quality and quantity of traffic to a website or web page from search engines, thereby making the website relevant to user search queries and having the opportunity to rank higher on search engine results pages.
- c. Search Engine Marketing (SEM): A digital marketing strategy that involves promoting a website or web page in search engines using paid and organic methods.
- d. Social Media Marketing: Using social platforms and media to promote business and connect directly with potential and existing customers. Social Media Marketing can help in increasing customer loyalty, branding, and can also drive more traffic to a business website.
- e. Affiliate Marketing: Online marketing where you promote other people's products or services and will later get a commission for every sale or action generated. Affiliate marketing can also be a way to monetize content, especially if you have a niche audience that trusts an affiliate's recommendations.
- f. Influencer Marketing: Collaborative online marketing involving influencers (people who have many followers on social media) and are involved in promoting products or services. Influencer marketing can expand marketing reach, increase trust among audiences, and increase traffic conversions to business websites or social media.

2.10. Affiliate Marketing

Affiliate marketing is a marketing strategy where affiliates (content creators) earn commissions by referring customers to a brand's business site via a link where the link has a unique code. With this unique code marketers can track the traffic generated to the business site, and when a purchase occurs through that link the affiliate is given a commission in return for their marketing efforts (Oklander et al., 2018).

(Christina Newberry, 2022) There are several strategies that can be used for affiliate marketing on social media, including:

- Create authentic and valuable content that shows the benefits of the product or service and how the product or service can solve problems and meet audience needs.
- Use clear and compelling actions to encourage your audience to click on an affiliate link or use an affiliate code by providing a reason to do so.
- Build credibility and trust with audiences by being transparent and honest about affiliate relationships, affiliate codes and platform and brand legal ethical guidelines.
- Leverage different social media platforms to reach and attract different audience segments, and optimize content and messaging for each platform.

3. Research Method and Materials

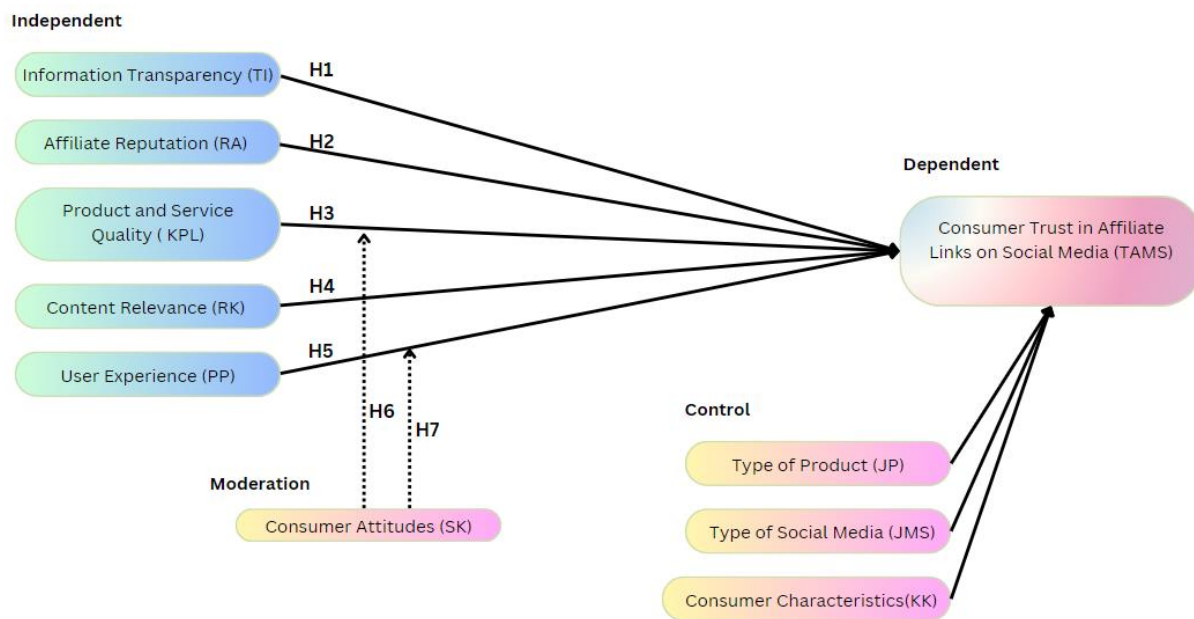


Figure 2. Conceptual Model.
Source: Author's conceptual model

This research involves active social media users who have interacted with affiliate links over a certain period of time. Respondents who participated were active social media users in Indonesia who had used affiliate links when purchasing goods or services. The study population included individuals aged 17 to 50 years, with educational levels ranging from elementary school to bachelor's degree, as well as varying shopping preferences and levels of online shopping experience. The total number of respondents in this study was 392 people.

4. Results and Discussion

4.1. Respondent Characteristics

information regarding the characteristics of the respondent, Complete data is in the table 1.

Table 1. Demographic Respondent

	Respondent	Frequency (F)	Percentage (%)
Gender	Male	113	29%
	Female	279	71%
Age	17 – 24 years	106	27%
	25 – 29 years	176	45%
	30 – 39 years	85	22%
	40 – 49 years	15	4%
	>=50 years	10	3%
Education	Elementary School	0	0%
	Junior High School	0	0%
	High School/Vocational School	90	23%
	Bachelor Degree/Master's Degree/Doctoral Degree	302	77%
Number of social media	1 social media	49	13%
	2 social media	137	35%
	3 social media	164	42%
	4 social media	42	11%
Number of product type	1 product type	45	11%
	2 product type	77	20%
	3 product type	123	31%
	4 product type	85	22%
	5 product type	36	9%
	6 product type	20	5%
	7 product type	6	2%
	8 product type	0	0%

- Based on Gender: Based on the questionnaire that was distributed to 392 respondents, it can be seen that the majority of respondents were women, namely 279 people (71%), and male respondents were 113 people (29%).
- Based on Age: It is known that the majority of respondents were in the age range of 25-29 years with a total of 176 people (45%). A total of 106 respondents (27%) were aged 17-24 years, 85 respondents (22%) were aged 30-39 years, 15 respondents (4%) were aged 40-49 years, and 10 respondents (3%) were aged 50 years or more. From data table 4.2, it can be seen that the age range that shops the most with affiliate links is 25-29 years old, 176 people (45%).
- Based on Education: Based on education, the majority of respondents had a D3/S1/S2/S3 education level with a total of 302 respondents (77%), and a SMA/SMK education amounting to 90 respondents (23%).
- Based on social media: Based on the number of social media used by respondents when shopping via affiliate links, the majority of respondents used 3 social media, namely 164 respondents (42%).
- Based on product type: Based on the number of criteria or types of products chosen by respondents. The majority of respondents chose 3 types of products, namely 123 respondents (31%).

4.2. Measurement Model Evaluation (Outer Model)

To verify optimal internal consistency in the research model, reliability and validity testing of the model was carried out. Where the Rule of thumb is used for Composite Reliability values > 0.7 , and Cronbach alpha values > 0.7 (Ghozali, 2016). It can be seen from Table 2, internal consistency reliability for the variables in this research shows a good level of consistency. The Cronbach's alpha and Composite reliability (ρ_a) values are also quite uniform, with the highest value recorded for the TMS variable (0.881) and the lowest value recorded for the SK variable (0.715). The Composite reliability (ρ_c) value shows a value comparable to the ρ_a value, indicating that internal reliability is strong in measuring the TAMS, KPL, PP, RA, RK, SK, and TI variables in this study.

Discriminant validity is carried out to ensure that the measurement instruments used are in accordance with the aim of measuring the different constructs in this research, namely by looking at the Fornell-Lacker value. In Table 3, it can be seen that the AVE root value for each variable is greater than the correlation with other constructs. Likewise, the cross loading value of each construct must show a higher indicator value than that of the other constructs. So, it can be said that discriminant validity is acceptable according to what was stated (Sekaran & Bougie, 2016).

Table 2. Demographic Responden

Variabel	Indicator	Loading Factor	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
KPL	KLP1	0.842	0.807	0.808	0.886	0.721
	KLP2	0.853				
	KLP3	0.852				
PP	PP1	0.850	0.816	0.816	0.891	0.731
	PP2	0.861				
	PP3	0.854				
RA	RA1	0.807	0.779	0.783	0.871	0.693
	RA2	0.856				
	RA3	0.834				
RK	RK1	0.833	0.799	0.799	0.882	0.714
	RK2	0.868				
	RK3	0.833				
SK	SK1	0.838	0.863	0.863	0.907	0.709
	SK2	0.860				
	SK3	0.839				
	SK4	0.832				
TAMS	TAMS1	0.779	0.880	0.881	0.909	0.626
	TAMS2	0.767				
	TAMS3	0.792				
	TAMS4	0.791				
	TAMS5	0.802				
	TAMS6	0.816				
TI	TI1	0.855	0.833	0.833	0.900	0.749
	TI2	0.875				
	TI3	0.866				

KPL: Product and Service Quality. PP: User Experience, RA: Affiliate Reputation, RK: Content Relevance. SK: Consumer Attitudes, TAMS: Consumer Trust in Affiliate Links on Social Media, TI: Information Transparency

Table 3. Discriminant Validity (Fornell-Larcker criterion)

Variabel	JMS	JP	KK	KPL	PP	RA	RK	SK	TAMS	TI
JMS	1.000									
JP	0.436	1.000								
KK	0.073	0.019	1.000							
KPL	0.064	0.022	-0.039	0.849						
PP	0.055	0.082	-0.001	0.622	0.855					
RA	0.022	0.030	0.047	0.657	0.577	0.832				
RK	0.084	0.073	0.015	0.580	0.635	0.544	0.845			
SK	-0.016	0.076	-0.025	0.603	0.696	0.535	0.558	0.842		
TAMS	0.052	0.018	-0.007	0.634	0.672	0.607	0.615	0.669	0.791	
TI	0.038	0.077	-0.011	0.551	0.548	0.660	0.548	0.538	0.582	0.866

KPL: Product and Service Quality. PP: User Experience, RA: Affiliate Reputation, RK: Content Relevance. SK: Consumer Attitudes, TAMS: Consumer Trust in Affiliate Links on Social Media, TI: Information Transparency, JMS: Type of Social Media, JP: Product Type, KK: Consumer Characteristics

4.3. Structural Model Evaluation (Inner Model)

4.3.1. Coefficient of Determination (R-Square)

The R-Square value ranges from 0 to 1, where the closer to 1, the greater the proportion of variation that can be explained by the model. Rule of Thumb: R-Square values are 0.75 (strong), 0.50 (moderate), and 0.25 (weak). In this research,

the R-Square value for the TAMS variable is 0.624, meaning that around 62.4% of the variation in the dependent variable can be explained by the independent variables in the model. Meanwhile, the adjusted R-Square value is 0.613, this shows that, after considering the number of variables involved in the model, the independent variable can still explain around 61.3% of the variation in the dependent variable. In accordance with (Sekaran & Bougie, 2016) because the value $0.5 < R^2 < 0.75$, this research model has a moderate influence.

Table 3. Coefficient of Determination (R-Square)

Variabel	R-square	R-square adjusted
TAMS	0.624	0.613

4.3.2. *Path Coefficient (β)*

This research tests the path coefficient using the bootstrapping method with 5000 replacements.

Table 4. Path Coefficient (β) Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hasil
JMS -> TAMS	0.051	0.051	0.034	1.516	0.130	Not significant
JP -> TAMS	-0.066	-0.065	0.037	1.759	0.079	Not significant
KK -> TAMS	-0.008	-0.008	0.031	0.268	0.789	Not significant
KPL -> TAMS	0.131	0.130	0.046	2.829	0.005	significant
PP -> TAMS	0.198	0.198	0.053	3.757	0.000	Not significant
RA -> TAMS	0.101	0.103	0.050	2.029	0.042	significant
RK -> TAMS	0.129	0.131	0.046	2.793	0.005	significant
SK -> TAMS	0.240	0.240	0.047	5.067	0.000	Not significant
TI -> TAMS	0.117	0.115	0.048	2.441	0.015	significant
SK x KPL -> TAMS	-0.064	-0.065	0.037	1.734	0.083	Not significant
SK x PP -> TAMS	-0.034	-0.033	0.036	0.966	0.334	Not significant

KPL: Product and Service Quality. PP: User Experience, RA: Affiliate Reputation, RK: Content Relevance. SK: Consumer Attitudes, TAMS: Consumer Trust in Affiliate Links on Social Media, TI: Information Transparency, JMS: Type of Social Media, JP: Product Type, KK: Consumer Characteristics

4.3.3. *Hypotesis Test*

a. *The Effect of Information Transparency on Consumer Trust in Affiliate Links on Social Media*

Based on analysis using the SmartPLS method, it shows that the influence of information transparency on consumer trust in affiliate links on social media with a path coefficient value of 0.117, t-value 2,441>1.96, p-value 0.015<0.05. From these results it can be stated that information transparency has a significant effect on consumer trust in affiliate links on social media. H1 is acceptable.

b. *The Influence of Affiliate Reputation on Consumer Trust in Affiliate Links on Social Media*

Based on analysis using the SmartPLS method, it shows that the influence of affiliate reputation on consumer trust in affiliate links on social media with a path coefficient value of 0.101, t-value 2.029>1.96, p-value 0.042<0.05. From these results it can be stated that affiliate reputation has a significant effect on consumer trust in affiliate links on social media. H2 is acceptable.

c. *The Influence of Product and Service Quality on Consumer Trust in Affiliate Links on Social Media*

Based on analysis using the SmartPLS method, it shows that the influence of product and service quality on consumer trust in affiliate links on social media with a path coefficient value of 0.131, t-value 2,829>1.96, p-value 0.005<0.05. From these results it can be stated that product and service quality have a significant effect on consumer trust in affiliate links on social media. H3 is acceptable.

d. The Effect of Content Relevance on Consumer Trust in Affiliate Links on Social Media

Based on analysis using the SmartPLS method, it shows that the influence of content relevance on consumer trust in affiliate links on social media with a path coefficient value of 0.129, t-value $2,793 > 1.96$, p-value $0.005 < 0.05$. From these results it can be stated that content relevance has a significant effect on consumer trust in affiliate links on social media. H4 is acceptable.

e. The Influence of User Experience on Consumer Trust in Affiliate Links on Social Media

Based on analysis using the SmartPLS method, it shows that the influence of user experience on consumer trust in affiliate links on social media with a path coefficient value of 0.198, t-value $3,757 > 1.96$, p-value $0.000 < 0.05$. From these results it can be stated that user experience has a significant influence on consumer trust in affiliate links on social media. H5 is acceptable.

f. The Moderating Influence of Consumer Attitudes on Product and Service Quality on Consumer Trust in Affiliate Links on Social Media

Based on analysis using the SmartPLS method, it shows that the influence of consumer attitudes moderates the quality of products and services on consumer trust in affiliate links on social media with a path coefficient value of -0.064 , a t-value of $1.734 < 1.96$, a p-value of $0.083 > 0.05$. From these results it can be stated that consumer attitudes moderate the quality of products and services on consumer trust in affiliate links in social media which is not significant. H6 is rejected.

g. The Influence of Consumer Attitudes Moderating User Experience on Consumer Trust in Affiliate Links on Social Media

Based on analysis using the SmartPLS method, it shows that the influence of consumer attitudes moderates user experience on consumer trust in affiliate links on social media with a path coefficient value of -0.034 , t-value $0.966 < 1.96$, p-value $0.334 > 0.05$. From these results it can be stated that consumer attitudes moderate user experience towards consumer trust in affiliate links in social media which is not significant. H7 is rejected.

Thus, this research shows that information transparency, affiliate reputation, product and service quality, content relevance, and user experience have a significant influence on consumer trust in affiliate links on social media. However, consumer attitudes do not significantly moderate the influence of product and service quality and user experience on consumer trust.

5. Conclusion

This research shows that information transparency, affiliate reputation, product and service quality, content relevance, and user experience have a significant influence on consumer trust in affiliate links on social media. This means that consumer trust can be increased through providing clear and open information, maintaining a good affiliate reputation, offering high-quality products and services, presenting content that is relevant to consumer interests, and ensuring a positive user experience when interacting with affiliate links.

However, consumer attitudes do not significantly moderate the influence of product and service quality and user experience on consumer trust. This means that consumers' perceptions or views do not strengthen or weaken the relationship between product and service quality or user experience and their level of trust in affiliate links on social media. Overall, this research confirms the importance of key factors such as information transparency, reputation, product and service quality, content relevance, and user experience in building and maintaining consumer trust in affiliate links on social media. Meanwhile, consumer attitudes do not play a significant moderating role in these relationships.

This research aims to identify effective strategies in increasing consumer trust in affiliate links on social media. This research shows that information transparency, affiliate reputation, product and service quality, content relevance, and user experience have a significant influence on consumer trust in affiliate links on social media. The theoretical implication is that these factors, namely information transparency that reduces uncertainty, affiliate reputation as a guarantee of quality, product and service quality that builds positive perceptions, content relevance that increases engagement, and user experience that strengthens consumer satisfaction, all play an important role in building and maintaining consumer trust in affiliate links. In addition, this research shows that consumer attitudes do not moderate the influence of product and service quality and user experience on consumer trust, confirming that these factors have a direct influence on consumer trust in the context of affiliate marketing on social media.

This research has significant practical implications for practitioners in improving affiliate marketing strategies on social media. It is hoped that the results of this research will allow marketing practitioners to increase consumer trust by increasing information transparency in presenting affiliate links, strengthening affiliate reputations through testimonials and collaboration with influencers, and focusing on improving the quality of products and services offered through affiliate links. In addition, it is important for practitioners to match the relevance of content to the interests and needs of target markets, improve user experience, select appropriate social media platforms, and consider consumer characteristics in their marketing strategies. Continuous education and training of marketing practitioners on these factors is also necessary to improve understanding and effective implementation of strategies.

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